



TOGETHER TOWARD TOMORROW

A MEDIA EDUCATION & NETWORKING EVENT
MAY 11 - JULY 29, 2021

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ROUNDTABLES

CPE

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a bcca credit report

Dear Colleague,

Welcome to Media Finance Focus 2021, **Together Toward Tomorrow**. We are looking forward to again hosting a virtual version of our annual conference and to taking advantage of all that we learned in 2020. Our focus is the best available education and information sharing for media and entertainment finance and accounting professionals.

This year, we have assembled more than 100 expert keynote and session speakers. On top of that, we are offering 14 different roundtables. This is content you cannot find anywhere else. You will leave these sessions with the information and ideas you need to prepare for **Tomorrow** and beyond.

In addition to educational sessions and roundtables, we have planned some time for networking and celebration. Don't miss the chance to recognize our Working Capital award winners and hear the music of talented BMI singer-songwriter Willa Amai during our Happy Hour on June 23rd. Our July 29th Closing Lunch/Brunch/Breakfast is when we will recognize our Rainmaker award winners and enjoy a concert with BMI's Katie Pruitt.

Thank you for being a part of MFM and BCCA. **Together**, we will chart the course **Toward Tomorrow**.

Sincerely,



DAVID BOCHENEK
SVP & Chief Accounting Officer
Sinclair Broadcast Group
2021 Conference Chair/
MFM & BCCA Vice Chair



MIKE LAVEY
Interim Chief Financial Officer,
Chief Accounting Officer and Controller
Tribune Publishing Company
2021 Conference Co-Chair/MFM & BCCA Secretary



Session Etiquette (BigMarker Platform)

1. All attendee microphones and cameras are off.
2. If you would like to ask a question, use the Q&A feature.
3. For the best connection you must turn off all apps (especially Teams, Skype, Zoom, etc.) other than BigMarker for optimal experience and connect using a PC or laptop. Mobile connections (phone, iPad, tablet, etc.) may not give you complete functionality needed to participate.
4. We recommend having a strong internet connection (speedtest.net) and using the current version of **CHROME** (or Firefox) as your browser.
5. Each session includes a minimum of three polling questions per hour. Those requesting CPE **must answer** the questions to show participation and to qualify for credits. Individual answers will not be shared.
6. At the end of the session, the CPE code and session survey will be listed in the handouts area.
7. Remember to capture the code and take the survey to have a chance to win the monthly \$100.00 gift card and/or a complimentary registration for the 2022 conference!

Roundtable Etiquette (Zoom Platform)

1. All microphones and videos have been muted to minimize noise and distractions.
2. If you would like to ask a question, either unmute or use the chat feature.
3. For the best connection you must turn off all apps (especially Teams, Skype, etc.) other than Zoom for optimal experience and connect using a PC or laptop. Mobile connections (phone, iPad, tablet, etc.) may not give you complete functionality needed to participate.
4. We recommend having a strong internet connection (speedtest.net).
5. Each session includes a minimum of three polling questions per hour. Those requesting CPE must answer them to qualify. Individual answers will not be shared.
6. At the end of the session, the CPE code and session survey will be shown on the screen and included in the chat.
7. Remember to capture the code and take the survey to have a chance to win the monthly \$100.00 gift card and/or a complimentary registration for the 2022 conference!

If you need assistance, please contact: info@mediafinancefocus.org

How it will work and what you need to do to participate:

1. Please add webinar.host@bigmarker.com to your contacts to ensure you get a reminder email.
2. You will receive an email from MFM & BCCA <webinar.host@bigmarker.com> with YOUR series link and instructions to finalize the registration process. Make sure you check your junk email if you do not see it in your inbox. Once you click on the link and register, you will receive a confirmation email with **your specific participation link** and information to participate
3. To participate in a session you will simply click on your individual link which will take you to the conference session landing page. (Make sure to save your confirmation email in a safe place as MFM staff does not have access to your logon information once you register.)
4. On the day of the session in which you would like to participate, simply click on the session, up to 30-minutes prior to start time, then sit back and enjoy.

Please make sure to check your computer's audio so you can hear the presenters. You do not have to have a webcam to see or hear the presentations or presenter. Your audio and webcam will be muted when you enter the session waiting room and when the session begins.

