

# You want a piece of me?



According to the U.S. Census Bureau-2000  
Per Capita income for Mohave county was \$16,788

Per Capita Income is defined as the monetary income received in 1999  
computed for every man woman and child in Mohave county,  
divided by the total number of people in the area over 15 years old.

## According to the latest ratings:

Kazual, Krazy, K-Rock and K-Hits reach  
86,600 people per week.



This means that:  
Our listeners earn

# \$1,453,840,800.00 every year!

Yes, that's 1.4 BILLION, and NOT adjusted for inflation!



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Same thing goes for your business. You need an idea that's going to get people to stop and pay attention to what you're saying. Sometimes it's the unusual that will get them to stop.

Case in point, a great client of mine, Hank Nolte, owner of Findlay Auto Center, has a favorite saying, and unless you live in a cave, you've most likely heard it. Can you guess what it is? Yes, it's the infamous, "Get down, get funky like a bald headed monkey". From that simple phrase that he always says, we created a four month campaign that has not only increased his sales, but has now spun off into another campaign. Remember, no matter what type of marketing you do, ideas, good ones, sell.

## Too Busy for New Ideas...

By Ron Nickle - Senior Vice President



Okay, we are all guilty of closing the door on people. We're guilty of having someone come to the business, or send

a proposal via US mail or email, and sending back a response that we are so incredibly busy and just don't have the time.

Is this really the case or have we simply not ALLOCATED time for new ideas? We seem to allocate plenty of time for answering our email, surfing the web, making and taking inane phone calls and reading the newspaper. But when someone comes to the door with an idea, we think "sales pitch" and are

"too, too busy".

When someone comes to the door and says "Hey, I have an idea", I try to think back to 1977, and think about the scrawny college dropout who has this new idea for using computers. He and a few of his buddies came up with an operating system that is, in their words, better than IBM's. Would I have given Bill Gates and Paul Allen the time of day? Would I have taken them seriously? If I had, what would my life be like today?

This year I am going to try and get better at making time for people with new ideas. You never know who has that idea that will just make something pop.

## What's in a Word?

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interested. THAT is an elevator speech. He then said that if Bill was interested, he MAY give me two minutes, in which time I had to be able to give him an Executive Summary. So we had to write a book, then cut it down to a 30 second speech, and then prepare a two minute Executive Summary. It took WEEKS.

Do we all have an Elevator Speech for our business? Do we have an Executive Summary? Can we express to someone who has a passing interest what it is we do? Once we can do these things it becomes much easier to market our business, both one on one and in the Mass Media. Oh, and back to that whole "A picture is worth a thousand words" thing? Let me give you one word that will paint a thousand pictures in your head: Baby

## Bluetooth Bling

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odd enough, but when I walk into a business and talk to someone and have to face that blue flashing thing because Mr. Self-Important MIGHT get a call that is more important than me... well that just puts me off. It gives me a poor impression of that person and a poor impression of the business I walked into. Use the Bluetooth thingie in the car....PLEASE.... but the rest of the time, can't we all just unplug for a bit?

*Success is going from failure to failure without a loss of enthusiasm.*

Winston Churchill

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104.5 FM - Lake Havasu  
95.3 FM - Bullhead City  
95.9 FM - Kingman



101.9FM - Lake Havasu  
93.5 FM - Bullhead/Laughlin  
99.1 FM - Kingman



101.1 FM - Lake Havasu  
106.3 FM - Bullhead/Laughlin  
100.7 FM - Kingman



96.7 FM - Lake Havasu  
103.9 FM - Bullhead/Laughlin  
103.9 FM - Kingman





# The Dog's Bark

A Murphy Broadcasting Publication

## What's in a Word

By Chris Rolando - CEO



Some time ago I was told that a picture is worth a thousand words. We have all heard this and now have come to believe it must be true! This phrase has been attributed to everyone from Confucius to Napoleon. It is believed that the statement actually originated with Fred R. Barnard in the advertising trade journal Printer's Ink in 1921, promoting the use of images in advertising on the sides of streetcars. The statement was "One look is worth a thousand

words". But I digress....

A number of months ago I began talking with Gary Oxley of Oxley Construction, and Havasu Foothills Estates in Lake Havasu City. The challenge in marketing a project of this scope and magnitude comes under the headings of catching people's attention, and conveying the message in under a million words. So a picture may be the better way to go right? Not necessarily. You see, as Gary Oxley and I talked about Havasu Foothills Estates, the thing that kept coming up was the word "community". Gary was looking to get across the

fact that the development is a neighborhood, and people there would enjoy a sense of community. These words were the beginning of an advertising campaign executed by Audio Production Experts of Charlotte, North Carolina.

We run into a lot of businesses that know what they do, but cannot seem to communicate it. A number of years ago, Rick Murphy and I were taking a course at Technopolis, a mentoring program at ASU. We were tasked with developing two statements about our patented program, Mastery Pro ([www.masterypro.com](http://www.masterypro.com)). We had to list everything our software did and for whom. It took weeks and was voluminous, covering literally hundreds of pages. Then, he had us cut that entire BOOK down to just a 30 second speech. The "Elevator Speech". He told me to imagine that I got on the elevator and Bill Gates walked on next to me, and I only have from the first to the 15<sup>th</sup> floor to get him

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Michael Anthony  
Sales Manager

I've been in radio over thirty years, and if you were to ask me what's one of the biggest things I've learned, it's that ideas sell. Now I know that concept has been around for a long time... trust me, I've been living it most of my adult life.

The whole purpose behind an idea in marketing is to get people to pay more attention to what you're telling them, a daunting task in your everyday life, let alone trying to market your business. Don't believe me? Try talking to your kids about anything. See if you can keep their attention for more than thirty seconds. Then try "Hey kids, I have an idea", and if the idea is something that they like or holds their attention, they're all ears.

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North and South facing boards can be first and last impressions for Laughlin Visitors.

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## Bluetooth "Bling"

By Rick Murphy - Grand Poobah



Folks, usually I use this place to tell you about some great, and at times not so great, customer service I have encountered as a way for all of us to take a look at our own businesses, and maybe improve somewhat. But today, I feel the need to talk about Bluetooth Headsets.

Am I the only person who cannot stand the site of these blinking Borg-like objects hanging on the side of people's heads? I mean really... we all have important calls coming in, but are we SO busy that we need that techno-bling on our ear at all times so we can cut 1/20th of a second off our answer time? That cannot be it because I have SEEN people at the store have their phone ring, ear piece in place, checking the phone for the caller ID and then pushing ignore! Oh, and while we're on the subject... why is it people think that when they are on a cell phone in public that we all want to share in their conversations? Bad enough to hear a cell phone ring at the movies, hear them pick up the phone to tell the person that they are at the movie... then which movie... then what it's about... and what they will be doing later... Then you have the loud BROADCASTERS... people who think that for some reason a cell conversation requires additional volume.



I'm sorry if this deviated a bit from where I started, but let me circle the field and come in for a landing. The Bluetooth thingie on people's ears are

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