



Nov 2006

The Dog's Bark

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Radio advertising in a nutshell..

Chris Rolando, President



cruise ship afloat.

Today was an interesting day because I had to explain the business of a radio station better than I ever have before. Let's go back to dinner last night. Sitting at our table was a couple from Hong Kong. We exchanged the usual pleasantries about family and job and what not, and I explained that I manage radio and TV stations. Later in the evening the discussion moved to what was coming up aboard ship. In this case, it was the

I write to you today from somewhere north of Cuba, aboard the Freedom of the Seas, the largest cruise ship afloat. "Shopping Show". This show is an opportunity for the ship's "Shopper" to guide passengers through shopping in ports of call. I spoke up and said I would be skipping the show as I figured the only way to get recommended as a place to shop was to grease the appropriate hand.

This is where I was called out. My friend from Hong Kong asked how a radio or TV station makes money. I indicated that it is by selling advertising. He asked if that was not the very same thing the cruise line was doing but that I had criticized. I needed only a second to think it through before answering that it was not even close.

We at the station offer time on our programming where people

can place ads. We help people write the ads and take care of voicing them when needed. We also strive to make sure all ads are truthful (though during political season this can be quite difficult). But we are not in the business of making endorsements of products or services. We only provide the audience and help the advertiser make the best of that time. Heck we've never even endorsed our own bars (Mad Dog's Bar and Grill where I hear the beer is REALLY cold).

So later this week I will be in Grand Caymen, Cozumel and other places and will not have a hint of where to shop. All the better, as when I buy jewelry locally, I know exactly what I am getting and from whom.

Now if you'll excuse me, I have to get back to my stateroom before my wife finds out I found an Internet connection!

Out of sight..

Misty McDaniel - Ops Director



Recently, I ventured into a local business to do some shopping. I'd like to share with

you my conversation with a former client that advertised on the radio for a number of years.

It went something like this... the store owner asked me where I worked, to which I replied "I work for Murphy Broadcasting. I'm the Operations Manager."

They proceeded to tell me they had been on the radio some time back and wanted to try it again. They added, "We had our ads all over the place and decided to leave because we didn't think we were getting any business off the ads. Well, now here we are with a new store and it's been so slow."

I asked them how long they had been off the air and they said about 6 months. I then asked them how long business had been slow. Yep, they said about 6 months.

They continued, "At first things were fine, but then slowly I noticed a change. I need to shift my advertising budget back to the way it

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Let's Talk Goals

Tim McDonnell - Sales Manager, Murphy Broadcasting, Bullhead City



I can't tell you how much time and money I have wasted on seminars that promised to provide me with the tools I need to achieve ultimate success. I have been Zigged, Nightengaled, and Proctored. One time, I woke up the giant within and all he wanted to do was eat, so I let him go back to sleep. I don't mean to step on toes... all of these motivational icons deserve credit for what they do...motivate. However, most people already have motivation. It's called a mortgage!

What most people really need is attitude, best stated by Jeffrey Gitomer in "Kick Your Own Ass". Simply accept the daily responsibilities required for your success and do them. Do them today, tomorrow and every day for the rest of your life and you will be successful! Let's face it; a seminar on accepting personal responsibility would be about as much fun as being grounded for not doing your chores. But isn't that really the message most people need to hear?

So... let's talk goals. Goals start with the right attitude. Repeat after me: I am the only one responsible for my success. I am the only one to blame for my failure. Say it again and again until you believe it.... it is a powerful affirmation.

Now get out there and make something happen!

"I pay no attention whatever to anybody's praise or blame. I simply follow my own feelings."

Wolfgang Amadeus Mozart
1756 - 1791

Are you earning your customers?

Lani Plesko - Sales, Bullhead City, Murphy Broadcasting



The foundation of any successful business relationship is a strong level of trust between you and your client. Webster's Dictionary describes trust as: a firm belief in the honesty of another (Integrity); to have confidence in one (Reliability); responsibility resulting from confidence (Consistency).

From my experience, these 3 key ingredients will earn you a client.

Integrity is your set of values and principals. Beliefs that are ethical and moral. Never compromise your integrity to secure a new client or to earn a big bonus. Don't change your beliefs or principals to suit the situation, they should not be for sale! Your integrity should say, "My only agenda is my clients

best interest." When a client believes in your integrity, they trust you, making your job much easier. A client will listen and consider your recommendations because they trust you are acting in their best interests, not because you need the extra business.

Reliability: When clients see that you are reliable it will elevate their level of trust in you. "Don't worry, Lani will get it done." A client must feel that when you say you're going to do something, you do it. There is no quicker way to lose a client's trust than not following through. No matter how small something may seem, DON'T BE A FLAKE! A client must be able to rely on you in order to trust you.

Consistency: Now that you've established your integrity, and you've proved to be reliable, you must be consistent. Consistently put

your clients' needs ahead of your agenda. Consistently be reliable and get the job done. Above all else, consistently perform your duties at all times.

As much as I'd like to think I perform my tasks perfectly, I am human and make mistakes. Life can be a big distraction. However, the one thing I have found is that when I exhibit all of three of the above attributes, it is much easier to admit to my clients when I am wrong. And it is much easier for my clients to understand and forgive me.

The dictionary also describes trust as, "To gain special privileges." I consider it a special privilege to serve my clients.

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was. Before, we were so busy, especially weekends when people aren't working and now, even with a new store, it's just not like it used to be. And I thought surely with the weather cooling down and the winter..."

"It's just not like it used to be..." is the thought that stayed in my mind. Which brings me to this....when your driving at night, you wouldn't turn your headlights off would you? Of course not! It not only allows you to see what's ahead but also allows fellow drivers on the road to see you. Radio advertising is much the same. When your commercials are playing on the radio, people hear them, over and over. Frequency, *what you say, times how many times you say it*, is what gets customers to walk through your doors and keeps them walking through!

After all, I think there's something to be said for the phrase "Out of sight, out of mind".



What Items do Employees Steal Most?

When employees steal from their company, they usually do so out of dissatisfaction or a strong sense of entitlement.

Those are some of the conclusions of a new survey by CareerBuilder.com that examined employee theft. While only 1 in 10 workers admitted stealing, 38 percent of hiring managers said they had fired someone for theft, suggesting the problem is more widespread than many believe. Employees were caught red-handed about 15 percent of the time.

Of those polled, 45 percent said they would automatically fire someone for stealing; 48 percent said it would depend on the object and situation; and 7 percent said they would not fire the culprit.

Among the most popular stolen items were coworkers' belongings, computer or phone equipment, office decor (including paintings and plants), coffee packets, tea bags, condiments, and toilet paper.

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



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



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



96.7 FM - Lake Havasu
103.9 FM - Bullhead/Laughlin
103.9 FM - Kingman



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