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## MFM-BCCA to Host November Lunch & Learn Media & Entertainment – 2020 Year End Update

*Webinar Scheduled for Thursday, November 17, 1 p.m. ET*

NORTHFIELD, IL. – November XX, 2020 – **Media Financial Management Association (MFM)** today announces its November Distance Learning Seminar, *Media & Entertainment – 2020 Year End Update*. The hour-long session, hosted by EY experts, will cover a range of topics affecting media and entertainment companies. The panel will discuss technical accounting topics arising out of COVID-19 and the projected effects of the expected credit loss standard along with other topics. In addition, they will provide insights into how companies in the industry are seeking to transform their finance function and provide an update on forensics/compliance trends across the industry. The session will be held Tuesday, November 17, at 1:00 p.m. ET.

Session presenters from EY are **Samantha Tully**, Financial Accounting Advisory Services, Senior Manager; **Orchid Baron**, Financial Accounting Advisory Services, Senior Manager; **Greg Battaglia**, Business Consulting, Senior Manager; and **Jesse Silvertown**, Forensics, Senior Manager. Key takeaways from the session include:

- Ability to communicate the impact of COVID-19 on media and entertainment companies;
- Understanding of the impact of the current expected credit loss standard;
- Explanation of how companies in the media industry are transforming their finance function.

“COVID-19 has necessitated change within the finance function of media companies that includes assessing credit loss standards,” said **Mary M. Collins**, president and CEO of MFM and its BCCA subsidiary, the media industry’s credit association. “This panel will provide insights on mitigating loss and also look at forensic and compliance trends we need to be mindful of as we close out 2020.”

Registered participants in the Distance Learning Seminar will be eligible to receive up to one (1) CPE credit toward their certified public accounting (CPA) license. MFM is registered with the

## **MFM-BCCA: November 2020 Virtual Learning Series**

National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

The registration fee for the virtual seminar is \$25 for individual members of either MFM or BCCA, \$75 for non-members, and free of charge to MFM corporate members. An additional \$20 late fee will be charged for registrations made after Wednesday, **XXXX**. More information on CPE prerequisites and an [online registration](#) form may be found on MFM's [website](#).

### **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., Canada, UK, and Europe. More information about MFM is available on its website, <https://www.mediafinance.org>, and via its updates on [LinkedIn](#), [Facebook](#), [Instagram](#), 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 that 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](#).

### **About EY**

Through their four service lines — Assurance, Consulting, Strategy and Transactions, and Tax — EY helps clients capitalize on transformative opportunities. They also help them fulfill regulatory requirements, keep investors informed and meet the needs of *all* of their stakeholders. And in a fast-changing world, they give them the support they need to be effective today and create long-term value for tomorrow. Across all disciplines and from every angle, EY professionals draw on their shared creativity, experience, judgment and diverse perspectives to **reframe the future** for their clients – now, next and beyond.

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