



The Dog's Bark

JAN 2007

A PUBLICATION OF MAD DOG WIRELESS, INC.

25 to 54 Year Old Women... and Why Everyone Wants Them!

By Ron Nickle - Senior VP



No, this isn't a dating piece. The 25 to 54 year old demographic is one of the most coveted in advertising with over 44.7% of all ad spending going after it. Why? Well according to Augie Ruckdeschel, Research Analyst at Interep, "Traditionally it's been thought of as the demographic with the most disposable income, and they are individuals at the height of their earning power". Adults in the 25-54 age group are somewhat more likely to be employed -- and commuting -- than other age groups and therefore have limited access to other media types for a

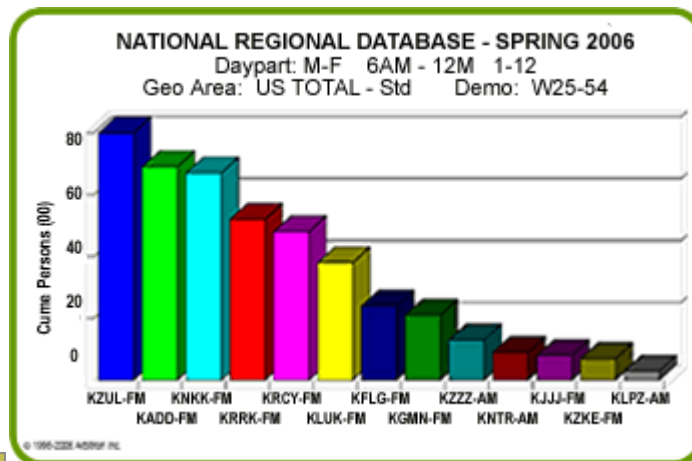
good portion of the day.

About 34 percent of radio listening occurs in the car, according to a study released by Arbitron.

Employed people also have more access to radio than most other media types once at work. In fact, people between the ages of 25-54 are some of the heaviest

radio listeners. Most adults spend about 20 hours per week listening to the radio, according to Arbitron, but at 21 hours and 30 minutes, adults 45-49 spend the most time of any group.

This graph from the latest Arbitron Survey will give you some idea where the 25 to 54 year old females are in this area. Murphy Broadcasting subscribes to the entire National Regional Arbitron Database to help us keep fine-tuning our stations to meet the needs of our listeners and advertisers.



Setting goals...

By Tim McDonnell-Sales Manager



For a lot of people, the idea of setting goals is beyond them. People say things like, "I can't control the future, it just takes care of itself". They live life adrift, letting the currents take them wherever they flow and they complain when they wind up on the rocks. Having goals is like putting a rudder on your life. While the river is always moving forward the rudder allows you to determine the direction within the stream. It gives you enough control so you can avoid the rocks and land where you aim. They give you purpose and direction. It makes showing up at work every day a lot more meaningful. Achieving the goals you set gives you a great sense of accomplishment.

So where do you start? First, you need to figure out where you are. Just like reading a map, you need to start with "Where am I" before considering where you're going. Then set a point of accomplishment. This can be anything you want. For some people, it's weight loss and personal health. For others, it's business achievements. What matters is that it is important to you. This is your "purpose" and to be successful you have to believe in what your setting out to accomplish and why you will accomplish it.

Now that you have your goal... write it down. Don't worry if other people don't think it's realistic. Edison would never have perfected the light bulb if all he worked on were realistic goals. Next answer these
(Continued on page 2)

Shop local...

By Rick Murphy - CEO



Today I am sitting here bandaging up a hand that a Phillips head screwdriver did some damage to. I blame NBC Live.

Allow me to backtrack. As many tragic stories of my life start out... "My brother and I were having a beer and watching TV". Yes, it's pathetic... but I digress. We were listening to a perfectly rehearsed sales pitch for a big screen TV. They overcame all my objections and talked about benefits. I looked at my brother and said "I have to get one of those!" You see, I already own the Ginsu knife set and can cut any of my shoes in half in no time flat.

Fast forward to a month ago when the TV would not turn on. I end up searching through the paperwork until I find a number for Tech Support. Following the phone tree from Heck... I am told to find a screwdriver and begin taking the TV apart, ignoring the stickers that warn of high voltage and certain death, searching for the high voltage bulb that makes the system run. Then after finding it, removing it, packaging it, shipping it, along with my check, I am left waiting for my new bulb and the installation that will be in my hands.

