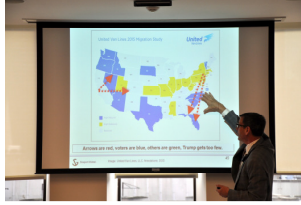


BCCA Media Credit Seminar

Tuesday, November 7

8:00 am - 6:30 pm

Offices of Lowenstein Sandler LLP
1251 Ave of the Americas – 17th Floor
New York, NY



Meet the Experts and Learn Industry Secrets...

The BCCA Media Credit Seminar will focus on high-level credit related issues for the media industry including television, radio, cable, magazine, print, newspaper, out-of-home, interactive and digital. It is an opportunity to meet with media credit professionals and executives from across the country. Located in the heart of New York City, the 2017 **BCCA Media Credit Seminar** boasts arguably the best speaking lineup and the hottest topics you need to know about.

Topics and features: Macro Strategist Richard Hastings' update on the economy, the Amazon-Effect, how natural disasters benefit some and trends for the upcoming year and beyond; Legal issues, such as warning signs of financially distressed companies, bankruptcies, risk mitigation, liability and what your credit department needs to know; Media Whys & BCCA...What's in it for YOU?; C & C Best Practices; Customer Relationships; a mini-expo, networking opportunities and so much more!

Cost:

- \$350 First attendee from media company
- \$275 for each additional attendee from same media company
- \$525 Vendor/Associate attendee*
- \$45 Networking Cocktail Reception Only

**Must be MFM member. BCCA reserves the right to refuse registration requests that do not meet registration criteria.*

Hotel for Out of Town Attendees:

[Club Quarters](#) at Rockefeller Center, 25 W 51st St, New York, NY

Standard Room Rates:

- 11/5 = \$218
- 11/6 = \$370
- 11/7 = \$379

All Hotel Reservations must be made through MFM/ BCCA. Contact [Jamie Grande](#) to reserve your room. Limited space available.

Last day to reserve your room is OCTOBER 5, 2017.

Details and Registration:

<http://www.mediafinance.org/media-credit-seminar-ny>

IN THIS ISSUE:

- #MFMMediaFinance
- Last Chance
- Sign-Up Today
- BCCA Success
- Education, CPE and MORE
- Atlanta Localism
- And much more...

HOW TO REACH US:

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BCCA Email: info@bccacredit.com

MFM FEIN: 13-1984011
BCCA FEIN: 36-2750062



Distance Learning Webinar...Lunch & Learn Series

Bring or order-out lunch and listen with colleagues from your desk

When: Wednesday, October 25

Time: 1:00pm - 2:00pm Eastern

Topic: Outlook for Local Advertising

Presented by **Mark Fratrik**, SVP and chief economist, BIA/Kelsey, and **Tom Buono**, founder and CEO, BIA/Kelsey

Overview: The discussion will delve into the forces driving local media purchases in the coming year, including the 2018 national elections, a rise in local spending on mobile advertising, and pressure from digital competitors who are vying for more of the local ad spending pie. Longer term trends, such as advanced advertising opportunities enabled by the new ATSC 3.0 broadcast standard will also be explored.

Learning Objectives:

- Understand who are the competitors vying for local ad dollars;
- Explain the possible impact of advanced advertising opportunities.

Cost: \$50 members (MFM/BCCA); \$75 non-members; \$0 MFM Corporate Members

Deadline to register: Monday, October 23 (any registrations received after 5 pm Central will be charged \$20 late fee)

CPE: 1 **Field of Study:** SKA; **Level:** O; **Prerequisite:** None **Delivery:** Group Internet

Registration Links and Details: <http://www.mediafinance.org/distance-learning>

CFO Summit

March 8-9, 2018

Hilton, Ft. Lauderdale, FL

Registration **limited** to *most senior financial executives* in media companies. *MFM reserves the right to refuse registration requests that do not meet registration criteria.*

Please call **Mary Collins** (847.716.7000) for more information.

Details available at www.MediaFinance.org



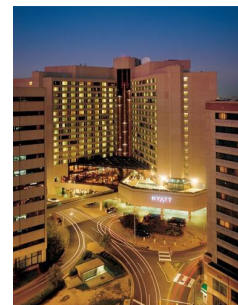
Annual Conference

Media Finance Focus 2018

May 21-23, 2018

**Hyatt Regency Crystal City
Arlington, VA**

Conference Website: www.MediaFinanceFocus.org



MFM Membership News...

Summer Member Referral Challenge – Ends September 30

Do you know someone that would benefit from MFM membership? Refer a new member today and you and the new member will each receive a \$25 restaurant gift card. It's that simple...thanks for helping MFM grow!

To refer a colleague: <https://www.mediafinancefocus.org/member-referral-challenge>

Summer Social Media Challenge / #MFMMediaFinance

What do you like most about being an MFM member? Now is your chance to let us—and your colleagues—know! We challenge you to spread the word about MFM to your networks! Every public post* you make using #mfmmediafinance puts you one step closer to winning a prize, and bragging rights, of course!

How it works:

1. Post publicly* about MFM three times or more on LinkedIn, Twitter, Facebook or Instagram, using the hashtag #mfmmediafinance. Or, share or comment on posts from MFM's official social media pages that contain the hashtag #mfmmediafinance. For official rules go to: <https://www.mediafinancefocus.org/summer-challenge>
2. **The challenge ends September 30, 2017.**
3. The 5 top participants with at least three posts, shares or comments between June 15 and September 30, 2017, will be announced in the *MFM e-Letter* following the conclusion of the challenge, and will each receive a \$25 gift card of their choosing from a preselected list of restaurants!

