



# The Dog's Bark

**Broadcasting  
for the  
21st Century**

Volume 4 Issue IX

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## *Why Would Anyone Pay a Commissioned Sales Person???*



Chris Rolando  
President

**I**t has been said that commissioned sales people are motivated by “Greed not Need”. I want to take a minute to dig in to this concept.

Our radio stations employ more people in the sales department than any other group in this area, or for that matter in any of the smaller markets within 1000 miles of here... 23 people in all. Why? Because it takes a lot of people to create advertising that gives our advertisers a great Return On Investment (ROI).

You and I have heard and seen lots of bad advertising in our lives... “family owned and operated”, “plenty of free parking”, “lower overhead so we pass the savings on to you”, and my all time favorite, “The freshest and finest ingredients”. If you hear or see any of these items in an ad, you know you are seeing or listening to an ad that has nothing to say!

Our sales people are trained in advertising. Most have trained both locally and nationally, with five reps having already received Certified Radio Marketing Consultant status through national advertising training education held by the Radio Advertising Bureau. They are trained not only in radio sales but direct mail, newspaper, television and just about every other kind of advertising out there. They don't hit the streets until they understand their craft. This is backed up by a team of sales assistants and sales management who lace it all together. Do they make mistakes? Yep. You can never guarantee what advertising people will respond to, but they do give it their best shot.

Do you save money buying long-term contracts? Sure do! But why? A long-term contract first and foremost gives a base of advertising. Think for a second about why Coke® still advertises. Is there anyone on the planet who does not know about Coke? The fact is the people who market Coke know that market share is king and the market is always changing. Coke spends a lot of money on the message and even more to get it out there.

In the case of our rates, we offer lower rates to people who buy more.... either longer term, or more commercials per week. We can do this because the actual cost involved in selling, producing and airing the ads goes down based upon the number of ads purchased. That savings should be yours, the advertiser. Can you cancel early? Yep! And all that happens is you end up paying for the ads you ran at the rate they would have been if you ran a shorter contract. Annual contracts are not for everyone... but for people who are going to really market to the area, if you can make the commitment, we can afford to charge you less.

Finally... where does the 20% commission go? Well rather than the owners of the radio stations taking all the money that comes in for themselves, the 20% off the top (before the costs of running the ads, the costs of the radio stations, the local donations and support), goes to the 10 full time sales people. And what do they do with it? Spend it here in town just the way you spend your paycheck.

### **\*Live Remotes\***

Lots of fun and tons of give-aways!

**Southwest Putting Green** - Lake Havasu Sat, Sept 10, 9:00 - 12:00

**Exit Realty** - Lake Havasu Mon, Sept 12, 10:0 - 1:00

**Furniture by Design** - Lake Havasu Sat, Sept 17, 10:00 - 1:00

### *KADD is Going Away??*



By Julie Cummings  
CRMC  
VP of Sales-LHC

KADD-FM, aka K-HITS is going away... or is it?

Yes, KADD-FM has been sold. But only the FREQUENCY has been sold, to Simmons Media, who will be moving 93.5 FM to Logandale, Nevada some time in the next two years. However, K-HITS will NOT be going away!

Late last year, Murphy Broadcasting purchased the rights to a frequency for a new station to serve Mohave Valley, Arizona. This frequency will become active at the same second that KADD leaves the area. The net result is people in Mohave Valley, Bullhead City and Laughlin will go to bed one night with K-HITS on 93.5 FM and wake up with it on 93.7 FM! In Lake Havasu, K-Hits will still be heard on 101.9 and 97.1, and in Kingman, it will still be 99.1, just as it

## Welcome...



Cindy Hardie  
Executive Assistant

Lake Havasu has been Cindy Hardie's home for 21 years. A 14 year work history with Shugrue's Restaurant and Barley Brother's Brewery has allowed her to interact and become familiar with a wide-range of men and women in the business community. Cindy has joined Murphy Broadcasting as an Executive

Sales Assistant. "I look forward to this excellent career opportunity and being part of the professional sales team of Murphy Broadcasting".



Randy Anderson  
Sales Associate

Although new to sales in the broadcasting business, Randy Anderson brings with him 25 years in the financial planning business.

Randy says, "I'm very excited to be working in the broadcasting business and plan on making Murphy Broadcasting's uniquely profes-

sional approach to solving marketing problems an integral part of my business plan".

## We have the Tri-State area covered!



Murphy Broadcasting has always, and will continue to always invest in the latest technology. Why? Because we know the world moves fast. And we know the importance of being the quickest,

the most trusted and most reliable source of information today.

The Tri-State area is a large region with diverse people and equally diverse needs. That is why, in a time when most news organizations in the area have scaled back to near nothing, we maintain a full time news staff in Lake Havasu City, Bullhead City, Laughlin and Kingman.

*"I am a firm believer in the people. If given the truth, they can be depended upon to meet any national crises. The great point is to bring them the real facts."*

-Abraham Lincoln

## Mad Dog Turns on the TV...



August was an exciting month for Mad Dog Wireless as we put our second television station on the air. KBBA is on the air in Lake Havasu City, joining

our television station in Laughlin. A third will be added to the mix in 2006. "These will be true community television stations" says Mad Dog Wireless CEO Rick Murphy. "We have a plan that will allow virtually anyone in the area with an idea, a time slot of their own".

"The planned programming will include meetings of interest like City Council, County Commissioners and Town Board meetings" says Mad Dog Wireless President Chris Rolando. "It will be a new experience for this area to have these programs presented live and unedited".

The stations will also carry short form programming, long form programming, featured area live cams and local original programming.

## Keeping Your Customers Happy...



Ron Nickle  
Vice-President

Is losing one customer really a big deal? You bet! When one customer has a bad experience with your company, they will tell 11 people about the poor service, and those 11 will tell five more people. If just 25% of those people decide not to do business with your company, you've lost 17 customers... and potentially \$1 million in lost revenue over their lifetime! Regaining those lost customers is much more difficult, and costly, than simply keeping them happy and loyal. What's the guaranteed answer to keeping customers happy all the time? Give them more than just service... give them an honest effort.



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

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