

# 2019 SALES SEMINAR—NORTH

## Getting In Tune With Today's Advertiser: What They Need to Hear In Order to Buy

Presented by:  
**Gordon Borrell of Borrell Associates**

**Tuesday, February 19th**  
**12:30 to 4:00 p.m. - Doors open at 12:15 p.m.**  
**Bridgeport Conference Center, Bridgeport, WV**

<b>NAME</b>	<b>STATION/CITY</b>	<b>FEE *</b>

All those attending must register!  
Please copy for additional registrants.

**TOTAL ENCLOSED**

Registration Fees Include Meeting Materials & Afternoon Break Refreshments  
**WVBA Members Only: \$30 per person**  
**Hotel Address: 300 Conference Center Way, Bridgeport**

Send registration form and fees no later than February 16, 2019  
West Virginia Broadcasters Association  
PO Box 8499, South Charleston, WV 25303  
304-744-2143 • scan and send to [mcrist@wvba.com](mailto:mcrist@wvba.com)  
See the WVBA website for more information at [www.wvba.com](http://www.wvba.com)