



The Dog's Bark

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Why are there so many motor oil ads in NASCAR?



Chris Rolando
President

Okay, I admit it. On any given Sunday I can be found in front of my TV watching NASCAR. I cannot explain why.

All logic tells me this is not entertainment! If I want to see 40 or so cars making non-stop left turns at high speed and trading paint, I should just go to the "Arriving Passengers" area at Sky Harbor Airport! But knowing this, here I am on Sunday watching another race, rooting for anyone but Jeff Gordon.

There are many things about this scenario that make no sense, and the one that vexes me the most is the commercials for Motor Oil, Gasoline and Tires. On the track we see cars emblazoned with logos for everything from Cornflakes to Viagra. But the commercials during the race are what confuse me. I am old enough to recognize Mario Andretti when he walks through the garage looking at the Firestone tires. I love seeing flashbacks of Richard Petty pedaling STP. So here is the question: are the people watching NASCAR more likely to make a buying decision on tires and fuel additives or corn flakes and medications?

Fact is, I buy tires. Know what kind I put on? Whatever kind they tell me to at the tire store. Know what kind of oil is in my car? Whatever kind the dealership puts in based upon the owners manual (to keep the car in warranty). The kind of gas I buy? The name brand premium as recommended by my owners

manual. Folks, in a previous life I did all my own maintenance on my cars. But I don't any more, and I doubt many other people in the stands or watching the race do either. So why are so many ads in a race for things I will never specify?

Recently I was asked by a customer about putting a banner at a mini race track to promote his business. He wanted to know if it was a good idea. I asked him some simple questions. 1) Is that where his customers are? 2) How many people will see his message? 3) Can he put something compelling enough on that banner to bring people to his business? Many types of "advertising" exist out there. Some are real advertising and some are "support" if you

will, for activities you enjoy.

When you are looking to advertise your business, ask yourself a couple of questions: 1) Is this where my current customers are? 2) Is this where people who fit my customer profile are? I know a business that sells Western Wear and will only advertise on country music radio stations and at rodeos. Personally, I like to wear cowboy boots, and my taste tends to run to the rather pricey ones. But I don't go to rodeos and I don't listen to country music. So how would this business ever reach out to me? If this business understood that 53% of people who listen to today's country music also listen to oldies they would know how to reach me.

Never assume everyone who likes country music is a cowboy. Never assume someone who doesn't listen is not. Never assume that someone who likes to watch daytime TV has bad credit or needs to "learn a skill from home". And never assume that I am ever going to change my brand of spark plugs because I watch the Autolite NHRA Nationals.

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K-FAN!

Hello? Can I please spend money with you?

By Rick Murphy



Rick Murphy - CEO

In mid April, I attended the National Association of Broadcasters meeting in Las Vegas, Nevada. We were there purchasing new equipment for our new digital radio stations and TV stations. While there, my cell phone started acting up. I happened to mention this fact to my partner while in a cab. The cabbie heard me and told me that there was a Verizon Wireless store behind the Orleans Hotel and Casino. Being that we had a dinner meeting, we decided to head over in the morning. So after going to the Orleans for breakfast we decided to walk the half-mile to the Verizon Store. We arrived at 8:50AM only to find the front door locked, a security guard and all of the staff inside staring out at us. A woman came out of the store and had the door locked behind her. When we asked about coming in she said "Oh not until 9".

Here we were, two men in dark business suits standing in the sun staring into the Verizon store at three people and a guard staring out at us. At precisely 9:01 (my watch is 100% accurate), the front door was unlocked and we were greeted with a smile like nothing had happened. Upon inquiring about the locked door, we were told that that was company policy.

Now folks, I am very happy with the service from Verizon Wireless. The phone works great, and the wireless card in my computer works just dandy too. But someone at the front door of the Verizon store behind the Orleans in Las Vegas decided that a guy who spends nearly \$3000 per month (\$36,000 per year... \$180,000 in five years) with them should be left out in the sun and heat because "it's our policy". After this I started checking my own company to see if we have any "rules" that are for OUR convenience rather than our customers'. Sadly, I found a few, which I am here to tell you, we are fixing as we speak. You may want to check your own business and see if you operate in a way that is customer friendly.

A look at...

Melissa Hughes – Operations Director



Melissa McDaniel, aka Misty, is Operations Manager at Murphy Broadcasting.

"I had an accidental start in radio and fell in love with it! I was asked to do the weekend shift, which lasted two weeks, then on to full time. Being a smaller market, I wore many hats; traffic, production, news, and accounting.

What does an Ops Manager do? A LOT! I keep busy managing the news department, maintaining our on-air systems and traffic system. I'm also working on putting our new stations on the air. Getting new stations ready for air is an on-going project, getting the music ready, making sure the imaging is catchy and something the community will welcome when it hits the airwaves!

What else goes on? Live broadcasts, remotes and the many community events that we cover. I usually have my hand in a little of everything and you'll find me from time to time on the air, telling you about our latest, greatest client and what they bring to our community.

My real family is in Texas but I'm not alone here. My husband Phil and I have my precious pooches Paige and Bella, that I rescued from the Humane Society while volunteering. I believe in giving as much as we can to our furry friends, after all they can't get jobs and take care of themselves. It's up to people like us to make sure they are healthy and the population doesn't get out of control. In the famous words of Bob Barker, 'Please remember to have your pet spayed or neutered'."

Pizza in the Channel...



Ron Nickle
Senior VP of Sales

Two weeks ago I found myself in the channel in Lake Havasu City. Despite what you may have read, it

is a wonderful family place where people can come relax and get to know people. While sitting there soaking in the beautiful scenery, looking over the lovely boats and generally enjoying myself, a young man came walking down the beach with a warming box over his shoulder yelling "Pizza".

Now I'm here to tell you, I was no closer to thinking about pizza at that moment than I was to thinking about the meaning of

life. But when the pizza guy came to the front of the boat, I ordered two. "I only have cheese" he said. No matter, I bought them. Didn't even ask how much before making my purchase decision. Why? Because this young man made it easy for me to buy.

I am reminded of a men's clothing store that I frequented. It opened at 10AM, closed at 5PM (sharp) and was open Saturday from 10AM-1PM. One time I told the owner that because of my own business, his hours were not convenient. He said to me words I have never forgotten... "Hey, I deserve a life too".

This man was in competition with a great many other places to buy men's clothing including a

large shopping mall with name brand men's clothing stores in them. By the terms of their lease they were open Monday through Saturday, 10AM until 10PM, Sunday Noon until 7PM. So, who do you think sold more suits?

I'm not saying if you are in retail you don't deserve a life. What I AM saying is like the pizza guy in the channel, and the guy that cuts hair on Monday when every other barber shop is closed because of some ancient ritual, these people make it easy for me to buy. If you ever have a question on when people like to shop, I ask you to park in a Wal-Mart or mall parking lot between 6PM and 10PM any day of the week and see who is shopping.

Radio Gets Results!

We have been advertising on KZUL and KRCY for nearly 4 years. As we track our lead generation sources, the radio has consistently generated more calls and leads for our business than any other form of advertising we have done in any other media.

Our company advertises on a national basis on Cable TV... we have done local print advertising in the newspaper and periodicals such as home buyer magazines... all without success. Radio works! Our sales representative, Lori Campbell, is wonderful. She visits me on a regular basis to keep me up to speed on our advertising time slots as well as asking me if I need to change anything. In this business, changes occur on a regular basis. It's nice to have the flexibility to work with your advertising in a changing market.

David Russell
Branch
Manager
**Countrywide
Home Loans**



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



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



101.1 FM - Lake Havasu City
106.3 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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