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

<table>
<thead>
<tr>
<th>Company Name</th>
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<tbody>
<tr>
<td>ABC</td>
<td>Bahakel Communications</td>
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<td>CBS</td>
<td>Cordillera Communications</td>
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<td>The CW</td>
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<td>Entravision</td>
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<td>Graham Media Group</td>
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<td>McKinnon Broadcasting Co.</td>
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<td>Morgan Murphy Media</td>
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<td>Nexstar Broadcasting Group</td>
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<td>OTA Broadcasting</td>
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<td>Sarkes Tarzian</td>
<td>Sinclair Broadcast Group</td>
<td>TEGNA</td>
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<tr>
<td>Tribune Media Company</td>
<td>Waterman Broadcasting Group</td>
<td>ZGS Communications</td>
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**POWER IN NUMBERS**
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

<table>
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<tr>
<th>Company Name</th>
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<tr>
<td>CBS Interactive</td>
<td>Comcast/ NBC Universal</td>
<td>Cox Media Group</td>
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<td>Disney</td>
<td>Entercom/ Smart Reach Digital</td>
<td>Gannett</td>
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<td>Hubbard / 2060 Digital</td>
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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
- AMC Networks
- Crown Media Holdings
- Discovery Communications
- Disney
- Fox Networks Group
- HITN
- NBCUniversal
- New England Sports Network
- Ovation TV
- ReelzChannel
- Scripps Networks Interactive
- The MLB Network
- Turner
- 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
<table>
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<tr>
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<td>Deseret Management Corp.</td>
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<td>Evening Post Industries</td>
<td>E.O. Media Group</td>
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<td>GateHouse Media</td>
<td>Eau Claire Press Company</td>
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<td>Landmark Media Enterprises</td>
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<td>Hastings Tribune</td>
<td>Gannett Co.</td>
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<td>Newspapers of New England</td>
<td>McClatchy Company</td>
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<td>Morris Multimedia</td>
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<td>Tampa Bay Times</td>
<td>Nguoi Viet Daily News</td>
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<td>The Tyler Paper</td>
<td>Swift Communications</td>
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<td>Toronto Star Newspaper Ltd.</td>
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<td>United Communications Corp.</td>
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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

- Beasley Media Group Inc.
- Bonneville International
- The Dispatch Printing Company
- Gannett
- Graham Holdings
- Gray Television
- Hearst Television
- Meredith
- Nexstar Media Group, Inc.
- Raycom Media
- Sagamore Communications, Inc.
- Sarkes Tarzian Inc.
- Turner
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

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

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

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

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

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

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

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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](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
Contact Us

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Fax: 847.716.7004

info@mediafinance.org

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