

March 2021

## UPCOMING EDUCATIONAL AND NETWORKING EVENTS

*Participate from your work or home office*



### Media Finance Focus 2021 Advance Registration Closes April 16 *Rates Increase by up to \$425*

Join us virtually **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, as long as you pay by April 16, 2021. 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://MediaFinanceFocus.org) to register.
- Questions? Send an email to [info@mediafinance.org](mailto:info@mediafinance.org).



**DAVID BOCHENEK**  
 SVP, Chief Accounting  
 Officer  
 Sinclair Broadcast Group  
 2021 Conference Chair



**MIKE LAVEY**  
 Interim CFO, Chief Accounting  
 Officer and Controller  
 Tribune Publishing Co.  
 2021 Conference Co-Chair

### IN THIS ISSUE:

- Supporting Our Own
- Social Media Connections
- BCCA News
- Quick Access to MFF21
- Become a Growth Ambassador
- And much more...

### HOW TO REACH US:

550 W. Frontage Road, Ste. 3600  
 Northfield, IL 60093

MFM Phone: 847.716.7000  
 MFM Fax: 847.716.7004  
 MFM Email: [info@mediafinance.org](mailto:info@mediafinance.org)

BCCA Phone: 847.881.8757  
 BCCA Fax: 847.784.8059  
 BCCA Email: [info@bccacredit.com](mailto:info@bccacredit.com)

MFM FEIN: 13-1984011  
 BCCA FEIN: 36-2750062



## Registration Rates (until April 16):

Full Registration – MFM/BCCA Member (Individual)	\$1,075
Full Registration – MFM Corporate Member* (Individual)	\$ 995
Full Registration – MFM Associate/Vendor	\$3,000
Full Registration – Never-Member w/ 1-year Trial Membership	\$1,325

For group rates (member and corporate) and more details visit our conference website: <https://www.mediafinancefocus.org>

## Keynote Sessions:

### May 11 – 1:00 PM (Eastern)

- Joe Batista, Chief Creatologist, Dell Technologies
- Dr. Tina M. Harris, Douglas L. Manship Sr.- Dori Maynard Race, Media, and Cultural Literacy Endowed Chair, LSU



### June 15 – 1:00 PM (Eastern)

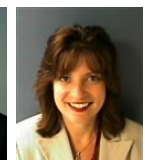
*WFH: Managing a Remote Work Environment*

**Moderator:** Michael Depp, Editor, *TVNewsCheck*



#### Panelists:

- Don Thompson, EVP, HR, Sinclair
- Joe Mechlinski, CEO, SHIFT
- James Jefferies, VP, IT Operations, Gray Television, Inc.
- Julie Anderson, Editor-in-Chief, *South Florida Sun-Sentinel*



### July 15 – 1:00 PM (Eastern)

- *Maintaining Corporate Culture in a Changing World* with Gunnar Wiedenfels, CFO, Discovery
- *2021 Sports Outlook* with Pete Giorgio and Kat Harwood, Deloitte

## Supersession:

### June 22 – 1:00 PM (Eastern)

*Increasing Profitability by Re-Allocating Budget to Support Diversity and Education*

**Jack Myers, Moderator**

Media Ecologist, Founder  
MediaVillage &  
AdvancingDiversity.org



## **QUICK LINKS**

**Conference Website:** <https://www.mediafinancefocus.org>

**Registration:** <https://www.mediafinancefocus.org/registration-details>

**Individual Session & Roundtable Registration:**

<https://www.mediafinancefocus.org/session-roundtable-rates>

**Working Agenda:**

**May** - <https://www.mediafinancefocus.org/2021-agenda-may>

**June** - <https://www.mediafinancefocus.org/2021-agenda-june>

**July** - <https://www.mediafinancefocus.org/2021-agenda-july>

**Sponsors:** <https://www.mediafinancefocus.org/sponsors>

**Add Event Reminders to Your Calendar at:**

<https://www.mediafinance.org/calendar-of-events>

## **Support those that support you...**



## Follow Us and Stay Connected:

**Twitter:** @MediaFinance  
@MediaFinanceFocus  
@BCCACredit  
@BCCAMediaWhys

**Hashtags:** #MFMMediaFinance  
#PowerinNumbers  
#MFMFinanceFocus  
#BCCACredit  
#MediaWhys  
#CPEforCPAs  
#NetworkingEvents



