

## ANYONE INTERESTED IN MAKING \$400 AN HOUR?

By Rick Murphy - Grand Poobah



Last week I upgraded my computer. Now those of you who know me well think that I have electricity coming out of my finger tips because if there is a way to fry a computer, I will do it. This means I upgrade computers quite often, and every time I do I have to replace all of my files and worse yet, my programs. One program that I use frequently calculates power output for transmitters and interfaces with the FCC's computers to help plan transmitter sites. Now wouldn't you know it, when it came to installing the program I could not find the CD's. So

I emailed the company that I purchased this \$8,000 software from...the same people I send \$1,800 a year for "subscription fees" telling them that I lost the discs. What came back surprised me. They wanted over \$400 to send me the two CD's I needed.

I called customer support and questioned the outrageous price they wanted to make a copy of the installation discs and was told by the person on the phone that "It takes time to make copies". I thought about this, and thought of the most inept person I could think of, and wondered how long it would take them to copy a CD. Maybe 10 minutes? Okay, let's be generous and imagine that someone had to drive to

K-Mart to buy a blank disk, then find the drive on the computer, then drag the files and drop them... okay with travel... an hour? So \$400 per hour to copy CDs? Okay maybe it takes TWO hours. Now we're down to \$200 per hour. Sign me up for THAT job!!!!

The point is, I was not talking to the owner. Somewhere along the line someone made a decision to charge \$400 for replacement discs. A decision probably brought about because of frustration with people like me who lose things. But it was a decision that was not well thought out. You see, our company has been using this software for nearly eight years. That means

we have spent nearly \$20,000 with this company, and should we stay with them, probably another \$20,000 in the years to come! Fortunately for this company, I did have the owner's email address and he did send new discs out. But imagine if I had not had this information.

It costs a fortune to get a new customer. One careless act by one employee who is not seeing the big picture can kill all of that good will in seconds.

Having said all that, if you've experienced frustrations with our company, please send me an email at maddog@maddog.net.

## MULTI PLATFORM? MOI?

By Chris Rolando - CEO



Not a day goes by when I don't get a call from a business acquaintance, either locally or from somewhere in the US, asking me about Internet Advertising. Usually the call starts with "I just read this piece in (name a major news source here) and I think I need to get on the web! What should I do?"

I am a believer that you need to be on the web. Why? So when someone "Googles" your business name, they find your address and phone number. Oh you can put some pretty pictures up there too, and an idea of what you do, but in the end, the web has basically traded places with the Yellow Pages as a directional reference for people who have already made up their minds to buy a product or service.

Now, before you get out the tar and feathers and head for my office because you just invested \$10,000 in a "web presence", think of how YOU use the web. Really think about it. Sure, there

*(Continued on page 2)*



## WHO IS NUMBER ONE?

By Michael Anthony - Sales Manager

One of the questions advertisers love to ask me is, "Who is number one?", as if this question is relevant to their ROI (return on investment) for advertising. Now, having what some have described as an East Coast attitude, I always reply with "In what?"

Modern technology allows us unprecedented access to audience information as provided by Arbitron, the "Nielsen" of radio, if you will. Want to know how many unemployed people listen to rock vs country? How many women listen at work Monday through Friday? How many 12 to 21 year olds could hear your ad on the weekend? We have that data. But as always, where there are figures, there are data manipulators. When someone shows you a ratings sheet, pay careful attention to all of the information. Are the time periods making sense? Is someone "limiting" the data field to make they themselves look better? Are you seeing one rating period or a number of them so you can spot trends?

*(Continued on page 2)*

# Mad Dog Wireless



(Continued from page 1)

are sites you buy things from, like Amazon, eBay, Overstock, Dell and maybe a handful of others. But the rest of the time when you're not booking airline tickets and hotel rooms, what are you doing?

The Internet is a TV tuner with MILLIONS of channels. What can you possibly do on line to get people to come back again and again? Is someone talking to you about some new "portal"? A page with the "name of your city.com" that "will attract people from everywhere"? Well back to how YOU use the internet.... Do you go to a portal and then drill down from there? Or do you bring up Google and put in "San Carlos", hotel, beach, and see what comes up (146,000 matching entries in case you wanted to know)?

There is no Magic Bullet in advertising, no new technology that will make people drop what they are doing and head to your front door as if drawn by some mystical force. Advertising is the same as it was when the first cave man held up a stick with a flame on the end of it inviting people to his cave for a Pot Luck Dinner. Business goes where business is invited. Invite people with benefits to them. Talk one on one with them. So get the \$9.99 web site from GoDaddy.com. Buy the Web Builder package from them for \$14.95, and have fun building your site over a weekend. Just make sure the most important things are there.... your address and phone number. Then let Google do the work.



Kermit the Frog said it's not that easy being Green. He was more right than he knew!

This month, **K-FAT 96.3 FM** (and now on the web at [IWantMyFat.com](http://IWantMyFat.com)) was recognized by Radio

World magazine for having what is undoubtedly the most 'Green' radio station in the US.

**K-FAT** runs 100% solar from its transmitter site. Soon, the main studios will also enjoy a solar boost. It is all part of a plan by Rick Murphy to begin using what we in Arizona have a bunch of.....free sunlight! You can see more on Rick's Plan at [www.VictoryPowerGarden.com](http://www.VictoryPowerGarden.com). Read the Radio World piece at <http://www.rwonline.com/pages/s.0167/t.15129.html>.

## NEWSPAPERS SLIPPING AS NEWS SOURCE



Online news sources and continued growth by cable outlets are seemingly conspiring to take a bite out of newspaper uses - just over a third of those queried in the latest installment of a long-standing Pew study read a newspaper "yesterday." Broadcast television and radio suffered only minor slippage.

Like all things internet, its trajectory has been up steeply since Pew began tracking it as a news source in 1995. It stood at 31% in 2006 and is up to 37% now, ahead of radio (35%) and newspaper (34%). It still trails cable TV (39%) and the king of the hill, local TV news (52%). However, local TV had its poorest showing going back to 1993, and was far behind that year's 77% high water mark. Radio also reached a low point, but lost only 1% since 2006. Newspaper, by contrast, hit a -6% pothole.

(Continued from page 1)

If you ever want to see the ratings... ALL of the ratings... our people can come to your business, or you can come to ours, and see the ratings in real time... any permutation you want to see of any radio station, daypart, demographic cell or whatever. Give me a call at 928-727-0735 and I'll set it up for you. In the end, who is number one really does not matter as long as the advertising you are paying for, no matter the medium, is helping you make sales.

And for those who want to see ratings, here is Women, 35 to 64 years of age, with household incomes over \$75,000 per year, living in the Tri-State area, based upon all of 2007.

\* Any station not listed has less than 100 listeners in the category