What did I learn from all of this? Something I knew already. Had I just picked up the phone after seeing that big screen TV commercial and
(Continued on page 2)

Last one out...turn off the lights

Chris Rolando - President



We're packing it in! It's all over for Terrestrial radio stations now that XM is in full swing. Sirius has Howard Stern, everyone over the age of 12 has an iPod Nano and AOL is streaming on demand radio!

In the past few months I have been asked again and again if it is over for terrestrial radio (AM and FM). Now that nearly every car company offers Sirius or XM as an option in every vehicle... why are we still here and what is our future? We kind of wondered the same thing when all of this started years ago. Is this the end? Would satellite delivery of music do to us what cable did to over-the-air broadcast television? So far, the answer is no. It has not. Howard Stern, the so-called "King of All Media" now has just a fraction of his former terrestrial

audience according to Forbes Magazine. XM is still facing daunting losses as subscribers continue to elude them, and reported subscriber numbers continue to be suspect, and the medium seems to be inching toward a subscription plateau, according to the Media Daily News (Nov 7, 2006 on-line edition).

High power direct broadcast satellite channels are great and we see a huge future for them. But our prediction is that XM and SIRIUS will see far better returns when they start broadcasting video and audio. While it is true that the bandwidth used for such things will severely curtail the number of channels, based upon what we see at the car lots, there is a future for DBS and a mobile market. Specifically, how many SUVs and luxury sedans get sold in this day and age without a DVD player built in? How long until the next step, where a few channels could be beamed into

the car? Many people balk at \$12.95 per month to hear what are basically jukebox type radio stations. But people have no problem plunking down nearly a hundred dollars a month for television for their homes. Could the combination of in-car and in-home receivers offer more competition, better service and better prices?

As for the iPod... I LOVE mine. I have over 2,000 pieces of music on mine, which regretfully I have never listened to. What I have done, however, is downloaded about 50 hours of audio books and a dozen movies and TV shows that I never seem to have time to watch or enjoy when I am sitting on a plane. Will it kill local radio? Again... hard to say. When I look around, most of the "white headphone" wearers seem to be in the under 25 age group, mixed with a few joggers here and there. I know when I was that age I was in to "MY" music, and none of the frills. That's why these 12 to 24 year olds are so hard to reach. When the commercials start, they're on the

scan button both on TV and radio. But somewhere around 35 years of age, the INFORMATION seems to become a big part of the radio experience, as does the companionship of long time announcers. THAT is hard to duplicate on an iPod.

Is it over for us? Well, when the latest Arbitron ratings show our four radio stations have 86,600 listeners on the average week, I think its safe to say that local terrestrial radio is alive and well.

Shop Local...

(Continued from page 1)

called a LOCAL company that sells these things, then when the bulb went out, someone could have actually been at my house taking care of business. I would have been able to see the end of the Miami NASCAR race in my living room. I would have had time to watch a sunset instead of sitting on hold waiting for the "next available attendant" and I would not have a bloody rag wrapped around my left hand where the screwdriver did its work. Had I looked past the salesperson's skills and personality, and thought more about the product and the SERVICE on that product being offered, I would have shopped and bought locally.

Setting goals...

By Tim McDonnell - Sales Manager

(Continued from page 1)

questions:

- How will I keep track of my progress?
- What's my time frame?
- What steps will it take to achieve my goal?
- What will I need in terms of help from others and equipment?
- What will I need to learn?
- Where do I need to change my thinking and my habits?
- Where am I now?
- What setbacks am I willing to take along the way?

Now break it down into its smallest parts. You know the old saying about how you eat an elephant, one bite at a time. Next divide these parts up by the number of working days that you are committing to. Then divide the work up over the number of hours you are willing to put in. At this point you may have to make a delegated list to the people who will be helping you achieve your goals. Whatever the case, commit that the tasks will be completed everyday.

There you go... a simple outline for a great accomplishment. Now all you need is to make it your own!

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



LAKE HAVASU CITY, ARIZONA | 800-582-7625

MAD DOG WIRELESS, INC.

WWW.MADDOG.NET | WWW.JUSTSAYNEWS.COM | WWW.THRIFTYMART.COM