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**For Immediate Use:**

**Van Allen, Radio Advertising Bureau; Kimberly Parker, Graham Media; and Paul Yates, Hubbard Broadcasting Inc., to Co-Chair MFM's 2021 CFO Summit**

*Virtual event scheduled for March 11-12, 2021*

Northfield, IL. – January 26, 2021 – [Van Allen](#), executive vice president and CFO, Radio Advertising Bureau; [Kimberly Parker](#), vice president and CFO, Graham Media; and [Paul Yates](#), vice president and corporate controller, Hubbard Broadcasting Inc., will co-chair the Media Financial Management Association's (MFM's) [2021 CFO Summit](#). Scheduled for March 11-12, this year's two-day event will be held virtually.

Now in its 15<sup>th</sup> year, MFM's annual CFO Summit is an opportunity for senior media finance professionals to exchange thought leadership as they discuss issues facing the industry. Interactions with peers and expert speakers also result in real solutions to the challenges that media industry CFOs face daily. Confirmed topics for 2021 include a look at live events now being constrained by pandemic restrictions, a media-specific economic overview, a deep dive into automotive industry trends, post-pandemic revenue opportunities, and a CFO roundtable.

“We are extremely grateful for Van, Paul and Kim's leadership of this year's Summit,” said **Mary M. Collins**, president and CEO of MFM and its BCCA subsidiary, which serves as the media industry's credit association. “While we are unable to safely meet in-person, we have assembled experts across multiple industries who will provide guidance and suggest pathways to success that will be required as the media industry continues to move forward. Our co-chairs have taken both our challenges and opportunities into consideration in formulating this year's agenda; attendees will reap the benefits of their efforts in developing the program.”

**About the Co-Chairs**

**Kimberly “Kim” Parker**

Kim Parker is Vice President and Chief Financial Officer for Graham Media Group. In her role, she is responsible for all aspects of the company's finance and business operations. Parker

## **MFM-BCCA: 2021 CFO Summit**

started her GMG career in 2007 at WJXT (Independent) and WCWJ, (CW affiliate) in Jacksonville, FL as the Business Manager. She began her broadcasting career in 1996 working for broadcast software companies Enterprise Systems Group and Marketron. She later became a Regional Controller at Media General for their Jacksonville, FL and Columbus, GA properties. Parker is actively involved in the broadcast industry holding the position of the Treasurer of Pearl, a partnership of broadcast companies with shared interest in exploring forward-looking opportunities, including innovative ways of promoting local TV content and developing digital media and wireless platforms. She is also a member of the MFM Board of Directors.

### **Paul Yates**

Paul Yates began working in the media industry for Bonneville International in Salt Lake. He started as a controller for one of Bonneville's small divisions before eventually becoming VP, Director of Finance. In 2011, when Bonneville sold most of their stations to Hubbard, Yates moved to St. Paul, Minn. as controller over the radio division before becoming VP, Corporate Controller. He also serves on the executive committee of the Radio Music License Committee and committee member of the Television Music License Committee.

### **Van Allen**

Van Allen is currently the Executive Vice President & Chief Financial Officer for the Radio Advertising Bureau (RAB). He started his career in broadcasting 35 years ago with Group W at WBZ TV/Radio in Boston as an Accounting Clerk and Payroll Manager. He was then promoted to an Accounting Analyst position at the group's data center in Connecticut and from there he moved on to a Senior Accounting Analyst position at Group W headquarters in New York. His last position with the group was Budget Manager for Group W Television Sales. In 1993, he accepted the Controller position with the RAB; he was promoted to CFO in 1995. As a member of the RAB team for more than 27 years, Allen currently oversees the Accounting and Human Resource operations for the trade association.

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. Eligible attendees can obtain up to six [6] CPE Credits for the two-day summit.

All attendees must register with Zoom to participate in the seminar. Additional information about the CFO Summit and an online registration form may be found on MFM's website, at <http://www.mediafinance.org/cfo-summit>.

### **About MFM and BCCA:**

Media Financial Management Association (MFM) is the premiere resource for financial professionals for media industry education, networking, and information sharing throughout the U.S. and Canada. More information about MFM is available on its Web site: <https://www.mediafinance.org> and via its updates on [LinkedIn](#), [Facebook](#) and [Twitter](#). Its BCCA subsidiary serves as the media industry's credit association. BCCA's revenue management services encompass a variety of credit reports on national and local media advertisers and agencies, including Media Whys, a credit report for media businesses which offers a credit score based on industry-specific aging combined with trade data from Experian or D+B. More information about BCCA is available at <https://www.bccacredit.com> as well as its updates on [LinkedIn](#), [Facebook](#) and [Twitter](#).