



The Dog's Bark

Why Choose a Career in Radio?

RECEIVE VALUABLE TRAINING

If you do not have experience in radio sales, no problem! Today's broadcasters understand the value of properly training their employees. As a recent account executive study found, two-thirds of today's radio sales people who have entered the profession in the past two years say that their first six

months of sales training was "good" or "excellent". But that hasn't always been the case. Those who have sold radio for 10 years or more verified that. Almost 60 percent of the "old-timers" rated their first six months of training as only "fair" or "poor". Entering the profession in this new era of consolidation ensures that

you'll get the right training and tools to have a successful career as an account executive.



EARN EXCEPTIONAL COMPENSATION

If you like being fairly compensated for your efforts, then radio is a great career to consider. Of course, how much money you make in any sales job is directly related to your productivity, but a recent survey found that over 80 percent of radio account executives felt they were being fairly compensated.

RESPECT, SATISFACTION

& OPPORTUNITY FOR

GROWTH IN A DIVERSE

AND VIBRANT INDUSTRY

RESPECT IN THE MEDIA COMMUNITY

In a recent study, well over half of the account executives surveyed said that they feel their peers in the media industry respect them. And why shouldn't they? Today's radio account executives are accustomed to doing business with the top companies and advertising representatives in town! They also get the opportunity to work with celebrities as well as local and state officials at station promotions and community events. Successful radio sales people are a valuable resource to the advertisers in the community.

PUT YOUR CREATIVITY TO WORK

Selling advertising for a radio station isn't like selling copiers or cell phones. There's a lot more creativity that goes into marketing your station and the radio "product." You won't simply be selling "air". You'll be helping create the commercial message that fills that airtime. You'll also learn to schedule the commercials effectively, help in the creation of their content, and work with your customers to develop their entire marketing plan. A radio account executive helps turn an intangible product or service into a unique marketing campaign by using his or her own creativity.

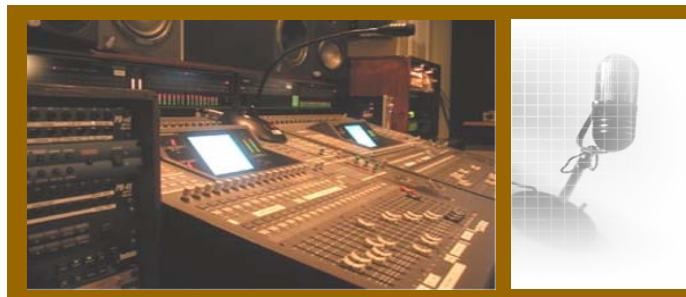
PROFESSIONAL GROWTH OPPORTUNITY

Consolidation has given salespeople in the radio industry more opportunities than ever before. For example, over 70 percent of radio sales people today sell advertising on more than one station. Because they now represent a wider variety of formats, radio salespeople now have the opportunity to sell to a

wider variety of customers. They can also package the stations they represent to achieve more success for their customers. Plus, many of the larger broadcast groups also own other media outlets such as Internet ventures, print projects or television stations. This multimedia reach expands the growth opportunities for radio account executives even further.

BE PART OF A DIVERSE & VIBRANT INDUSTRY

Tune up and down the radio dial and you'll find many different formats, each carefully researched and designed to appeal to a particular segment of listeners. The people you will work with inside those station groups are diverse too. The broadcasting industry is eager to find the best talent, and that talent comes in many different packages!



Murphy Broadcasting is currently interviewing for Sales positions in all offices.

Apply at www.Maddog.net.