

Make Yourself Accountable...



Joshua Fleming
Account Manager
928-279-4025

You will find a great deal of your success will come from creating an *Accountability System*", says Joshua Fleming, Account Manager for Murphy Broadcasting in Bullhead City. "Here are some thoughts to consider".

24 Hours – At the end of every day, without fail, you should take a little time to review everything you have done. What went right...what went wrong? Make plans to look for opportunities to apply the "right stuff" over and over again, and make sure not to do the "wrong" stuff again. Your daily checklist should also include rescheduling EVERY item on your planner you did not get to. The goal is to have no dropped balls...ever.

Weekly – Develop a rhythm with your planner that allows you to quantify how much of the week was devoted to prospecting and how much was new business. Was it a 50/50 ratio? 60/40? Or 40/60? Also, what was your closing ratio? The proper percentage of existing business versus prospecting should be determined by where your billing is at any given time. Is it in a growth cycle or is it in decline? If it is declining you had better step up the prospecting to keep it

on track. Your closing ratio also impacts how many dollars in written proposals you need to get to clients and prospects to close enough dollars to stay on track. Weekly is not too often to check on this and to make mid-course corrections in your call mix and volume of dollars that you are proposing. Also each week, you need to make sure that the ratio of existing business to new business and proposals applies to the appointments you have set for the following week. Not enough appointments in one of the two categories? Set aside the time to set some more appointments. If you start a week without most of your appointments already set, then you are already behind.

"The best system won't stop at weekly checks", says Joshua. "I've included monthly and quarterly checks into my system as well". See the rest of Joshua's plan in next month's edition of The Dog's Bark.

Ten Business Commandments to Live By...



Rick Murphy - CEO
Murphy Broadcasting

Life started for me in my grandfather's house where I was born in Parker Dam. My 15-year-old mother and 16-year-old father were committed to a working partnership based on love between two people that never ended. My father, who got his first driver's license and first son the same year, stood by me in every challenge I have faced.

He taught me about determination and a sense of purpose, the importance of fair dealing, and the power of a good work ethic. From this upbringing I received my set of rules on how to interact with people and how to do business. My motivation based on ideas of right and wrong.

In a speech I am giving to the National Ambassadors Conference on May 4th, I talk about my personal rules or my "Ethics – Ten Commandments".

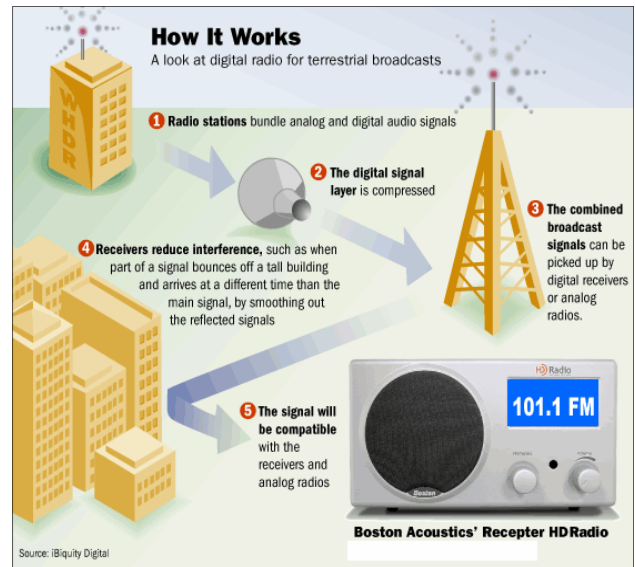
1. Trust your instincts and don't be afraid of failure.
2. Always keep your word, even if it will cost. It will pay off in the long run.
3. Do business with those who do business with you. I'll pay up to 15% more to shop local.

4. Work hard every day. Thinking and learning are both valuable work.
5. Celebrate success – no matter whose it is. If it is your competitor's success, learn from it and emulate it.
6. Give before you get and give more than they (customers, employees, managers, investors) expect. Pay your dues first.
7. Put your customer first because he is your reason for being. Treat him as if your life depends on it, because it does. Randal Wright says that "The customer is not always right, but the customer is always the customer."
8. Take good care of your employees and let them know you care about them. Provide them with the tools, knowledge, and training to achieve personal and professional growth. Reward them for excellence.
9. Be a good citizen of your community and your country.
10. Maintain a moral standard of decency, honesty, and integrity that reflects your personal values. Always take the high road – but don't let anyone push you off the cliff.

If You are Not Moving Ahead...

You are falling behind. That has been the mantra of business since it started. At Murphy Broadcasting, we continue to move forward.

The digital age is upon us. Nearly every TV is "HD" ready. This month the first 50,000 HD radios come off the assembly line. With this first shipment comes the future of Radio. HD radio quite simply is the final step of the digitalization of the radio band. Stop into any good stereo store or big radio retailer like Best Buy and you'll see the new assortment of "HD Ready" radios. Many new cars in 2006 will come standard with these digital marvels. What's in it for you? Clean, Crisp digital signals with no subscription fees. And in the case of our stations, the addition of more channels with more specialized programming, right there on the same radio and FREE for you to enjoy. Once the rollout is complete, each Mad Dog Wireless station will offer as many as four additional stations for each HD station. Confusing? Yes. But over the next six months as we roll HD radio, we'll explain it all in a way that makes sense to audiophiles and the average radio listener alike.



Chris Rolando -President
Murphy Broadcasting

Our first "HD" digital station will be K-ROCK 101.1FM. Along with our engineers, we visited with the vendors at the National Association of Broadcasters show in Las Vegas who will help us make the conversion. We have started the ball rolling, and we'll keep you up to date on the progress.

Many of you may have also heard that Murphy Broadcasting is entering a new venue. This is true! Our first television station goes on the air in May in Laughlin, Bullhead! That will be followed by two more TV stations, one in Lake Havasu City and one in Kingman. These state of the art TV stations will broadcast information tailored to the communities we serve. Initial planning includes live broadcasts of City Council meetings, County commission meetings, local events of importance, locally originated shows and community cameras! More on this as it happens.

We continue to strive to bring this area the best that a locally owned broadcast company can bring. Your comments are encouraged! Write me personally at crolando@maddog.net.



CEO of Murphy
Broadcasting purchasing
new digital antennas.


The National Association of Broadcasters ended its annual spring convention in Las Vegas last week.

According to the NAB, "NAB 2005, April 16 - 21, in Las Vegas, is the world's largest electronic media show covering the development, delivery and management of professional video and audio content across all mediums." The attendance of this years show certainly echoes that with an estimated head count that could send chills down the spine of the average hotel worker. It was estimated that 104,427 people registered at this year's event. Of that 23,401 were International visitors representing 130 countries.

Many people attend the conferences to shop for new broadcast technologies from some 1400 mostly high-tech vendors and manufacturers that were on hand, while others travel for the training sessions, lectures, meetings or simply gather with peers and exchange ideas.

Whatever their reason for attending, the future of broadcasting is bright. "We in the electronic media are planning for and confident in a future where we will continue to offer free, quality radio programming to the communities we serve."

Murphy Broadcasting is a member of the National Association of Broadcasters.



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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 / Thrifftymart.com / MaddogFitness.com