

Convenience... Protection?

By Rick Murphy - Owner



How many times have you heard, "For your protection we.....blank!" Or "For your convenience we.....blankety blank!" Here is an example? You are at a fine Italian restaurant with your biggest client or a hot date and the waiter discreetly says, "Sir, your credit card company has declined your charge and your bank wants to talk to you". Your client is embarrassed for you and your date wants to run for the door. You pull out another card and try to explain that this happens often because Bank of America does this for my protection! Are you kidding me? By law my total exposure is \$50.00. Bank of America's exposure is the entire bill! Who are they protecting? Who do they think they are kidding?

Here's another example: The high pitched warning signal goes off as you leave Wal-Mart. The clerk didn't demagnetize everything you bought. The friendly Wal-Mart greeter rushes over at a snail's pace while you stand there waiting to be thrown to the ground and handcuffed!

Fifteen minutes later the friendly greeter has listed everything you bought in a log book. Now when this happens, I run out the door. No one has ever chased me!

I wonder if every shoplifter has the special tool necessary to open a CD or DVD? I don't and it is maddening to try to open one without one. Why the security seal? Because a few bad people steal! I don't, but I pay for the few that do with more money and inconvenience. Do you think this prevents theft? Or just pisses off the good customers?

Does your business make your good customer pay for the bad ones with higher prices and inconvenience? Drop me a line with your pet peeves. My address is Maddog@maddog.net.



It's Baaaaack!  
26th Annual Home Show

And Kazual will be there, broadcasting live 9:00 AM Saturday, March 15. Join us at the Lake Havasu City High School and don't miss the chance to see this giant gathering of your favorite home improvement products and services.



Know Your Product

by Chris Rolando - CEO



The one thing about choice is ... . There's just so much of it, especially when you walk into Sam's Club. This week I found myself in Sam's in Bullhead city in need of a pair of sun glasses. While trying to choose from the hundreds displayed, I was greeted by Jose. I told Jose that I was looking for Polarized, UV filter glasses. Jose showed me a pair of \$119 glasses that were not polarized and told me these were the glasses for me. I gently explained that I was not looking to INVEST in glasses, merely buy a pair, and I wanted polari-

zation. I explained that the polarized lenses did have some faults, like the fact that when I had them on, I needed to turn my head sideways to read the GPS panel in my BMW. Jose asked what other problems I had noted and I told him that when flying my plane I had encountered a few problems when using polarized lenses because of the curved plastic windshield.

At this point, Jose took three pair of glasses and escorted me from the store. In the parking lot, he demonstrated the polarized glasses, the \$39 pair, and the \$119 pair he wanted to sell me. He then brought me back inside and held up each of the glasses in front of the projector used in

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Half of US consumers reduce spending to combat gas prices.

A new study from The Nielsen Company finds 49% of US consumers are reducing their spending to compensate for rising gas prices, up four points from June 2007. Consumers are also battling high gas prices by combining shopping trips and errands (70%), eating out less (41%) and staying home more often (39%).

**KNOW YOUR PRODUCT...** (Continued from page 1)

the optometrist area of Sam's club. The difference was astounding. The optical quality lenses in the \$119 pair of glasses just outperformed the other glasses in every way.

Now, I'm not here to sell you on sunglasses, nor am I trying to sell you on Sam's club. What I AM trying to sell you on is the idea that product knowledge is what sells merchandise. Jose is not a commissioned sales person but he should be. Jose knows his sunglasses and took a \$39 buy to \$119 by demonstrating the features and benefits of the better product.

Yes I bought the \$119 pair of sun glasses. I can see great with them, have less eye fatigue and can even see the GPS in my BMW.

featured the 20 something year old who invented Facebook. The company has a value of some 15 billion dollars but guess what, they aren't making any.

Sound familiar? How about satellite radio.

The point I'm trying to make is when economic times get tough, advertisers get more serious about where they spend their dollars and spend it where they have a proven track record of getting results. A banner ad on a website doesn't sell much product. A heavy ad schedule on a local radio station that has a proven audience and professional sales people...it gets results.

Already, my agency friends tell me that the advertisers want results. As time goes by, slowly some of the new media will produce results but most business people don't have the time for that slow process.. especially when economic times are tough. Businesses need to make a profit or generate some cash flow yesterday. For the investment and rate of return on investment, nothing provides better results than radio.

## RADIO GETS RESULTS

by Michael Anthony - Sales Manager



There is no doubt parts of our nation have been in a recession for a long time. Ask anyone in Michigan or in one of the small textile towns in the Carolinas or Virginia.

In the past, radio has usually done well in a recession because advertisers are serious about investing their ad dollars where they can get the most results.

Obviously there are many downsides

to high gas prices but an upside is folks are much more likely to stay closer to home and shop. An opportunity for local advertisers to ask them to shop with them.

I believe one of the biggest things happening right now with national radio revenue is all the emphasis on the new media by national ad buyers. It's a lot like the latest hot stock on Wall Street. Whichever company has the best PR agent and the stock that everyone is reading about the most, gets the most attention.

However, facts are facts. New media has a very low return rate. Just the other night, CBS-TV's 60 minutes



The best of the best guitar hero hopefuls in Lake Havasu City met up to see who was the best of the best at Guitar Hero. The Medium Class rank, featuring talent 12 years and younger, battled it out with Mitchel Durbin winning the top dog spot. The 12 years and older Expert class saw Mike Phelps reign as the True Guitar Hero, posting a score over 450,000 points in just one song and an accuracy over 85%.

The event was enjoyed by people of all ages while KHITS broadcast the event with a live remote. Prizes were provided by Hastings, Murphy Broadcasting, Walt's Kawasaki, and Movies Havasu. Don't miss the next contest tentatively slated for March 8th.

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



101.9FM - Lake Havasu  
93.5 FM - Bullhead/Laughlin



101.1 FM - Lake Havasu  
106.3 FM - Bullhead/Laughlin  
100.7 FM - Kingman



96.7 FM - Lake Havasu  
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