



The Dog's Bark

A Murphy Broadcasting Publication

Lost in MySpace, Blog, IM, Text'ing and "Generation @"

by Chris Rolando - CEO



The Web (www.) showed great potential, in concept, when rolled out. But we all quickly learned that the Internet was like a giant cable TV box.... lots and lots of choices for viewers but very little chance for a local advertiser to get traction. Basically the Internet for local advertisers became a way to put up an electronic brochure that could be changed on the fly, and add more information to traditional mass marketing. But none of us were thinking about the Internet in the way that many do today... as a communication medium... a Social Network.

Internet advertising was to be the great savior of business. The World Wide

These days many people are

involved in "Blogging".... basically giving their opinions on everything and anything to anyone who cares to read them. But in the "Blogsphere" you find people who share similar interests, and these people begin to hook together into on-line communities. These on line communities share experiences and this is where the word can get out about your business, either good OR BAD. Don't even THINK about trying to infiltrate these social networks and tell your story. Your blatant attempt at commercialization will be quickly ferreted out and retribution can be quick and painful.

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If you have a competitive advantage, you must sing it from the rafters...

By Rick Murphy - Big Kahuna



Case in point: I fly Alaska Airlines fairly often; simply because they fly my route. They have great customer service but here is the rub: I try to book far enough in advance so that their yield management software doesn't require a bank loan to buy a ticket. They ask me to pay in advance so they have my money and refuse to refund it unless I can prove (with a death certificate) that I have had a family emergency. If I have a change in schedule, most airlines charge for the current short booking price (usually \$200 additional) and just to add insult to injury, they tack on a \$100 change fee just for the fun of it.

I used to refuse to fly Southwest because of the cattle car loading process (I have trouble with getting a middle seat in the back by the malodorous bathrooms). That has since changed for two reasons: They now let me check in via the web, and nearly as importantly they don't charge a change fee even if I CANCEL a leg or an entire flight! BUT, I would have never known about this great feature if I hadn't come across a tiny placard in the airport the other day. Southwest is the industry leader. They are the most profitable airline in the world. But they still need help with their marketing.

Does your company have a hidden gem that you should be shouting from the rafters? Something that could make your competitors follow like sheep. Something that you are not sharing with you customers.? Remember when the first bank opened on Saturdays and had hours longer than 10 am to 3 pm?

Live Remote Broadcasts

Hutchinson's Ashley Furniture

Saturday, October 6
11:00 - 2:00
Kazual, 104.5 FM
1607 Mesquite, LHC

Findley Auto Sales

Saturday, October 20
6:00 PM
KRCY - 103.9 FM
3730 Stockton Hill Road
Kingman

Avi Casino

Saturday, October 27
9:00 - 12:00
K-Hits, 93.5 FM
Laughlin

Desert Lightning

Saturday, November 3
11:00 - 2:00
K-Rock, 101.1 FM
422 El Camino Way
LHC

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AM/FM Impact Remains High

"We tend to forget how much impact local AM/FM radio has on people's lives," stated Joe Lenski of Edison Media Research. Based on research Edison fielded at the start of this year in a joint project with Arbitron, he reported good news and bad news about radio at last week's Consultant Fly-In,

Lenski says "the vast majority of people still use radio every day" and the study shows that "79% of people expect to listen as much as they do now" in the future. And, please note that figure includes people who subscribe to satellite radio: getting XM or Sirius doesn't automatically swoop you out of the realm of AM/FM radio.

A lot of what Lenski said focused on ways radio can cooperate with the new media revolution, like his statistic that 13% of people were "very interested" in having a radio tuner on their cell phone. And, here's a sentence to tuck away in your memory: "Fewer than one in ten report less radio listening due to time spent with an iPod or other MP3 player."

There is a "slight negative effect" and it's "concentrated among 12-24's." But, "70% of the audience doesn't own such a device", despite the supposed ubiquity of iPods.



Who's involved in the decision....

By Ron Nickle, VP of Sales

Quote of the Month: Gary Oxley of Oxley Construction, Havasu

Foothills Estates: "I am a good builder, not a good marriage counselor".

This was what Gary said when asked why he asks potential customers to answer a few pages of questions as to what they want in a home. In this case, the entire family gathered in the living room to answer questions about their needs in a house. What a GREAT way to make sure the process goes smoothly for everyone involved.

Here's the question: How many of us have ever involved EVERYONE at our business in strategic planning....anything from re-stripping the parking spaces, to the advertising message? What would happen to the level of commitment of the staff to any project if they were involved in the CNA - Customer Needs Analysis, on the project?

"Every young man would do well to remember that all successful business stands on the foundation of morality."

- Henry Ward Beecher

Lost in MySpace...

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Your business has "FANS", (short for Fanatics). THESE are the people that you need telling your story for you. These are people who if motivated to, will "IM" (Instant Message, like ICQ, Yahoo Messenger, etc.) friends to tell them about something that trips their trigger. They may BLOG you, or even "TEXT" their friends to let them in on something you and your business are doing.

All of the managers in our company are currently reading the book [Wikinomics: How Mass Collaboration Changes Everything](#) by Don Tapscott and Anthony D. Williams. I strongly suggest that right after *The 33 Ruthless Rules of Local Advertising*, this book be a must read.



Get to Know....

In a Box Business Solutions is proud to announce and welcome to our team, Scott J. Gosselin as our new General Manager. In A Box Business Solutions is part of the Murphy Broadcasting/Mad Dog Wireless family located in Lake Havasu City. The software solutions offered by In a Box Business Solutions are used internationally by clients ranging from small market radio stations to sales organizations.

Scott brings with him over eighteen years of sales and management experience, of which the last twelve have been focused on Customer Relationship Management & Business Management Solutions. Scott's business to business experience ranges from start up to Fortune 500 companies, in industries ranging from banking/financial planning to automotive and insurance.

Responsible for day to day operations, Scott will be leading In A Box Business Solutions as we expand our customer base and move toward becoming the market leader in Customer Relationship Management and Business Management software solutions. Scott's proven track record of success in developing business and operational strategies and his commitment to cooperative teamwork will undoubtedly be an asset.

When talking with Scott about joining In a Box Business Solutions he said, "I'm excited to be a part of an organization with such a clear focus on its customer's success and an eye to the future while understanding the importance of the here and now. I look forward to helping build a world class organization, one that is proactive in its approach the customers' needs."

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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Murphy Broadcasting, Inc.

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