

# Media Financial Management Association

**An Unbeatable ROI**

# What is MFM?

- The Media Financial Management Association (MFM), founded in 1961, is a not-for-profit professional association dedicated to the unique interests and needs of business and finance executives in the media industry.
- Membership is open to all media industry business professionals.
- MFM also welcomes associate members from allied fields including accounting; auditing; brokerage; law; tax; and other disciplines.
- The Association's approximately 1,200 active members (from 200+ companies) represent the top financial, general management, IT, internal audit, human resources, and other media management personnel from major television networks, network affiliates, ownership groups, radio stations, cable programming networks, MVPDs, games, out-of-home, digital, and newspaper/print outlets throughout the U.S. and Canada.

# MFM's Mission Statement

*To be the first choice of financial professionals for media industry education, networking, and information sharing.*

# Benefits of MFM Membership

- MFM provides professional development and networking opportunities for its members through its [annual conference](#), [seminars](#), [webinars](#), [publications](#), and other offerings.
  - MFM hosts an all-industry conference, a [CFO Summit](#), a Media Outlook seminar, and several [localism events](#) throughout the year. Attending the [conference](#) and/or [localism events](#) as well as joining any of MFM's fourteen specialized [committees](#) is the best way to network and build relationships. These opportunities blend critical leadership, education, information sharing, networking, and emerging issues relevant to media financial professionals.
  - All members receive a printed *Membership Directory* and have access to a continuously updated online [Directory](#).
- MFM 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.

# Members Refine Industry and Leadership Skills

- MFM provides resources to improve your bottom line
  - Educational programs
  - Ask the Experts
  - Industry roundtables, Fly-ins, Seminars
  - *The Financial Manager* – member magazine
  - Targeted task forces (e.g. revenue recognition by industry)
- Opportunities to develop and demonstrate leadership
  - Participate in and/or chair committees
  - Coordinate conference sessions
  - Propose and direct industry initiatives
- Network and share best practices with like-minded industry professionals

# Highlights for *Media Professionals*

- Year-round publications, events, webinars, and conference sessions provide members with targeted, timely information and industry insight, including:
  - Accounting best practices
  - Budgeting and Forecasting / FP&A
  - Credit and collections
  - Cyber/ digital issues
  - Key vendor initiatives
  - Measurement
  - Rights management

# Highlights for *Newspaper Professionals*

- Year-round publications, events, webinars, and conference sessions provide members with targeted, timely information and industry insight, including:
  - Accounting best practices
  - Digital revenue opportunities
  - Expense management ideas
  - Industry peer connections
  - Maximizing circulation revenue
  - Monetizing data
  - Programmatic advertising
  - Shared Services best practices
  - Social media

# Newspaper Company Members Include

AIM Media Texas

Deseret Management Corp.

Evening Post Industries

GateHouse Media

Landmark Media Enterprises

Newspapers of New England

Paddock Publications Inc.

Tampa Bay Times

The Tyler Paper

Toronto Star Newspaper Ltd.

West Virginia Newspaper Publishing Company

BH Media Group

E.O. Media Group

Fort Worth Star-Telegram

Hastings Tribune

McClatchy Company

News-Press & Gazette Co.

Schurz Communications

The Columbian

The Villages Media Group

Tronc

Capital City Press

Eau Claire Press Company

Gannett Co.

Journal Publishing Co.

Morris Multimedia

Nguoi Viet Daily News

Swift Communications

The Oklahoman Media Company

The Washington Post

United Communications Corp.



# Corporate Membership

- MFM Corporate Membership provides added value to member companies and their employees
  - One invoice to provide membership to all finance and business employees
  - Additional corporate member discounts
    - Conference - \$100 per attendee
      - Free meeting room for 10+ attendees
        - Food and beverage credit - \$25 per attendee
    - Free Distance Learning Seminars
    - *The Financial Manager (TFM)* – discounts on additional subscriptions
    - BCCA Membership – 20% discount on credit report units
      - Plus Media Whys benefits
- Corporate Membership Dues are based on company annual revenues

# MFM Corporate Members



*The Dispatch Printing Company*

**GANNETT**



**HEARST**  
television



**RAYCOM**  
MEDIA



SARKES TARZIAN INC

**TURNER**

**POWER IN NUMBERS**



# What Our Members are Saying

*For me the best thing is that it's a good networking tool to get to meet other people who share the same chair.*

- Dave Bestler, EVP/CFO, Hubbard Radio

*A panelist presented a new approach to a process that typically requires us eight days each quarter to complete. I was able to speak with him and learn more about this technique, which would allow us to automate the process and centralize our data. We hope to cut the quarterly process down from eight days to less than a day.*

- Amanda Headlee, Assistant Controller, Turner

*At the MFM conference, we learned of a technique an industry peer was using which allowed us to save \$2.5M/annually in credit card fees.*

- Michael Lavey, SVP/Corporate Controller, Tronc

*My main reason for joining was because of the annual conference and industry connections that provide invaluable networking opportunities, as well as opportunities to pick up best practices from what peers are doing.*

