



The Dog's Bark

A Murphy Broadcasting Publication

What's in a Word

By Chris Rolando - CEO



News Flash: The economy is different than it was last year!

Note that I did not say "worse", or "off" or any of the other things you see screaming from the headlines of the newspaper or on TV news. No, the economy is *different*, and as such requires different approaches.

Last week, I had lunch with Mohave State Bank President Ralph Tapscott. We talked about what was happening with the economy from the international level on down to our own county. While we could not possibly speculate on when it will all turn again, we were noting some of the changes that are happening. Gas is at \$3.00 per gallon. Restaurant business is off, in some places over 25%. Are they related? Are people not going out to dinner because it costs too

much to drive to the restaurant? Or, is the case that the extra money going into the tank was their former entertainment and dining out money? Does this mean that no one is dining out? Hardly! But if fewer people are dining out, what would a restaurateur need to do to make sure your business was not the one getting shorted? There are realtors who have given up, entire real estate firms that have closed their doors, not to mention the title insurance companies and lending institutions. But some realtors persist and do well. It's not that real estate is not selling. It's just that less of it is changing hands than a couple of years ago. But some realtors have not given up and they still do well.

This is my third recession in business. Each one started much the same way. My first happened when Chrysler almost went under. We were all worried because everything in this country was made in Japan, and

Japan was buying up real estate in New York and L.A.. But how did it all end? It was not with a bang. We all just looked around one day and said "Hey, business is pretty good", and everything was right again.

Will a change in the White House change the economy? When in Washington I heard an economist speak. He said the President has absolutely as much control over the economy as a bull rider has over the bull he is astride.

When will it all turn around? None of us could know. It is not unlike those slowdowns on the Interstate where traffic slows to a stop and then suddenly speeds back up leaving us all to wonder why. It will speed up again. For now we should all strap ourselves in and hang on to the bull for our eight seconds!

Business Personality

By Rick Murphy - Grand Poobah



My son owns a recording studio in Southern California and wanted me to see a group, "purported" to be a band, appearing at

the Viper Room (a wannabe Whiskey-A-Go-Go) on Sunset Boulevard. So, being the good father that I am, I went to Hollywood.

We started the evening with a puny little bouncer yelling at everyone in attendance, (yes, even the Old People) "Stand to the left of the white line". Thinking I was funny, I exclaimed, "Which left?". He responded, "If I had my way, you would be on the yellow line in the middle of the road!" I should have known this was going to be the high water mark of the evening. Unfortunately, I still went in to the den of ultimate non-service, inappropriately dressed in slacks and a sport coat.

I thought I would get over the initial "Bourbon Street" smell....a curious mixture of Lysol, Clorox and other even less refined smells...but no, it lingered throughout the entire evening. It was flashback time....poorly done Beatle haircuts, the Geico caveman, and a bartender, more interested in text messaging his boyfriend than serving customers. Same people that were there in 1968, just more tattoos, piercings and cell phones. Oh, I almost forgot.... Yoko Ono!!! The yucker sound man announced that the "Designated Driver Special" was Jose Quervo shooters for only five bucks. We, for our part, enjoyed a fine chardonnay served fresh from a box. So

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Event Marketing

By Ron Nickle - VP of Sales



This month I have been meeting with a few people who have been talking over "Marketing". This is such a hard concept for most people because they confuse marketing with advertising. But one of the buzz words on everyone's lips these days is so-called "event marketing".

Event Marketing is where an event is used to draw people to a product or type of product or service in an educational way. The prime focus is not to sell, but to teach, or introduce people to a product, service or business. The Winterfest in Lake Havasu City (formerly the Snowbird Jamboree) is a great example of Event Marketing... drawing together a number of people in a set demographic for the purpose of presenting them with specific product and/or services. Our own Big Boys Toys shows are another example of event marketing. We draw together businesses who want to market to the outdoor type of people in our area, and then we invite those people to come down and see everything all in one place. This year's Big Boy Toy events will bring together people selling everything from quads to fireplaces, epoxy garage floor coverings to speed boats.

