

## EDUCATIONAL & NETWORKING EVENTS

### Distance Learning

#### Tax and Accounting Implications of the Spectrum Auction

**Speaker:** Stephen Theuer, Deloitte & Touche LLP, Richmond, VA

This session will reprise the session of the same name from our 2016 conference. It will provide a look at the broadcast incentive auction, the outlook for the forward auction, valuation expectations, planning issues for participating broadcasters, and the potential tax and accounting issues for successful sellers.

**Date:** Thursday, August 11

**Time:** 3:30pm - 4:30PM Eastern

**Cost:** MFM Members \$50; Non-Members \$75; MFM Corporate Members \$0

**CPE:** 1 [Field of Study: Tax; Level: I; Prerequisite: Understanding of the accounting rules for media companies and a basic understanding of the rules surrounding television broadcast spectrum auction; Delivery: Group Live]

#### Learning Objectives:

- Participants who complete the session will have the ability to evaluate alternative accounting positions for transactions resulting from the spectrum auction.
- Ability to discuss two potential tax implications of the spectrum auction.

#### Overtime, Wage Hour and Labor Regulations

**Speaker:** Michael Zinser, The Zinser Law Firm, P.C., Nashville, TN

This distance learning session will update participants on the new rule for overtime, which was finalized by the U.S. Department of Labor on May 18, 2016. When the Final Rule goes into effect on December 1, 2016, the salary threshold will more than double. Mr. Zinser will give tips on how companies can manage these new requirements, as well as information about potential exemptions and cost-neutral solutions.

**Date:** Tuesday, September 20

**Time:** 3:30pm - 4:30PM Eastern

**Cost:** MFM Members \$50; Non-Members \$75; MFM Corporate Members \$0

**CPE:** 1 [Field of Study: BL; Level: I; Prerequisite: Understanding of labor regulations impacting media companies. Delivery: Group Live]

#### Learning Objectives:

- Participants who complete the session will have the ability to describe a minimum of two impacts of the National Relations Act for media businesses.
- Ability to discuss the new requirements and potential cost solutions.

#### More Details & Registration:

<http://www.mediafinance.org/distance-learning>

### IN THIS ISSUE:

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- Free Amazon Gift Cards
- Stay Connected
- We Want YOU...
- Education, CPE and MORE
- BCCA's Media Whys
- And much more...

### HOW TO REACH US:

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**MFM FEIN:** 13-1984011

**BCCA FEIN:** 36-2750062



**More Upcoming Events...**

**Media Outlook 2017**

Wednesday, September 14  
12:00 pm - 5:00pm (includes lunch)  
Offices of Lowenstein Sandler LLP  
1251 Ave of the Americas – 17th Floor



**Overview:** Discussion from industry experts on what's on the horizon for the coming year.

**Registration Fees:**

- MFM member - \$99
- MFM corporate member - \$79
- MFM non-member
  - Without trial membership - \$149
  - With trial membership - \$250

**Discussion to include:** US Economic Update; Accounting/Revenue Recognition and Real World Implications; Digital Today and Advertising Trends and Issues for 2017.

For an agenda and to register please go to: <http://www.mediafinance.org/media-outlook>.

**BCCA Media Credit Seminar New York**

Thursday, October 20  
8:00am - 6:30pm  
Offices of Lowenstein Sandler LLP  
1251 Ave of the Americas – 17th Floor  
New York City



If you want to reach your target market, there are sponsorship and exhibitor opportunities available. Please contact Arcelia Pimentel, Director of Sales, at [apimentel@bccacredit.com](mailto:apimentel@bccacredit.com) or 847/881-8757 x 104 for details.

Details available at: [www.bccacredit.com](http://www.bccacredit.com)

**CFO Summit**

March 2-3, 2017  
Hilton, Ft. Lauderdale, FL

Registration **limited** to *most senior financial executives* in media companies. MFM reserves the right to refuse registration requests that do not meet registration criteria. Please call **Mary Collins** (847.716.7000) for more information.

Details Available Soon on [www.MediaFinance.org](http://www.MediaFinance.org)

**Annual Conference in Orlando**

Media Finance Focus 2017  
May 22-24  
Cypress Grand Hyatt  
Orlando, FL



Information will be available soon on the conference website: [www.MediaFinanceFocus.org](http://www.MediaFinanceFocus.org).

## MFM Membership News...

### COMMITTEES – Now More Valuable for You

Get the Most from your Membership - Join a Committee

Committees and committee members are integral to MFM's success because they ensure the association is focused on the interests of MFM members. Defined by subject area or media business type, committees provide members with a smaller setting in which to meet and discuss industry issues. **Current committees include:** Accounting Standards; BCCA; Cable, Interactive & Digital Media; Membership and Marketing; Newspaper; Radio; Tax Advisory; Television, Young Professionals and the *Financial Manager* Editorial committee.

Beginning in early September, committees meet monthly by phone. Calls last 30-45 minutes, with total time based topics the committee has chosen to discuss. Each committee has a committee chair who is typically a member of the MFM Board. Some committees have co-chairs. The committee chair and the co-chair work with committee members to determine areas of interest and set the agenda for the committee meetings. A staff liaison handles the administrative work for each session, sending meeting notifications and preparing summary notes after each call.

Selected committee calls include guest speakers who share their expertise on a topic of the committee's choosing. Guest speakers often end up being panelists at the annual conference. Subjects covered by experts on recent committee calls have included: industry trends; how to manage collections, advertising and billing; independent contractor issues, wage/hour and employee reclassification; programmatic buying and the future of media; revenue recognition; and digital age strategies and solutions.