**Instagram:** @MediaFinance

**LinkedIn Groups:** Media Financial Management Association  
BCCA-The Media Industry's Credit Reporting Association

**Facebook:** Facebook.com/MediaFinancialManagement  
Facebook.com/ BCCA-The Media Industry's Credit Association

**MFM Channel:** Search YouTube for [Media Financial Management](#)

## Become an MFM Growth Ambassador

Here's how you can join your colleagues in promoting MFM membership:

- **Invite** members and potential members to upcoming events, including the Roundtable Transformation Series and the Media Finance Focus Virtual Conference
- **Share** event flyers through your personal LinkedIn account and other channels in which you have influence
- **Mention** upcoming events during MFM committee calls

By taking a few, simple actions each week, you can use your professional influence to increase MFM event participation and membership.

For more information check out <https://www.mediafinance.org/membership-ambassador> web page or to receive the Growth Ambassador Pledge form contact Mandy Aoieong at [mandy.aoieong@mediafinance.org](mailto:mandy.aoieong@mediafinance.org).

## Mark Your Calendar:

- **Annual MFM Membership Meeting** - May 19 at 4:00pm Eastern
  - Watch your email in April for your participation Zoom link.

## Welcome New Members:

Nancy Aymar	Discovery	Jason Kober	NBCUniversal
Elizabeth Baisley	Hearst	Susan Kolar	Discovery
Glen Beanland	Crowe LLP	Michael Kollman	Tribune Publishing Company
Laura Chamberlain	Gannett Co.	Anthony Latino	Gannett Co.
Shannon Coldren	Gannett Co.	Emily Lindner	TruNorth Consulting, Inc
Andrew Dunn	Gannett Co.	Michael F. Mangan	Cherry Creek Media
Dora Dvir	Tastemakers LLC - Arcade1Up	Nat McCall	Discovery
Jill FitzGerald	RSM US LLP	Cayla McGurn	Hubbard Broadcasting
Tea Gennaro	NAB	Jack Myers	Media Village
Greg Geohagen	Gannett Co.	Melissa Nerey	Discovery
Ryan Hammond	Discovery	Sean Piche	Ernst & Young LLP
Maria Hernandez	Lotus Sacramento Corp.	Gerald Ratigan	The Gearbox Entertainment Co.
Julie Heskett	TEGNA Inc.	Jennifer Robertson	Discovery
Casey Hlavacka	Morgan Murphy Media	Barb Rojas	Discovery
Tanya Hockett	Discovery	Danny Tankersley	WideOrbit
Larry Johnican	Szabo Associates	Christina Wang	Tribune Publishing
Michael Johnson	Paymerang	Stephanie Zarate	McClatchy
Victor Kao	RSM US LLP		

## BCCA Membership News...

### Automate Your Credit Process



**Media Whys** includes APIs that allow users to pull its media-specific and trade payment information into automated credit decisioning processes. In addition, BCCA is working with third-party providers to integrate Media Whys data into their automated credit products for the media industry.

Not ready for full automation? Consider adding **Media Whys'** electronic credit application (we make it look just like yours) and automated decisioning module. You are notified when a customer submits a credit application and can immediately pull a **Media Whys** report with a credit recommendation weighted to reflect your specific credit policies. Both are available at **NO ADDITIONAL CHARGE** for **Media Whys** users.

For more information on **ALL of BCCA's products and services** call Arcelia Pimentel at 847.881.8757 or send her an email at [apimentel@bccacredit.com](mailto:apimentel@bccacredit.com).