Event Marketing is not a "tent sale" approach. You have to think of it more as a way to showcase your business to people who may never have been exposed to it before. If you have an idea for an event for a specific demographic, give me a call at 928-230-1031 and we'll see if we can help get you set up.

Supermarket Advertising

By Michael Anthony - Sales Manager



Michael Anthony
Sales Manager

Okay, I know there are all kinds of ways to advertise. I have seen American Idol and seen the Coke cups, strategically placed with the logo toward the camera. I have seen all of the Pepsi cans on Two and a Half Men. I have seen ads on the back of taxi seats, on pens at the doctor's office, even ads on shirts of marathon runners. But this week, I saw one that just made me scratch my head.

I was standing in line at Bashas buying a few groceries when I noticed that, on the divider that you put on the conveyor belt, a message that said "Advertise Here". Now I know there are all kinds of places to put an ad for a business. Billboards are a great way to give directions... "Turn Here". Yellow pages are a good directional reference for people who have already made up their minds to buy a product or service... if you can figure out

which book to place an ad in. Some people may question why our company has ads at the Havasu 95 Speedway. Is that an ad, or just a way for our Gear Head CEO (who has season passes in the VIP section of the speedway, and is at every NASCAR race that comes west) to show his support for the track? But who is this ad on a divider supposed to reach? And what would the purpose of the ad be? Could the ad be to remind me to buy a lottery ticket on my way out? To ask me if I need ice or stamps?

What I am getting at here is this: There are all kinds of ways to advertise. But before any of us goes off buying something new, we need to think about a few things. Who is the target audience for my business? Will this ad reach my target audience? Can this medium deliver a good "Call to Action"? What is my expected R.O.I. on this? For me, I'll be watching to see who buys these ads. But mostly I'll be interested in keeping my carefully selected items separate from the guy's stuff behind me.

Business Personality...

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after soaking in all of the indescribable ambiance we could take, it was time to head home. Passing by the same diminutive bouncer, just more amped up on whatever drug of choice his economic status allowed for, I was selected for more abusive language. When I asked to speak to his boss, he informed me that he was the boss and to vacate the property.

I write about this because I am sure that the owner of this club is not aware of this guy's behavior. I wonder how many of us have this kind of thing going on in our business without us knowing. The fact is, when we are not at our business, we really don't know what personality our business takes on.

Pride in Ownership

By Drake Finney - Sales & Marketing



This past week, I walked into a store that just opened in Lake Havasu City, called Mexidona.

When you walk in, it's like walking into a shop in Mexico, with glassware, furniture and accessories, all from Mexico. The owner told me how he imports everything through his connections in Mexico, and how the store is different every time you walk in.

What was refreshing about Mexidona was not so much the things inside (they were fantastic) but an owner who spent the time to tell me about his store, his

products, their pedigree, and what he has planned for the future. If this man has any concerns about the economy, you would not know it. He is just genuinely excited about his business and it shows.

I only went in to see the place and maybe buy a few glasses. I walked out with a lovely metal wall hanging and seven candles to go with it. The excellent service ended with him carrying this thing to my car. Now if I can just find someone who knows how to mount a 100 pound wall hanging on my wall, I'll be set.

The point is, I will remember Mexidona for the great stuff inside. But I'll remember it more for the way the owner working behind the register made me feel. I only hope that as this store gets larger, these people can find employees who have their enthusiasm and passion for the business.

Please Welcome...

Dianna Thornton - Director of Client Services



Dianna started in the sales and service industry over 20 years ago and continues to strive in this ever-changing, fast-paced environment. She started her career in the mid-west where she held leadership roles with AT&T, USA-800 and GE Consumer Finance. After relocating to Lake Havasu City, she served as the Call Center Manager for Frontier Communications in Kingman. There, her focus continued to be on securing customers through exceptional service, exceeding financial targets and building high performance teams. Being a positive change agent and customer advocate has created a clear path for her to attain these goals.

As Director of Client Services, Dianna will be responsible for improving customer retention, partnering with the sales organization to ensure goals are met and introducing Six Sigma quality management techniques while delivering a customer-centric approach. She will be based in Lake Havasu City, where she resides with her family.

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
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