



Media Outlook 2021

The Future is Now – Progress, Profit, People

October 20-21, 2020

Overview: 2021 promises continued uncertainty for all businesses. What media companies can count on is continued innovation and technological advances, ongoing economic pressures, and the need to continue professional development for their workforce.

Tuesday, October 20, 2020

ALL TIMES EASTERN

1:00 PM – 1:10 PM

Welcome and Introductions

MFM: **Mary M. Collins**, President & CEO, MFM/BCCA

Co-Chairs: **Cindy Pekrul**, SVP and Deputy Controller, Accounting
Business Services WarnerMedia

John S. Sanders, Principal, Bond & Pecaro, Inc.

1:10 PM – 2:00 PM

Opening Keynote

Speaker: **Ted Schilowitz**, Futurist at Paramount Pictures
Schilowitz has carved out a unique role for himself in the motion picture and entertainment industry. Prior to joining Paramount, he was the Futurist at 20th Century Fox, where he worked on the evolving art, science and technology of advanced interactive visual storytelling. Known for his work in both virtual and mixed reality, Schilowitz has consulted worldwide for the movie, TV, interactive, and gaming industries.
(SK/1 CPE/O)

2:05 PM – 3:00 PM

Changing Media Revenue Landscape

Speaker: **James C. Goss**, Managing Director & Senior Investment Analyst, Barrington Research Associates, Inc.
Never let a good crisis go to waste. How have industry sectors evolved their current blend of activities? How has the COVID-19 pandemic affected various media and entertainment businesses and motivated companies to do things better while creating incremental revenue opportunities? Topics to be covered include: the changing mix of advertising revenues; media usage trends and demographics; and how various sectors have changed.
(SK/1 CPE/O)

End of Tuesday, October 20, 2020

Wednesday, October 21, 2020

ALL TIMES EASTERN

1:00 PM – 1:10 PM

Welcome and Day Two Introductions

Co-Chair: **Cindy Pekrul**, SVP and Deputy Controller, Accounting
Business Services WarnerMedia

1:10 PM – 2:00 PM

Your Future is Now! How to Grow Your Individual Leadership to Achieve Your Personal & Professional Goals (Part 1)

Speaker: **Lori Mahoney Brooks**, Director, The Siegfried Group
Brooks is a Leadership Advisor who works to create compelling relationships with senior financial executives. Her mission is to help them become more successful leaders in their organizations.
(PD/1 CPE/O)

2:05 PM – 3:00 PM

Individual and Workforce Leadership Breakout Sessions (Part 2)

Co-Chair: **Tracy Clark**, Senior Director of Finance, Hearst Television

Moderators: **Katherine Barnett**, Senior Vice President, Human Resources, Hearst Television

John S. Sanders, Principal, Bond & Pecaro, Inc.

Lori Mahoney Brooks, Director, The Siegfried Group

Matt Wikler, Director, The Siegfried Group

Sean Maffei, Director, The Siegfried Group

Amanda Luckadoo, Assoc. Director, The Siegfried Group

Josh Jackson, Assoc. Director, The Siegfried Group

Rob Bonner, Assoc. Director, The Siegfried Group

Ali Stamm, Assoc. Director, The Siegfried Group

Jared Kahn, Assoc. Director, The Siegfried Group

Anthony Rosenblum, Assoc. Director, The Siegfried Group

Moderated discussion groups for issues including: ways to ensure professional development opportunities in work-at-home environment; plans for returning to office environment; hybrid workforce; COVID-19-related benefits considerations; and more.

(PD/1 CPE/O)

End of Seminar

CPE information on following page

CPE information for CPAs

PROGRAM PREREQUISITES/ADVANCE PREPARATION: No course prerequisites or advance preparation are required for any sessions.

INSTRUCTIONAL METHOD: Group Internet – Live

Code	Area – Maximum Number of CPE Credits
PD	Personal Development - 2
SK	Specialized Knowledge - 2

CPE: 1 CPE credit available for minimum of 50 minutes participation. In accordance with the standards of the National Registry of CPE Sponsors, CPE credits are granted based on 50-minute hour. Attendance at all Media Outlook sessions qualifies each CPA, or other person entitled to earn Continuing Professional Education (CPE) hours, for up to four [4] CPE credits.

All attendees must register with Zoom to participate in the seminar. Those eligible for CPE credits will also be asked to complete and certify the online survey available at the address included with attendee instructions and provided at the end of each day. Attendance forms are kept on file for six (6) years.

Media Financial Management Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbregistry.org.

LEARNING OBJECTIVES:

Opening Keynote

- Ability to explain how concept of virtualization of goods and services affects media businesses;
- Demonstrable understanding of challenges facing content creators facing advanced algorithms intended to optimize media consumption.

Changing Media Revenue Landscape

- Communicate about a minimum of two recent changes to media’s advertising revenue mix;
- Discuss the relationship between consumer demographics and media usage.

Your Future is Now! How to Grow Your Individual Leadership to Achieve Your Personal & Professional Goals

- Explain why understanding self is important to achieving leadership goals;
- Describe what is meant by “mindset” and ways mindset affects leadership outcomes.

Individual and Workforce Leadership Breakout Sessions

- Explain motivation behind personal and professional goals;
- Discuss how understanding motivation can help position an individual for success;
- Explore ways to help members of remote workforce achieve personal and professional goals.