For more information and sample posts go to: <https://www.mediafinancefocus.org/summer-challenge>

Good luck and happy posting!

*Only public posts on social media will be considered for the Challenge. Check your privacy settings on Facebook, Twitter, Instagram and LinkedIn to make sure your post will be counted.

Tip: To ensure that your post is visible to MFM and eligible for the Challenge, tag MFM pages in your posts. For example, on Facebook, include "@MFM Media Financial Management Association" in your post.

MFM is DEDICATED to YOUR Success

- Be on the lookout for the **Young Professionals Committee** take-over of MFM's **social media accounts**. For the week of **October 9-13, 2017**, they will be posting on Facebook, LinkedIn, Instagram, and Twitter. The idea is to use a different voice to boost traffic. Your engagement will make this a success; please like, share, and respond as appropriate.
- Repack process got you down, specifically around accounting and how stations are handling the operations as a whole? MFM is looking to create series of town hall-type conference calls or webinars. Interested members, please contact [Brendan Doyle](#).
- NAB has a special offer for MFM members interested in attending NAB Show New York (October 18 and 19) - a COMP pass to attend all exhibits and [CORE Programming](#) and a discount off the TV on Wall Street conference. Register using code **WS01**.
- Watch your email for our upcoming fall events, social media challenge and ways to refer and win!

Upcoming Localism Event

Localisms are **free to attend**, but all must register prior to the event. Events are open to all MFM members as well as those interested in learning more about MFM membership.

Breakfast & Rev Rec

When: October 24

The Buckhead Club

3344 Peachtree Rd NE 26th Floor

Atlanta, GA 30326

Phone: (404) 262-2262

Valet Parking included



Hosts: MFM & The Atlanta MFM Localism Committee

Schedule for the event*

8-9AM - Hot breakfast and networking

9-10AM - Revenue Recognition tailored to Radio, TV, Newspaper, & Cable Programmers

Speaker: Kevin M. Shinn, Manager, Financial Accounting Advisory Service, Ernst & Young, LLP/Atlanta

CPE: 1 **Field of Study:** AC; **Level:** O; **Prerequisite:** None; **Delivery:** Group Live

Learning Objectives:

- Determine appropriate accounting treatment for arrangements which include single and multiple deliveries.
- Explain appropriate accounting methodology when dealing with non-traditional media revenue.

To register send email to robin@szabo.com.

Questions: [Brendan Doyle at 847.999.2103](tel:847.999.2103) or Brendan.Doyle@mediafinance.org

*subject to change

DATES & DEADLINES

October 9-13 - Young Professionals Committee Social Media Take-Over!

October 24 - Localism Breakfast w/ Speaker and CPE in Atlanta

October 25 - MFM/BCCA Distance Learning Webinar - Outlook for Local Advertising

November 7 - BCCA Media Credit Seminar in NYC

November 16 - MFM/BCCA Board of Directors Meeting in Boston, MA

November 23-24 - MFM/BCCA Office closed for Thanksgiving Holiday

March 8-9, 2018 - CFO Summit, Ft. Lauderdale, FL

May 21-23, 2018 - Media Finance Focus 2018, Hyatt Regency Crystal City, Arlington, VA

BCCA Membership News...

Media Credit Committee (fka BCCA Committee)...Get Involved!

Edward Mockus, Director Ad Sales Credit & Collections, Scripps Networks Interactive and Media Credit Committee Chair, along with the current Media Credit Committee members are looking for new committee participants. The committee meets monthly via conference call, and collaborates on BCCA panels, distance learning webinars, updates the Credit and Collection Handbook, and has regular hot topic and best practices discussions.

If you are interested in joining the **Media Credit Committee** (must be media provider and MFM or BCCA member) please contact Jamie Grande at jamie.grande@mediafinance.org. The first committee call will be in announced soon!

Media Whys...BCCA's Newest & Fastest Growing Credit Report Don't Rely on Credit Information from Other Industries...

Only **Media Whys** has data **FROM** media companies **FOR** media companies plus collection filings, tax liens, judgements, corporate linkage, payment trends, and trade data from D&B® or Experian®. It includes media-specific credit scoring.

credit
media whys
 MEDIA-SPECIFIC CREDIT
 REPORTS. TOP 50 DMAs.
 SCHEDULE A DEMO TODAY!



We already have **14+ media companies** reporting, representing most of the top 50 DMAs ... with more coming on monthly.

*It's important to note that media data reported to Media Whys **does not** leave our data warehouse.*

To join your industry colleagues, who will have the fastest and most complete information available to make credit decisions, contact **Arcelia Pimentel** - 847.881.8757 X104 or apimentel@bccacredit.com.

List of Credit Reports Available to ALL BCCA Members...

In today's world you need to be thorough and get information quickly.

We offer our member's access to not only our **BCCA Custom Reports** (media specific) and **Commercial Credit Reports** (compilation of D&B, Experian, Lexus Nexus, Edgar Online) **but** to two new reports, **D&B Trade+** (3 Units) and **Canadian Equifax** (3 Units). Our CCR, D&B and Canadian Reports are available within 60-minutes* of request.



High volume unit memberships have the advantage of 'Direct Connect' usage. For more information please call **Arcelia Pimentel** at the BCCA office at 847.881.8757 ext. 104.

Details and Samples: www.bccacredit.com or apimentel@bccacredit.com

*BCCA's normal business hours are Monday through Friday 8:00am to 5:00pm Central time. Requests received outside of these hours will be handled at the beginning of the next business day.