



## Ratings Reality...

Once again you are being subjected to information on “ratings” of radio stations. Today I hope to help you understand what you are looking at and what to ask when someone shows you Radio Ratings information.

First off we need to remember a few MAJOR facts. That while the average American listens to the radio 3 hours and 20 minutes during the week; they listen 5 hours and 20 minutes on the weekend. In addition, according to Nielson Ratings as reported by the Radio Advertising Bureau, during TV’s prime time, two out of the Americans (over 66%) are listening to radio! While this may sound far-fetched to some, watch the roads in your town at 6PM, or Wal-Mart parking lots... people who have 9 to 5 jobs are in motion during this very important time.

Next, make sure that any survey you look at includes all of the counties that are served by the radio stations of this area: Mohave County, AZ, San Bernardino County, CA and Clark County, Nevada. If you are interested in raw number of listeners, this is what you need to see.

Who are your customers? What ages? McDonald’s advertises to adults AND kids. They call them Back Seat Champions! How many times have you tried to figure out where to go for something and your teenager has the answer? It happens. Sometimes it does not, and you have to consider this: In general, if you want the real numbers on a radio station, you might want to ask for the “12+” numbers.

What’s more important? “Cume Persons” or “Average Quarter Hour Persons”? Don’t know the difference? I’d bet most radio sales reps don’t either. So let me help you with this. “Cume Persons” means the total number of different people who fit the demographic specified and the time frame specified. This would mean that if you were to look at a Monday through Friday, 6a-7p, 25-54 age group, and the radio station reported a number of 1300, that means that between Monday and Friday, 6a-7p for those five days, you could expect 1300 people to listen. “Average Quarter Hour” on the other hand would tell you how many people (as defined, say 25-54 years old) to expect to be listening during the average 15-minute period inside of the time frame (6a-7p in this case).

What does all this mean? Well, if you see a ratings sheet that shows small demographics (such as 25 to 54) in short time periods (say 6a-7p) and only certain days (Monday through Friday), then what this radio station has done is given you only the very small area where they look good or are “Number One”. Be especially wary when you see a sheet where a cluster of stations (more than one or two) uses different demographics and different time frames and different days of the week for each of their stations and shows each as “Number One”.

If you want the real story on radio ratings...if you really CARE who has the most listeners in a time period (instead of worrying if the station you have chosen can deliver the right number of customers to your store), then you should ask for one sheet that shows ALL of the counties in the area, that shows the entire week 6A to Midnight, and lists all radio stations by “Cume (Cumulative) audience. THEN, after all of this, make sure you ask the rep for the IDEA they have for your business. Not the “package” they want you to buy...not the “rate” they are giving, but the great copy idea they have for you that will produce a GREAT return on investment for your advertising dollar!



Chris Rolando -President  
Murphy Broadcasting

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## Barnett Graduates Leadership Class...



Karen Barnett - RMP  
Sales & Marketing

The Lake Havasu Area Chamber of Commerce is proud to announce the graduation of the Havasu Leadership Development Class of 2005 Thursday, May 26, 2005.

Havasu Leader Development participants invested nine months of their time to this leadership program, hosted by the Chamber, that is designed to identify resources and educate individuals to assume leadership roles within our community. Each one took away a unique experience, many friendships and numerous contacts.

Karen Barnett, of Murphy Broadcasting, was among the graduates. “I’d recommend the Leadership class to anyone in a management or leadership role, or who expects to be at some time in their career. The class not only teaches you to become a more effective leader, but also shows you the ins and outs of our community, including how our city council works, all the non-profit organizations, how our school system operates and much more. The best part of all was completing the chosen class project, the Sara Park Hiking Trail System. The nine months of fund raising, persuading businesses to donate time and material, hands-on hard work and labor was completely worth it at the final unveiling! We are all proud that we participated in this lasting benefit to our community.”

Applications for the Havasu Leadership Development Class of 2006 will be available Wednesday, June 15. Please call the Chamber at 928-855-4115.



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

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