

**January 2021**

## UPCOMING EDUCATIONAL AND NETWORKING EVENTS

*Participate from your work or home office*



### MFM Transformation Series Roundtable #1

#### Media Process Automation: From getting started to getting results

**Tuesday, February 9, 2021  
2:00-3:00 PM Eastern**

Join experts from RSM, Hearst, and The Washington Post as they discuss the media process automation journey – from getting started to getting results.

This free session will be divided into three parts:

1. Overview from the experts
2. Breakout roundtables with discussion geared to where you are in the process
3. Summary of key takeaways from each group along with Q&A

Eligible attendees can earn one [1] CPE credit. 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.

**Registration is free, but seating is limited.**

**To sign up to participate go to:**

<https://www.mediafinance.org/transformation>

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### HOW TO REACH US:

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## Virtual Media Tax Summit

### Tackling Tax Trends

March 2-3, 2021 (both days - 11 AM to 1 PM ET)



The role of the tax executive is changing. Technological advances, the evolving workplace environment, and recent and proposed legislation have converged to transform the tax department as we know it. A first-of-its-kind event, the MFM Media Tax Summit promises to cover all the issues today's tax professional needs to know with a specific focus on media. Rest assured, this is not your normal tax update. Attendees can expect to gain a clear understanding of what it takes to build a best-in-class tax department and what today's CFO expects from their tax group.

**COST:** Registration will be free for MFM corporate members and \$100 for each of the first two attendees from a non-corporate industry member organization and complimentary for each subsequent registrant.

Others, including those who work for companies that offer products, goods, or services to the media industry, must pay for each Summit attendee. Additionally, if these attendees are not MFM members, they must pay the non-member rate (which includes a one-year trial membership).

**Agenda & Registration Details:** <https://www.mediafinance.org/media-tax-summit>

**Registration Deadline:** February 19, 2021. All new registration received after 2/19/21 will be charged \$200 each. No refunds or credits after February 26, 2021.

## 2021 Virtual CFO Summit

**Thursday, March 11** - 1:00 p.m. Eastern to 5:00 p.m. Eastern

**Friday, March 12** - 11:00 a.m. Eastern to 3:00 p.m. Eastern

This year MFM will be hosting the annual CFO Summit virtually. It is a gathering of top media industry leaders exchanging ideas and discussing the issues facing their industry. This signature MFM event is limited to the most senior financial professionals from media industry companies. MFM reserves the right to refuse registrations that do not meet registration qualifications.

### Registration Details

- **MFM Members = \$450**
- **Non-Members = \$700 (includes a one-year trial MFM membership)**

Topics and Speakers include: Economic Overview, Drew Marcus, senior advisor, Guggenheim Securities; Automotive Industry Trends, Tyson Jominy, vice president, data and analytics with J.D. Power; Live Events, Juliette Feld Grossman, chief operating officer, Feld Entertainment; New Revenue Opportunities, Paul Jacobs, vice president and general manager, Jacobs Media Strategies; and the CFO Roundtable, a moderated two-hour discussion about current strategic priorities for the media industry.

**Details & Registration can be found at:** <https://www.mediafinance.org/cfo-summit>

**Registration Deadline:** February 26 (Member rate increases to \$700; Non-member rate increases to \$950); No refunds or credits after March 8, 2021.

## Upcoming Events:

- February 9 – Transformation Series Roundtable #1 – Media Process Automation
- February 11 – Virtual MFM Board of Directors Meeting
- February 18 – Distance Learning Webinar presented by vCreative
- February 28 – McIntosh Scholarship Applications Due
- March 2-3 – Media Tax Virtual Summit
- March 11-12 – Virtual CFO Summit
- May 11-July 29 – Media Finance Focus Virtual Conference... *Together Toward Tomorrow*

**Add Event Reminders to Your Calendar at:**  
<https://www.mediafinance.org/calendar-of-events>

**Watch your email and [our website](#) for details on how to participate in all MFM & BCCA Events.**

## Lunch & Learn....Distance Learning Webinar

### The Distraction Factor:

How interruptions steal your time and impact your bottom line

**Thursday, February 18**  
**1:00pm Eastern - 2:00pm Eastern**

**CPE: 1 (Specialized Knowledge/Overview/Internet Live)**

**Overview:** Studies show that interruptions cost the U.S. economy \$588 billion annually. Join our panel discussion to discover the nature of today's Interruption Culture and the ways that media companies are battling these distractions to improve profits and support a happier and more productive workforce.

