

"Negotiating the Deal," NAB Broadcast Leadership Training

Speaking Engagement
February 24, 2019
Washington, D.C.

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Melodie Virtue will be sharing deal negotiation strategies and tips with senior level broadcast executives at this (BLT) class.

Whether you're part of the acquisition team at an established group or an entrepreneur just buying your first station, you'll need to understand not just what's important to your company and your partners, but also what's important to the seller. Learn creative ways to structure the deal. When negotiating the purchase and sale agreement, you'll need to know what to include, what not to include, and how to know the difference. Finally, you'll need to think about whether and how to publicize the deal and how to inform staff.

About the Broadcast Leadership Training program. The BLT was created to enable talented senior level broadcast executives who aspire to advance as group executives or station owners – particularly women and people of color – to be exposed to the fundamentals of purchasing, owning, and running a successful operation of radio and television stations. For more information, visit the [BLT website](#).