

Here's Something Interesting...



Chris Rolando - President
Murphy Broadcasting

I read in Advertising Age Magazine. July 04, 2005:

Boomers will reach a milestone at the end of the next TV season: More than half of baby boomers will be age 50 or older. Aging boomers have the means and desire to keep spending as they move beyond the 18-to-49 demographic.

50-plus households tend to be smaller because the kids have moved out, and that means more money to spend on fewer people. The average member of a 50-plus household spends about \$19,000 a year -- 30% above what under-50 households spend on each member of the family.

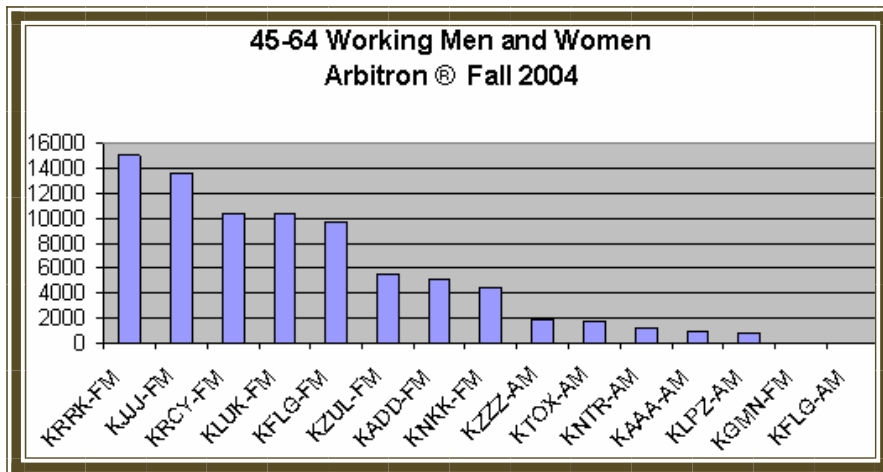
Old age is a long way off. A 50-year-old can expect to live 78.5 years (men) to 82.5 years (women), according to the National Center for Health Statistics. Full Social Security for boomers kicks in at 66 to 67 (subject to change).

The 50-plus group today makes up 39% of the U.S. adult population. But the group this year will account for half of auto sales, and that share will increase to 53% by 2010, said Art Spinella, president of consultancy CNW Marketing Research.

For more indications of what's ahead for 50-plus, leave the garage and enter the house. Boomers are accustomed to living in super-sized homes; the average size of a new single-family home jumped from about 1,300 square feet in 1960 to 2,349 square feet in 2004, according to Census data. An April survey by home builder Pulte Homes, parent of 55-plus community pioneer Del Webb, found that only 36% of young boomers (age 41-49) plan to downsize their housing in retirement; 49% of older boomers want to downsize.

Del Webb has been upsizing for decades. In 1960, houses in its first development, in Phoenix, were about 1,000 square feet (77% the size of an average new home then). Today, Del Webb's new houses run from 1,154 square feet to 4,300 square feet.

Where are the "Boomers" ears?



Investing in Our Client's Future..

Last month, in an unprecedented move among the radio industry, Murphy Broadcasting began hiring an executive sales assistant for each member of its sales staff. The extremely motivated new assistants will bring the sales rep staff to an even higher quality of productivity and customer awareness.

This month adds not only one more executive assistant, but an assistant in our traffic department and staff reporter.



k.Dee Ignatin
Staff Reporter

K.Dee Ignatin, originally from Plano, Texas, spent the last four years in the Texas Hill Country, in Kerrville. She hosted a daily television talk show *The Hill Country Midday Show with k.Dee*, focusing on community issues. K.Dee's fascination with the news/talk format led her to pursue broadcasting. She graduated from the Connecticut School of Broadcasting in 1994, and served her internship at WGST "The News Monster" in Atlanta Georgia, with Sean Hannity, now of Hannity and Colmes with FOX Network. k.Dee is very pleased to be joining the news department of Murphy Broadcasting.



Drake Finney
Sales Associate

Drake Finney and family have called Lake Havasu City home since 1987. Drake graduated from Lake Havasu High School in 1990, then attended the Arizona State University, where he graduated in 1995 with a Bachelors degree in Theater. He began a teaching career in the Lake Havasu and Mohave Valley school system in 1995, where he remained until May of this year. Drake joins Murphy Broadcasting as an executive assistant in the continuing endeavor.



Amy Keaveney
Traffic Assistant

Amy Keaveney has lived in Lake Havasu since she was just 1 year old. Married since 1995, She and her husband have 4 children. Amy has been a stay-at-home mom for the past 5 years. She joins Murphy Broadcasting as a part time assistant in the traffic department.

Looking for Something New?

There are lots of jobs out there that no one wants, and maybe you're working in one right now. Maybe you have a job that is making you sweat in the heat, or lift and move things, or super size something...but you want better. Murphy Broadcasting's qualifications are: You have to be neat and clean... have a great smile and use it a lot... be responsible... in other words, show up for work every day. You also need to be able to get around on a computer... send e-mail, navigate the web and what not. If this is you, get on line and apply. We have sales positions, executive assistant and traffic assistant positions open right now. Apply at Maddog.net.

Live Remotes

Be sure and stop by any of our live remotes. We always have free food and tons of give-aways.

- Furniture By Design** - 1849 West Acoma, Lake Havasu
Saturday, July 23 10:00 to 1:00
- Big O Tires** - 1625 Countryside, Lake Havasu
Friday, July 22, 3:00 - 5:00
- Del Taco** - Lake Havasu
Friday, August 5, 4:00 - 6:00



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



97.1 FM - Lake Havasu City
93.5 FM - Bullhead/Laughlin
99.1 FM - Kingman



101.1 FM - Lake Havasu City
96.7 FM - Bullhead/Laughlin
100.7 FM - Kingman



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

Murphy Broadcasting, Inc., 10 Media Center Drive, Lake Havasu City, AZ 86403, 1-800-582-7625

Maddog.net / JustSayNews.com / Thriftymart.com / MaddogFitness.com