

# 2022 MFM Radio Roundtable

May 23, 2022 Tampa!

# WELCOME

# &

# INTRODUCTION

# 2022 MFM Radio Roundtable

## TOPICS WE WILL COVER

- Working/recruiting/retaining in the Post-covid world
- Digital revenue/expenses/operations
- Automation and workflow enhancements
- Insurance – rising prices, claims challenges, Cyber!
- Accounting Standards – Leases, Revenue, other?
- ASCAP/BMI/SESAC/GMR/Sound Exchange
- Nuts & Bolts & Other

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## Working/hiring/retaining in Post-Covid time

- Hiring/recruiting – how to find/keep qualified people?  
... *Terms and conditions* have changed!
- Is your firm hybrid or what? How are you evolving your plan?
- Workflow – what did you learn? How did you adjust/improve/adapt?
- Vacation and benefits – what are the trends, what is working best?
- Working (remotely) in other states – how are you dealing with this?
- Other issues/challenges?

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## Digital/Interactive

- Accounting issues...revenue. Any issues ensuring all obligations are met and price is “set” so revenue can be recognized?
- Revenue categories – how are you breaking out Digital revenue?
- Vendor/service costs – Matching costs with revenue issues? Invoice timing vs estimates for Close? Where do you present these in the financials?
- Vendor programs – Controlling costs and margins
- Reconciling: revenue & expenses—how do you perform these, and when?
- Forecasting –With products and related cost of sales constantly changing, how are you forecasting your revenue, hard costs, staffing and back office?
- Third Party providers/software solutions – Marketron, Blackline, Wide Orbit, Triton, etc. How are you integrating these and other systems together?
- Sales-A/E’s – separate staff, integrated core/digital, commission issues
- Organization– discuss accounting personnel, traffic, other back office.

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## Automation:

- Go around the room, share what “automation” you are using at your company.
- Paul R will share Midwest update with PaperSave and Rumble’s contract database.
- Entercom’s progress, Salem’s work with PaperSave, Other?
- What is your company’s experience, successes, challenges, next steps?

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## Accounting Standards – Leases/revenue/taxes:

- Anything new for Public companies? More lessons learned?
- How do you like your software? Did you choose LeaseQuery, EZLease, or something else, and WHY?
- Leases - If you are private, how are you ramping up/what issues are you encountering as you implement?
- Revenue – any new/unique issues you are experiencing?
- Income Taxes – What issues are arising for ASC 740?

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## Insurance:

- Rates – what is everyone experiencing with prices for casualty, cyber, and yes, medical?
- Claims – what are you experiencing? Paul R of Midwest will share his/their experience with a recent loss.
- Cyber – what requirements/fine print is there in these policies that you must be diligent about?

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## ASCAP/BMI/SESAC/Sound Exchange/GMR

- Quick review ASCAP, BMI, SESAC, Sound Exchange, GMR, Performance Royalties/Rights. *...love that new GMR rate, yes?*
- What issues, if any, or feedback do you have on ASCAP/BMI/SESAC annual report process?
- Sound Exchange, GMR, Performance Royalties – any discussion, concerns, comments?



# 2021 MFM Radio Roundtable

## Nuts & Bolts & Other

- Ratings bonuses, Live reads, remotes – what is the trend?
- Phone systems – what does your company use?
- Credit Card fee payment/charges...what is everyone doing regarding CC fees from clients?
- What question or concern issue did we not get to?

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*Thank you to Andrew of Miller  
Kaplan and  
all the members of the Radio  
Roundtable!*

*\*\*\* See you in Los Angeles 2023 \*\*\**