A listing of sessions, days, and times can also be found on our conference website at

- May - <https://www.mediafinancefocus.org/2021-agenda-may>
- June - <https://www.mediafinancefocus.org/2021-agenda-june>
- July - <https://www.mediafinancefocus.org/2021-agenda-july>

You can also view quick how-to finalize your registration process videos at <https://www.mediafinancefocus.org/attendee-instruction-videos> .

Tip: Don't forget to block time for your session choices on your calendar now so you will have the time reserved when those sessions are available. There is an 'add to calendar' option on the banner/heading of each session's landing page.

For Roundtables taking place on a Wednesday, you will receive a Zoom invitation on Thursday of the prior week. You will need audio, video (if available) and the Zoom program for participation.

Attendees may register for as many sessions as they would like throughout the conference. Roundtables (via Zoom) that are not designated "invitation only," are open to all full-paid registrants or those who purchase a la carte roundtable sessions.

Extras:

Throughout the summer, be on the lookout, for emails/e-blasts from MFM & BCCA that will direct you to the different virtual events, sessions, the BMI-sponsored concerts, prize drawings, and virtual happy hour(s). As a perk for being a full registrant (applicable to paid registrations only) you will be automatically entered to win the Grand Prize Television...and have the possibility of other prizes throughout the summer.

You will receive another email with registration materials, additional instructions and handouts you may need for participation, along with the CPE sheet (pdf and Word doc formats). To earn CPE credit, you will need to fill in the CPE code for each session you attend and email the completed form to MFM once the conference concludes.

We will be awarding three \$100 gift cards and a 2022 conference registration for session evaluations. The first will be selected from all May evaluations and announced in early June. The second winner will be chosen from June evaluations and announced at the beginning of July. The third card, for July evaluations will be chosen at the end of the month. The 2022 conference registration winner will be selected from all of the session evaluations.

Those who complete the post-conference survey will also have a chance to win \$100. URL for the survey will be sent to attendees prior to the end of the conference.

Finally throughout the conference, attendees at some sessions will have the chance to win sponsor-provided prizes. You will not know which sessions these are until you attend the session. And don't forget the Grand Prize; all full conference registrants are registered. The winner will be announced during the virtual luncheon/brunch on July 29.

Please email any questions to info@mediafinance.org. To assure a quick response, please use **MFF21 Virtual Conference Question** in your subject line. A staff member will either email or call you within 24 hours (or sooner) to respond.

**We hope that you enjoy all we will be bringing you this summer.
Thank you for your continued support and participation!**

All times are Eastern Time

Tuesday, May 11

1:00pm - 2:30pm

OPENING KEYNOTE SESSION

Sponsored by Szabo Associates



Speaker: Joe Batista, Chief Creatologist, Dell Technologies

Paying it Forward: Adjusting the Sails

It has been said by Thomas S. Monson, “We can’t direct the wind but we can adjust our sails.” Coping with structural uncertainty, radical technology shifts talent & skillset transformation, changing business models and emerging players with new value propositions and not to mention what “Post COVID World” will look like. The conditions ahead are much more than light winds, but major wind disturbances with intense velocity! We will adjust our sails with collection of short stories and insights designed to create your new playbook or maybe reaffirm an existing one in either case maybe it’s time to “adjust the sail” and play it forward.

Presentation of the Jeana K. Stanley Memorial Award to Hearst and Hearst Television in recognition of their ongoing commitment to diversity and inclusion in media.

Speaker: Dr. Tina M. Harris, Endowed Chair of Race, Media & Cultural Literacy, Louisiana State University

Mentoring at the Crossroads of Difference

Some organizations are suffering from a disconnect between diversity, equity, and their workforce in general. In this presentation, Dr. Harris will explain why it makes good business sense for senior managers to serve as mentors to staff members from various backgrounds. Such mentors can use their racial privilege and cultural capital to actively and aggressively advocate for the professional and personal success of their junior protégés, particularly those from historically marginalized groups such as women, people of color, and members of the LGBTQIA+ community. The result will be a more successful organization.

(CPE: SK-Specialized Knowledge/1.5/Overview)

3:00pm - 4:00pm

2. Accounting Update - Public Companies

Moderator: Wilson Matheson, PwC

Panelist: Shawn Cortese, PwC

This session will examine emerging topics with respect to SEC disclosure simplification initiatives, lessons learned from applying ASU 2019-02 for content assets and emerging issues with respect to direct-to-consumer and digital advertising and affiliate revenue transactions. It will also look at navigating accounting for software and cloud computing arrangements.

