

## RAB set for Texas show

**Third annual Managing Sales Conference looks to have 1,000 attending four-day meeting**

Preregistration was running near 900 last week as the Radio Advertising Bureau was putting the finishing touches on what has become one its most popular meetings—the annual Managing Sales Conference. The third such meeting is scheduled to begin Saturday (Jan. 29) at the Amfac hotel at the Dallas/Fort Worth airport. This year's gathering, which carries the theme "Leadership for a Turnaround Year," will include 36 workshops, ranging from hottest promotions of the year to managing the opposite sex.

Keynoting the four-day event will be Herb Cohen, author of "You Can Negotiate Anything." Psychologist Dr. Joyce Brothers and consultant Don Beveridge will be on hand for closing remarks on Tuesday, Feb. 1.

Fred Walker, president of Broad Street Communications, New Haven, Conn., and conference chairman, said the workshops

that concentrate on the selling methods of radio's competitors will be one of the conference highlights. At the Monday morning session (repeated Monday afternoon) on "How We Sell Radio—How They Sell TV, Outdoor and Newspapers," representatives from each of the other media will give a sales presentation showing ways to pursue prospective clients.

A Monday afternoon session featuring top retail executives discussing how retailers keep track of sales should also draw well, Walker said. There also will be sessions on the changing newspaper business, selling to

both younger and older demographics, the status of grid cards, sales training techniques and the rep's "perception" of a station's national sales manager.

Other highlights of the conference include a Super Bowl "tailgate" party on Sunday afternoon. A giant television screen will be provided along with CBS Radio's audio coverage of the game.

Association officials expect total conference attendance to range between 900 and 1,000—well ahead of last year's count of 760. RAB has made arrangements to handle an overflow of convention attendees. □

## Changing Hands

PROPOSED

**KSLA-TV Shreveport, La.** □ Sold by KSLA-TV Inc. to Viacom International Inc. for tax-free stock swap valued at \$29.9 million (BROADCASTING, Jan. 17 and "Closed Circuit,"

Dec. 6, 1982). **Seller** is principally owned by Delores La Vigne and Winston and Jeanne Linam, who have no other broadcast interests. They bought KSLA-TV in 1976 for \$2,823,600 (BROADCASTING, June 21, 1976). **Buyer** is New York-based diversified entertainment company and cable MSO and group owner of three AM's, five FM's and two TV's. Paul M. Hughes is president of broadcasting division. KSLA is CBS affiliate on channel 12 with 316 kw visual, 38 kw aural, and antenna 1,800 feet above average terrain.

**WDJF(FM) Westport, Conn.** □ Sold by Westport Broadcasting Co. to The Radio Co. for \$1.5 million plus \$500,000 for five-year noncompete agreement. **Seller** is owned by Donald Flamm, who also owns co-located WMMM(AM), which he will keep. **Buyer** is principally owned by Franz Allina and, his wife, Marcia who also own WBAB(FM) Babylon and WGBB(AM) Freeport, both New York, and recently were granted FCC approval to sell KACY(AM) Port Hueneme and KACY-FM Oxnard, both California, for \$2.59 million (BROADCASTING, Jan. 17). WDJF is on 107.9 mhz with 50 kw and antenna 245 feet above average terrain.

**KABE(FM) Orem, Utah** □ Sold by Morris J. Jones to D. Garry Munson and Scott V. Christenson for \$1.25 million. **Seller** has minority interest in new radio station at Park City, Utah. **Buyers** own KSGR(AM)-KKPL(FM) Spokane, Wash. Munson also is president of KIEE(AM) Harrisonville, Mo. KABE is on 107.5 mhz with 45 kw and antenna 2,730 feet above average terrain. **Broker:** Chapman Associates.

**KTNM(AM)-KQAY(FM) Tucumcari, N.M.** □ Sold by Rodmar Inc. to Sagebrush Communications Inc. for \$810,000. **Seller** is owned by Robert B. Roddy and Wayne E. Marcy (50% each). Marcy also owns KKBK(AM) Az-

## Eastern Broadcasting Corporation

has acquired

**WAVZ/WKCI-FM**  
New Haven/Hamden-Hartford,  
Connecticut

for

**\$6,000,000**

from

**Kops-Monahan Communications, Inc.**

We are pleased to have served as  
broker in this transaction.

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