In addition, committees are one to the secrets of the success of MFM's annual conference – Media Finance Focus. Committee members suggest topics for the conference as well as selecting coordinators and/or moderators for the sessions.

You can join today:

1. Sign up online. Go to [www.mediafinance.org](http://www.mediafinance.org) then click on membership>committees>join a committee; or
2. Call Amy Schutz at 847-716-7000 x103, or
3. Send an email to [amy.schutz@mediafinance.org](mailto:amy.schutz@mediafinance.org) with Committees in the subject line.

We look forward to helping you maximize the value of your membership.

## Member-Get-a-Member Campaign is back!

**Current Members:** refer a new member who joins between July 1 - Sept 30, 2016 and receive a \$25 Amazon gift card!



**Referred New Members:** receive a one year membership at the discounted rate of \$250.00!

**It's a WIN  
for all!**

Contact Amy Schutz at 847.716.7000 or [amy.schutz@mediafinance.org](mailto:amy.schutz@mediafinance.org) for more information.

## We are Streamlining Check out MFM & BCCA on Social Media

To better respond to the way media is consumed now, we are cutting the number of stories in the *e-Letter* and will begin sharing others on social media as they break. Follow MFM & BCCA on Twitter, LinkedIn, Facebook, and Instagram. There may be special discounts, announcements or breaking news for those that follow us...so stay connected with us throughout your day.

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

**Instagram:** @MediaFinance

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

**Facebook:** Facebook.com/MediaFinancialManagement



## ICYMI: Media Finance Focus 2016...Have You Seen the Video?

Relive some of the best moments from Denver and/or see what you missed in our three-minute video roundup – go to <http://www.mediafinance.org/getting-to-know-mfm> to view.

## MFM's Website: New Look...New Features for YOU!

MFM has what you need to succeed. From face-to-face and distance learning education, networking, developing best practices, creating helpful technology, providing deep and vast resources, and continually updating our services to keep them relevant, useful and fresh. Year-round communications, seminars/webinars, localism networking events and the annual conference provide you with information specially developed for your success.

MFM's website will help with the work of keeping our membership connected. With social networking support, simple tools for staying in touch, space for sharing documents, photos and resources to support committees, we can use it to help market our association and highlight great work being done. In addition, MFM's new website is going to be the workhorse that will collect member dues and support event registration and payment.

So pardon our dust, we're still under construction adding new features. But we invite you to come see what we've started. So go login...we think you will like what you see. And let us know your thoughts!

## US Starts with U!

Don't forget to include MFM (and BCCA) in your 2017 budgets. Included in this *UPDATE* are many activities and opportunities for you to network, learn and grow. MFM and BCCA are dedicated to being the premiere source of education, networking, information, and signature products to meet the diverse needs of financial and business professionals in the media industry. Join US...we have many educational and peer interaction opportunities planned over the next year...don't U miss out!

Please call our office (847.716.7000 or 847.881.8757) if you need information about fees for the conference, seminars, publications and/or membership.

## BCCA Membership News...



### BCCA Media Credit Seminar: October 20 in NYC

Mark your calendar for BCCA's Media Credit Seminar on **Thursday, October 20<sup>th</sup>** at the offices of Lowenstein Sandler LLP in New York City. Watch your email, mailbox, our websites and future *UPDATES* for more information.

**BCCA members, if you are interested in serving on the October Seminar Committee please send an email to Jamie Grande ([Jamie.Grande@mediafinance.org](mailto:Jamie.Grande@mediafinance.org)).**

### Media Whys

#### ***BCCA's Newest Credit Report Offering***

Media Whys combines monthly media advertising payment data with information from D&B or Experian and includes a media-specific credit scoring.

We already have five media companies reporting and the number is growing. *It's important to note that media data reported to Media Whys does not leave our data warehouse.*

To join your industry colleagues who will have the fastest and most complete information available to make credit decisions, contact **Arcelia Pimentel** - 847.881-8757 X104 or [apimentel@bccacredit.com](mailto:apimentel@bccacredit.com).

## **DID YOU KNOW...D&B Trade Plus and Canadian Equifax Reports are Available to ALL BCCA Members?**

In today's world you need to be thorough and get information quickly. We offer our member's access to not only our **BCCA Custom Reports** (media specific) and **Commercial Credit Reports** (compilation of D&B, Experian, Lexus Nexus, Edgar Online) but to two new reports, **D&B Trade+** (3 Units) and **Canadian Equifax** (3 Units). Our CCR, D&B and Canadian Reports are available within 60-minutes\* of request. High volume unit memberships have the advantage of 'Direct Connect' usage. For more information please call Arcelia Pimentel at the BCCA office at 847.881.8757.

**Details and Samples:** [www.bccacredit.com](http://www.bccacredit.com) or [apimentel@bccacredit.com](mailto:apimentel@bccacredit.com)

\*BCCA's normal business hours are Monday through Friday 8:00am to 5:00pm Central time. Requests received outside of these hours will be handled at the beginning of the next business day.

## **DATES & DEADLINES**

**August 11** - Distance Learning Webinar: Tax and Accounting Implications of the Spectrum Auction

**September 5** - MFM & BCCA Office Closed for Labor Day Observance

**September 14** - MFM Regional Seminar: Media Outlook 2017 in NYC

**September 15** - MFM Board of Directors Meeting in NYC

**September 19** - MFM Newspaper Fly-in McLean, VA (Gannett HQ)

**September 20** - Distance Learning Webinar: New Overtime, Wage Hour and Labor Regulations

**October 20** - BCCA Media Credit Seminar in NYC

**March 2-3, 2017** - CFO Summit, Ft. Lauderdale, FL

**May 22-24, 2017** - Media Finance Focus 2017, Hyatt Regency Grand Cypress, Orlando, FL