- Steve Hall, VP Finance, Central U.S., GateHouse Media

*It's a great organization for networking and to talk to peers about issues we're all facing.*

- Dave Bochenek, SVP/CAO, Sinclair Broadcast Group

*I've benefited because of the skills I've developed – learning to speak in front of people, organizing, writing, and leadership skills.*

- Ana Townsend, Controller, Hearst Television

*The sessions that MFM provides as online classes are good and informative. They not only provide valuable insights to Television industry trends, but also help some of my staff fulfill their CPA license educational requirements.*

- Hilda Rivera, VP/Finance, ABC Owned Television Stations

*The most valuable aspect is the roundtable sessions. They uncover issues that aren't published anywhere. You wouldn't learn about them unless you were talking to someone who'd experienced them.*

- Paul Nesterovsky, VP Tax, Sinclair Broadcast Group

# MFM Committees

## Not-so-Secret to MFM's Success

- Fourteen committees meet monthly between September and April
  - Conference calls last 30-45 minutes
    - Selected calls include guest speakers
  - MFM Board Members typically serve as committee chairs
    - Lead discussions focused on areas identified by committee members
    - Work with committee to identify guest speakers
  - Discussions and guest speakers lead to highly-rated conference sessions
    - Committee networking includes a special lunch at the conference
  - Members are encouraged to join committees that match their interests

# 2018 MFM Committees

- Accounting Standards
- Cable
- Video Games
- Interactive & Digital Media
- Internal Audit
- Localism
- Media Credit (formerly BCCA Committee)
- Membership Marketing
- Newspaper
- Radio
- Tax
- Television
- *The Financial Manager* Editorial Board
- Young Professionals

# MFM Annual Conference

- Outstanding media-specific education
  - Eighty-three [83] unique sessions in 2017
  - 150+ expert speakers
- Unparalleled opportunities to make industry connections
  - Total of 121 companies sent representatives in 2017
  - Twenty-one [21] companies sent five [5] or more attendees in 2017
- Attendees could earn up to 27 CPE credits (includes eight [8] optional credits for NMIA roundtables)
  - Average price per 2017 CPE = \$55

# 2017 Sessions for *Newspaper Professionals*

- Multiple newspaper roundtable discussions, focusing on:
  - Operational focused issues
  - Community newspaper issues
  - Corporate newspaper issues
- Alliance for Audited Media
- Newspaper Valuation / M&A Activity
- Revenue Recognition Project Management
- New revenue initiatives, i.e., promotional campaigns, events, etc.
- Department of Labor/Legal Issues
- Expense management – shared services, production, etc.
- Breaking News coverage – *Orlando Sentinel* coverage of Pulse Nightclub shooting

# What 2017 Conference Attendees Had to Say

- *The opportunity to learn from so many industry peers in one place is amazing and appreciated.*
- *The conference is GREAT!! It offers a forum for idea sharing amongst industry professionals and the ability to communicate with a set of people that you would normally never be able to contact through other channels.*
- *The MFM Media Focus Conference is an exceptional way for anybody in the media industry to learn, listen, and connect.*
- *The MFM 2017 conference is a wonderful event. I really enjoyed networking with others in my industry, learning about new areas, and listening to industry leaders.*



# Other MFM Member Benefits

- Content

- CFO Summit – 1 ½ days of content specifically for senior finance teams
- Distance Learning Seminars (average of nine [9] annually)
- Regional Events
  - Media Outlook 20XX in New York (annually in September)
  - Localism events in selected cities (no charge)
- *The Financial Manager (TFM)* magazine – mailed six [6] times annually
- *Ask the Experts* – members only area of [www.mediafinance.org](http://www.mediafinance.org)
- *eLetter* – curated weekly news digest
- *UPDATE* – monthly membership newsletter

- Connections

- *Membership Directory* – printed annually and continually updated online
- Committees
  - *I've found committee participation to be a great and valuable benefit of my MFM membership. They look at strategies for the conference sessions and are about getting to know people at different companies.* - John Giraldo, SVP Global Controller, NBCUniversal

# MFM – An Unbeatable ROI

- Be positioned for success in a rapidly-changing industry
  - MFM connections helped one member's company save \$2.5 million annually
  - Member learned new process, cut quarterly close from 8 days to ½ day
  - Grow knowledge, develop leadership skills, increase employee value
- React strategically
  - Learn about potential concerns before they arise
  - Talk to peers about common issues
- Power in numbers
  - Realize the power of 1,200 plus members – the best and the brightest in the industry
- On the flip side
  - Without access to a network of peers who have tackled similar issues
    - Potential to spend valuable time finding solutions
    - Issues may cost more to resolve
  - Non-member media CPAs can spend more to earn CPEs in less relevant subjects

# Get Involved

- [Sign-up](#) for MFM membership today
  - New members save \$175 when they register for the MFM conference
    - Early Bird conference registration closes April 9, 2018
  - Under 35 and have fewer than five [5] years in media?
    - Special [Young Professionals](#) rate of \$150



LinkedIn™

Find us on



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