**Speaker:** [Susie Hedrick](#), President & COO, vCreative

### Cost\*:

MFM Corporate Members: **\$0**

MFM/BCCA Members: **\$25\*\***

Non-Members: **\$75**



\*BCCA Members please send an email to [info@mediafinance.org](mailto:info@mediafinance.org) for discount code.

\*\*Member discount courtesy of vCreative

**Details and registration:** <https://www.mediafinance.org/distance-learning>

## Together Toward Tomorrow...



### Media Finance Focus 2021 is coming to you again VIRTUALLY

Join us **May 11 through July 29** as MFM & BCCA deliver dozens of cutting edge sessions, distinguished keynote speakers, interactive industry roundtables, networking events, and more – to wherever you call your office.

Learn everything you need to know to stay ahead in the rapidly changing world of media finance, connect with industry peers, and set yourself up for success. ***Together, we will build the road to tomorrow.***

- Those that registered for and attended the 2020 conference, your rate is guaranteed. You should have received your invoice with registration confirmation details. Group attendees please contact your company's designated contact for additional information on registering.
- New registrants – please go to [MediaFinanceFocus.org](https://www.mediafinancefocus.org) to register.
- Questions? Send an email to [info@mediafinance.org](mailto:info@mediafinance.org).

For more details visit our conference website: <https://www.mediafinancefocus.org>

### Committed Sponsors:



## Meet the Board:

**Sean Hetzler** - Senior Director, Tax, TEGNA



*Sean Hetzler will serve on the MFM Board of Directors through June 30, 2023.*

### Why did you go into the media industry?

Getting into the media industry was really a happy accident for me. In 2015, I applied for a job in the TEGNA tax department. The company had just completed its spin-off of the newspaper publishing business and was starting the eventual transition to a pure-play television broadcaster. It was thrilling to work in such a fast-paced environment and there were plentiful opportunities for someone to challenge themselves and grow. We're still seeing tremendous change in the industry, so I think it's fair to say that our work isn't done yet!

### What is your professional background?

Prior to joining TEGNA, I spent nine years in the tax practice of accounting firm PricewaterhouseCoopers. While at PwC, I primarily specialized in the tax aspects of mergers and acquisitions. I'm a CPA by training, but the modern tax professional needs to be versed in all parts of the organization. Every single thing that the Company does gets reflected in our tax returns and tax provision, so it's vital that we know enough about the Company (and the industry) to understand the business and translate that back into tax impacts.

### Do you prefer working remotely or in the office, and why?

I'm one of the people out there that is really starting to miss the office. It's been an odd experience to not see my team in-person for so many months in a row. I'm also the kind of guy who enjoys the water cooler talk. Zoom is great, but it doesn't give you those casual run-ins that you need to really develop a rapport with people outside of your department. On top of that, I have three young boys at home (aged 8, 7 and 4) and things can get a little hectic around the house during the workday! That said, I don't miss the Northern Virginia/DC area traffic. I'm hoping the future brings a reasonable mix of working from home and time in the office.

### Where do you see the media industry going in the next 3-5 years?

It's become increasingly clear that a lack of local news is harmful to our communities. Many of the organizations we serve are all that stands between us and a grim future. I think a lot of folks in the U.S. (and around the world) are starting to wake up to that fact. At least as far as this is concerned, I choose to be an optimist. I think the contribution of local media starts to get more of the recognition it deserves and we see a continued push to level the playing field between content producers and big tech companies.

### What has MFM provided to you that justify your on-going participation?

When I was promoted to lead the tax department at TEGNA, I still felt like a relative newcomer in the industry. I joined MFM to deepen my media industry expertise and make valuable connections with other media finance professionals. There's no other organization that allows its members to accomplish both of those goals so successfully and I've been fortunate to be able to take advantage.

### What are your outside interests or hobbies?

Between work and family, I stay pretty busy. When I do get some time to relax, I enjoy camping and cheering on sports teams from the Washington area and the University of Maryland (my undergraduate alma mater).

### What is something that most people don't know about you but you are willing to share?

I actually had an opportunity to spend some time in a TV station prior to working for TEGNA! As a senior in high school, I was on the Baltimore area edition of quiz show *It's Academic*. I think my mom has the VHS tape somewhere to prove it.



