



DEC 2006

The Dog's Bark

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Customer Service...

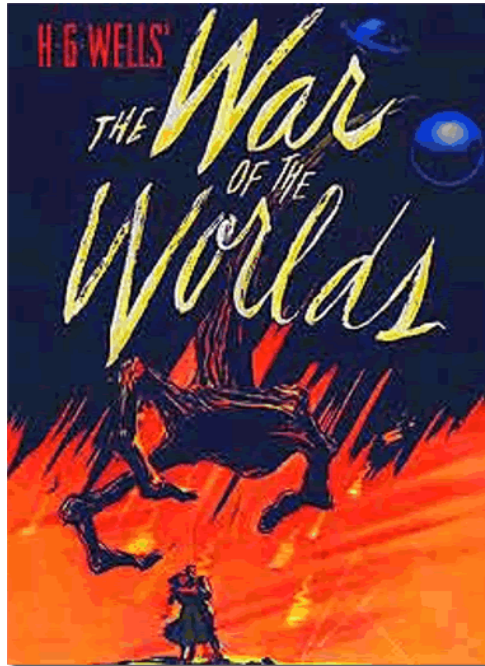
By Rick Murphy



Most months I write to you about customer service and how it usually involves businesses I have come in contact with. But a couple of weeks back something happened that was a perfect example of "customer" service that had nothing to do with a retail business.

I was headed to Lake Havasu City and was on a rather important phone call. Coming though Poston to the South, I pulled over to make sure that my talking on the phone was not interfering with my driving... okay, truth be told I was more concerned with the call dropping out! While I was talking on the phone, someone rapped on my window. As you can imagine I was startled, but then I looked up and saw a Colorado River Tribal Police Officer standing there. The impeccably dressed officer (perfectly pressed uniform, shined shoes, well groomed) said he stopped to make sure that I was okay, being the middle of the day and the temperature being over 105 degrees.

I was happy that the officer stopped. For me, it was just a quick stop to finish a phone call. But imagine if I had been on the side of the road in distress a few miles up the road where there was no cell service. The officer who stopped by just to make sure I was okay was a great example of good customer service.



"War of the Worlds" Attacks Mohave County

Feel really safe from a major attack by Martians? It might be more realistic than people think. A new version of the Orson Welles 1938 radio drama version of the classic H.G. Wells book, "War of the Worlds" was brought back to life as the aliens from the red planet attack Mohave County... knocking out lights in Laughlin, destroying the London Bridge in Havasu and shutting down I-40.

Hosted by Roger Galloway, star of stage and film, oh, AND News Director of Murphy Broadcasting, along with Lake Havasu actors David Morgan, Sr., and Rod Lockman, lead the way dramatically as an astronomy professor and a mysterious antagonistic survivor face a new world. The scary one-hour drama also stars Cindy and Jerry Aldrige, Don Hinson, Jack Russell, Alice Galloway, Ryan Otteson, Rick Murphy, Misty McDaniel-Hughes, and Paul LaVoie, with production by Rebekah Sutton. War of the Worlds was played out on Halloween night but you can still hear it by visiting www.justsaynews.com/wow.htm.

How Do I Track My Ads?

By Chris Rolando - President



This past month a good customer of our stations (one who has been with us over eighteen years) asked me a question. They asked "How do I track my advertising on the radio? How do I know it is working?"

The answer is difficult. Radio cannot be tracked. In fact, no advertising can be tracked. The people who do coupon books say they can track their customers by the number of coupons that come back. This is severely shortchanging their medium because the number of people who are made an impression upon by the ad in the coupon book can be dozens of times larger than the number of

coupons that come back. In our case, we know that tens of thousands of people are exposed to every ad we put on our stations, and they ALL respond. Some respond by going to the store. Some by going to the store AND making a purchase. Some respond by going to a COMPETITOR'S store and making a purchase when they hear the ad. Some respond by doing nothing, but they were exposed to the ad. So how can we in radio track results? Here are some ways:

a) Ask every person who comes in where they heard about the place (or on a slip of paper as a registration). This will give you results that are 100% INACCURATE. People just don't know where they found out about things. People read the paper for news, not for

ads. They listen to radio for music and news, not for ads. They just will not remember because advertising is not important to them.

b) Place a special in the ad and track the velocity of that item. This will produce a survey that is about 99% inaccurate! You will not know if you moved the product, if it moved itself, if the staff moved it because they knew of the test on the product and helped it more, or tried harder to make it NOT sell.

