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For Immediate Release

MFM Announces “*Media Outlook 2010*” Seminar

Set for November 17 at the McGraw Hill Building in New York City

Northfield, IL, October 1, 2009 - The Media Financial Management Association (MFM) and its BCCA subsidiary are hosting a CPE-accredited (continuing professional education) half-day seminar focused on the “*Media Outlook 2010*,” on Tuesday, November 17 at the McGraw Hill Building in Manhattan (1221 Ave of the Americas – between 48th and 49th streets).

The morning program, which is being jointly produced by MFM and the Federation of Credit and Financial Professionals, will begin with an overview of the U.S. economy from Richard Hastings, Consumer Strategist for Global Hunter Securities, LLC. Hastings’ presentation will be followed by a discussion on tracking Internet advertising orders with Patrick Dolan, Executive Vice President and Chief Administrative Officer for the Interactive Advertising Bureau. Dolan’s background includes serving as the Director of Business Operations for DoubleClick and as Executive Director of Finance and Operations for a cable channel co-owned by Hearst Entertainment and Corus Entertainment.

The exclusive MFM sessions will begin with an Advertising Outlook presented by Brian Wieser, CFA, Global Forecasting, Magna. Wieser is the author of Magna’s “On-Demand Quarterly” report which looks at DVR and VOD deployments globally, U.S. Internet access data and provides commentary on issues surrounding Net Neutrality, all from an advertising perspective. His remarks will include a review of the trends in media consumption and their implications for media companies.

“Brian Wieser will set the tone for a seminar that’s designed to provide attendees with valuable insights that can translate into revenue-generating strategies for their companies,” said Mary M. Collins President and CEO of MFM and its BCCA Subsidiary. “We are developing an agenda that will not only describe where to find the best potential for ad revenues in the coming year, but also how these opportunities can be realized by traditional and new media businesses alike.”

Following Wieser will be two panel discussions moderated by Claire Atkinson, business editor for *Broadcasting and Cable* magazine, who has also covered the advertising business for other publications including *The New York Times* and *Advertising Age*. The first of these will feature industry CFOs giving their perspective on the media’s financial outlook and issues for 2010. Following that will be a look at how investors are looking at the prospects for media companies in 2010.

The final session of the day will be a presentation on the outlook for auto advertising, by Gene Cameron, Vice President, Auto Marketing/Media Solutions at J.D. Powers & Associates, and a media industry investor’s outlook are also scheduled for the afternoon program. Cameron’s remarks will include insights from this year’s J.D. Power Automotive Marketing and Media Annual Review and the 2009 Automotive Internet Roundtable, which will be held in mid-October.

MFM is registered with the National Association of State Boards of Accountancy (NASBA) as sponsors of continuing professional education on the National Registry of CPE Sponsors.

The registration fee for MFM members is \$199 for the full day and \$169 for the half-day/afternoon program only. Non-members may register for \$399 for the full day program and \$369 for the half day. This fee includes a one-year membership to MFM, a \$435 value, for never-members. An additional \$50 will be required for registrations after November 6. More information and online registration for the Seminar is available via the MFM web site:

<http://www.mediafinance.org/index.aspx?PageID=454>

About MFM:

Media Financial Management Association (MFM) provides education, networking, information, and signature products to meet the diverse needs of financial and business professionals in the media industry throughout the U.S. and Canada. More information about MFM is available on its web site: <http://www.mediafinance.org>. MFM’s media credit reporting subsidiary – BCCA – provides revenue management services, including professional development programs and credit reports on national and local media advertisers. More information about BCCA is available at <http://www.bccacredit.com>.