

Doxa Wave Leverages Traffic System Training to Reduce Costs and Accelerate Proficiency

Background



Launched in 2021 by owners Steve and Christy Lungren, Doxa Wave LLC operates three radio stations. With the launch of the new company, they welcomed staff members who were new to the broadcast

industry. As a result, they went through several models regarding traffic management. Find out how Marketron helped them transition with the support and training needed to master the system.



Monthly Cost Savings:
\$1,000

The Challenge:

Third-Party Traffic Management Was Expensive and Inefficient

The role of a traffic manager is invaluable for any radio station. For those new to the industry, using a traffic system can seem overwhelming and intimidating. Marketron's goal is to solve that with easy, intuitive platforms supported by training and education. Taking advantage of these resources was very attractive for the company's business manager, Matthew Spurlock.

In addition, Spurlock faced challenges with managing an inconsistent consultant serving as traffic manager. He also wanted to ramp up his knowledge of the radio world. Before joining Doxa Wave as the business manager, Spurlock had been a teacher.

The traffic manager consultant was costly for the station and soon abruptly left. "Traffic was something I was learning to cut down on expenses. I was clicking my way through Visual Traffic. My learning needed to accelerate after our traffic manager gave a three-day notice," Spurlock explained.

The Solution:

Visual Traffic Implementation Specialist Turns First-Time Traffic Manager into Fast Learner

While Spurlock recognized a skill gap, he was confident and comfortable because of his Marketron implementation specialist, Norma Langston. The station was already using Visual Traffic, and Langston stepped into the role of trainer. Spurlock said, "The biggest factor in me getting



comfortable with it was Norma. Her experience and personality helped me become successful.”

The training covered everything from accounts receivable to order entry and provided the organization with a guided process. It included phases with bite-sized learnings so as not to be overwhelming. “Norma has been a huge part of our successful operations,” Spurlock said.

Within Visual Traffic, Spurlock and his team appreciate the logs and billing features and how it’s a user-friendly platform. The Marketron team also helped him set up guidelines for sales and production. All sales team members learned how to input orders, as well.

The Results:

Training on Traffic Drives Cost Savings and Better Team Communication

With Spurlock assuming the traffic management duties, the company saved more than \$1,000 per month. In addition to cost savings, team communication improved. “The best part of the process is the increased communication and team mentality at the station. Production, sales, management and traffic are constantly communicating to complete tasks and meet goals,” he expressed.

Learning any new system can be challenging. What often makes the difference is the support received. Spurlock offered this advice to others: “Visual Traffic will help you run your station to the best it can be. Don’t be afraid to reach out to Marketron Support. They are top-notch and filled with people who have been in radio for years.”

“Norma was a huge part of our successful operations. It feels like she should be on our payroll and part of our radio family.”

Matthew Spurlock
Business manager
Doxa Wave