

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 *Radio Professionals*

- Year-round publications, events, webinars, and conference sessions provide members with targeted, timely information and industry insight, including:
 - Credit and collections
 - Digital streaming
 - Maximizing social media effectiveness
 - Music rights
 - Podcasting
 - Revenue recognition
 - Smart technology
 - Sound Exchange

Radio Company Members Include

Beasley Broadcast Group

Compass Media Networks

Dispatch Broadcast Group

E.W. Scripps

Hubbard Radio

Midwest Communications

Northern Lights Broadcasting

West Virginia Radio Corporation

Bonneville International

Cox Media Group

Emmis Communications

Federated Media

Leighton Enterprises

Morgan Murphy Media

Reach Media

Woodward Communications

Carter Broadcast Group

Cumulus Media

Entercom Communications

Hall Communications

Lotus Communications

National Public Radio

Salem Media Group

Highlights for *Television Professionals*

- Year-round publications, events, webinars, and conference sessions provide members with targeted, timely information and industry insight, including:
 - Audience measurement
 - Credit and collections
 - Digital opportunities
 - Drones
 - FCC regulations
 - Music licensing
 - New technology
 - Programmatic
 - Social media

Television Company Members Include

ABC

Bonneville International

Costa De Oro Television

Dispatch Broadcast Group

Fox Television Stations

Griffin Communications

HITN

ION Media Networks

Manship Media

Morgan Murphy Media

Nexstar Broadcasting Group

Sarkes Tarzian

Tribune Media Company

Bahakel Communications

CBS

Cox Media Group

Entravision

Graham Media Group

Hearst Television

Hubbard Broadcasting

Landmark Media Enterprises

McKinnon Broadcasting Co.

Morris Multimedia

Northwest Broadcasting Group

Sinclair Broadcast Group

Waterman Broadcasting Group

BH Media

Cordillera Communications

The CW

The E.W. Scripps Company

Gray Television

Heartland Media

Independence Television Co.

LeSea Broadcasting Corporation

Meredith Corporation

NBC

OTA Broadcasting

TEGNA

ZGS Communications

Highlights for *Digital Media Professionals*

- Year-round publications, events, webinars, and conference sessions provide members with targeted, timely information and industry insight, including:
 - Ad measurement
 - Billing and best practices
 - Credit and collections
 - Cybersecurity
 - Legal issues
 - Revenue opportunities
 - Social media advertising
 - Technology and media rights
 - Virtual reality/ Augmented reality

Digital & Interactive Media Members Include

CBS Interactive

Disney

GateHouse/ UpCurve/ ThriveHive

Hubbard / 2060 Digital

Nexstar/ LIN Digital

Scripps Networks Interactive

The E.W. Scripps Company

Comcast/ NBC Universal

Entercom/ Smart Reach Digital

Gray Television

Hulu

NPR

Sinclair Digital

Turner

Cox Media Group

Gannett

Hearst

Meredith Corporation

Schurz / SCI Digital

TEGNA

Highlights for *Video Games Professionals*

- Year-round publications, events, webinars, and conference sessions provide members with targeted, timely information and industry insight, including:
 - Accounting best practices
 - Copyright and intellectual property regulations
 - Cybersecurity
 - Data standardization
 - Emerging business models
 - Music rights
 - Sales tax

Games Committee Members Include

Activision

FableVision

Take-Two Interactive

Demiurge Studios

Gearbox Software

Warner Brothers

Electronic Arts

Square Enix

ZeniMax Media

Highlights for *Cable Network Professionals*

- Year-round publications, events, webinars, and conference sessions provide members with targeted, timely information and industry insight, including:
 - Accounting best practices
 - Audience measurement
 - Distribution platform evolution
 - Financial analytics
 - Second screen and social media strategies

Cable Network Members Include

A&E Networks

Discovery Communications

HITN

Ovation TV

The MLB Network

AMC Networks

Disney

NBCUniversal

ReelzChannel

Turner

Crown Media Holdings

Fox Networks Group

New England Sports Network

Scripps Networks Interactive

Viacom

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 *Radio Professionals*

- There's a New Administration in Washington – What Does it Mean for Broadcasters?
- Radio Roundtable
- Growing your Talent, Growing your Revenues! Mentoring, a Win-Win Investment!
- The Connected Car
- Nielsen, The Science Behind What Is Next
- Navigating the Radio Music Licensing Maze

2017 Sessions for *Television Professionals*

- There's a New Administration in Washington – What Does it Mean for Broadcasters?
- Television Roundtable
- Television Ratings
- Drones for Newsgathering
- Latest in Television Technology
- Television Music Licensing
- Television Ratings – Cross Platform Measurement
- Programmatic Buying

2017 Sessions for *Digital & Interactive Media*

- Programmatic Advertising
- Digital Advertising Update
- Making the Most of Digital
- Metadata Rights as Capital Assets
- Technology in Media

2017 Sessions for *Video Games Professionals*

- What's Driving Video Games' Growth?
- Digital Democracy – Media Consumption Habits
- The Evolution of Gaming
- Technology Feasibility Study – Gaming
- Digital Entertainment Trends

2017 Sessions for *Cable Network Professionals*

- International Growth and Expansion
- Changes in Distribution Models
- Production Costs – Residuals & Tax Incentives
- Technology in Media

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

2017 Sessions for *Tax Professionals*

- Media Tax – Federal Roundtable
- Media Tax – State & Local Roundtable
- Interest Netting and Re-Computation
- Sales & Use Tax in the Digital Age
- Media Tax – Media Federal Legislative Update
- Media Tax – State and Local Legislative Update
- Production Costs – Residuals & Tax Incentives
- Getting Your Fair Share: Money for Nothing and Credits for Free

2017 Sessions for *Accounting Professionals*

- Revenue Recognition
- Accounting Update
- Process Improvement/Best Practices
- How Can Media Get “Fit for Growth”
- Cybersecurity
- Industry Valuations
- Revenue Recognition Project Management

2017 Sessions for *Internal Audit Professionals*

- Data Analytics for Internal Audit
- Moving to SSAE 18: A Clearer View of Attestation Standards
- NMIA Staff and Management Roundtable

2017 Sessions for *Credit Professionals*

- Developing the First Line of Defense for Credit Grantors
- Grow Your Business with Electronic Payments
- Spotting and Reacting to Warning Signs of Financially Distressed Customers and Risk Mitigation Tools: Dodging the Bankruptcy Bullet
- View from the Agencies
- Nuts to Bolts: A to Z Life of an Invoice
- Supreme Court Cases and Decisions That Could Impact Trade Creditors
- Legal Issues of Finance and Credit – Ask the Experts
- Data Privacy
- Technology in Media
- Media Credit Roundtable

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
- *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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