So what's left? The only thing that can be... commitment to a schedule of well written thought out ads over the course of time. If the needle moves for the number of customers above what you were doing without it, then the advertising is working. Can

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ThriftyMart.com
FREE CLASSIFIED ADS

www.ThriftyMart.com

Rules...

By Ron Nickle - VP of Sales



Last month I went on vacation. While I was waiting to board the plane, a man came running up to the counter. The person behind the counter told him that he would not be flying because of the "45 Minute Rule". It seems that the man checked his bag 42 minutes before the flight. The flier was incredulous. He said that he tried but traffic and the long lines at the counter got in the way, and since he was there why couldn't he get on? The person behind the desk raised his chin and said "It is people like you that are costing our industry money and forcing us to bankruptcy".

The man was moved to the next flight and sat down. At that point, he picked up the phone and called someone to tell them why he was going to be late. The part I overheard was "a platinum frequent flier and I get stopped over three minutes and told I am

bankrupting the airline". The man was understandably upset. He was a platinum flier, which meant he was a great customer for this airline, but someone at a front desk decided that the rules were more important than good common sense.

After returning, I asked someone about this and they told me that there was a good reason for the 45 minute rule. It seems the TSA (Transportation Safety Administration) needs that amount of time to process luggage that is coming in and still get it back to the airline in time. That made sense to me and I am sure it would have made sense to the platinum frequent flier too, if it had been explained to him.

This whole episode made me think about our business. It made me wonder if we have rules that make sense, and if we explain them well enough. It made me wonder if everyone who works for the company knows the real reason for such rules and if they explain them correctly. Many

times I have seen restaurant menus that have the words "No Substitutions". When I see this, what comes to mind is Jack Nicholson in The Five Easy Pieces trying to order toast off the lunch menu. In the end, Nicholson ends up ordering a chicken salad sandwich...hold the lettuce, hold the mayo and hold the chicken... in order to get his toast.

Each of us needs to constantly monitor our business for rules that may not make sense to people on the outside. Then we need to find out if the rules need to be in place, and finally if our people know the real reason for the rule and have a good way to explain the rules if they are asked. I believe my friend at the airport would have been happier had he known that the 45-minute rule was in the name of safety rather than being accused of personally bankrupting a major airline.

As for me? I'm in the mood for a chicken salad sandwich.



Thane O'Brien, VP of Sales at Murphy Broadcasting, on stage at the Flamingo Hilton, Las Vegas with Toni Braxton.

Track My Ads?

it be counted? YES. But not on a daily or weekly basis, unless you're selling something at a loss, and *that* does not create customers, that just creates sales. I maintain that the best way to move the needle is a good schedule of ads with NEW ADS EVERY WEEK NO MATTER WHAT.

Advertising is an inexact science. One of my favorite quotes on advertising goes something like this... "Half of my advertising money is wasted, but I can't cut my budget because I have no idea which half it is".

Making it Happen...

By Tim McDonnell - Sales Manager



Marketing is not really that complicated. It's simply telling people where you are, what you do and why they can't possibly live one more day without your product or service. It's the quest for the proven formula, the magic bullet, that one amazing brilliant idea that distracts people from the simple things that can work very effectively and cost little or nothing to implement.

For example, years ago I would pass an insurance office every day on my way to work. The agent who owned the business painted a cartoon on his front window. It was usually poking fun at insurance agents and probably came from a trade magazine. Every month he would change the cartoon. It wasn't long before I began to look forward to seeing the next months funny. My friends and I would talk and laugh about them. And now, fifteen years later, I still talk about it. How's that for "lasting impression"?

This marketing genius understood the power of simplicity. How much did it cost? I would be shocked if he paid even \$50.00 a month. The point? Look around. What do the thousands of people see when they drive past your business every day? Make it so they see your business, think about your business, talk about your business and come in and buy from your business. After all, that's what marketing is all about, more customers for your business.

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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