(CPE: AC-Accounting/1/Advance)

Wednesday, May 12

2:00pm - 3:50pm

RT 1.1 - Roundtable - Media Credit

This session will look at significant issues facing credit and collections professionals. Areas to be covered include liability – joint & several vs sequential, digital, invoicing & billing, anti-trust. Best practices, including approving customers, financial statements, systems services and shared services including outsourcing. This session will look at automation, payments, AI and order to cash.

(CPE: SK-Specialized Knowledge/2/Advance)

Thursday, May 13

1:00pm - 2:00pm

3. Tech Talk - Where is Media Technology Headed?

Moderator: Paul Kelly, ABC/KTRK

Speaker: Tim Hinson, ABC/KTRK

Media technology continues to change at a feverish pace with no signs of slowing down. What do you need to know about the future of cloud technology, virtualization, artificial intelligence, augmented reality? How will they affect not just your professional life but your personal life as well? How do we keep up with the evolution, do we embrace it, or do we resist?

(CPE: SK-Specialized Knowledge/1/Overview)

3:00pm - 4:00pm

4. Newspaper Print Cycle Changes

Moderator: Steve Hall, Las Vegas Review Journal

Panelists: Conan Gallaty, Times Publishing Company; Joe DeLuca, Times Publishing Company; and Dan Schaub, The McClatchy Co.

This session will look at two companies and how they have made changes to print distribution cycles over the past several years. You'll hear from Dan Schaub from McClatchy about the change they made to eliminate Saturday from their print cycle across their properties. You'll also hear from Conan Gallaty and Joe DeLuca from the Tampa Bay Times about the changes they made in 2020 to eliminate five days of print, leaving Sunday and Wednesday print publications. The panelists will share the lessons they've learned, impact on circulation and advertising revenue, financial impact, e-edition adoption rates, etc., and will answer questions that you have about the changes.

(CPE: BMO-Business Management & Organization/1/Advance)

Tuesday, May 18

1:00pm - 2:00pm

5. Mitigating Fraud and Processing Cards Not Present Payments for Streaming Subscriptions

Moderator: Cal Mostella, WarnerMedia

Panelists: Pete Kovacs, HBO Max; and Colin McCarthy, HBO Max

An introduction to the actors and the steps involved in processing a card transaction and mitigating fraud risk throughout the lifecycle. This session will outline steps to process a transaction, techniques and tools to mitigate fraudulent transactions, explain best practices to reduce and recover fraudulent disputes, examine the cost of fraud to your business (merchant compliance program-scheme enforcement) and analyze processing fees.

(CPE: SK-Specialized Knowledge/1/Intermediate)

Tuesday, May 18 (continued)

3:00pm - 4:00pm

6. Games Trends & Insights

Moderator: Kerry Coffey, Velan Studios, Inc.

Panelists: Gina Vetere, ESA; others TBA

Over the past year, video games were not only a source of entertainment but also of much needed social engagement. This discussion will highlight the education, health and social benefits of gameplay, including during the pandemic. It will also focus on new research on trends regarding the average gamer, player well-being and the economic contributions of the industry. In addition, the discussion will provide an overview of some of the opportunities and challenges for the industry arising out of the current U.S. policy landscape.

(CPE: SK-Specialized Knowledge/1/Intermediate)

Wednesday, May 19

2:00pm - 3:50pm

RT 2.1 - Roundtable: Newspaper Operational

Moderator: Steve Hall, Las Vegas Review-Journal

An open discussion of topics of interest to newspapers specifically focused around operating issues such as: revenue diversification; circulation initiatives/pricing; advertiser trends; expense management and savings ideas; systems discussions; working with remote employees; and other topics of interest to the attendees. This is a great opportunity to network with, and learn from, your peers.

(CPE: BMO-Business Management & Organization/2/Advance)

4:00pm - 5:00pm

Annual MFM Membership Meeting via Zoom

Agenda items include: confirmation of the incoming slate of Board Members as elected by the MFM membership; confirmation of Board appointments made since our last Annual Meeting; and the Annual Treasurer's Report. All members are invited to participate. Members...watch your email for the Zoom link.

Thursday, May 20

1:00pm - 2:00pm

7. Digital Sales Academy: Selling Digital

Moderator: Christine Pecher, Marketron

Speaker: Jeff Ulrich, Marketron

According to eMarketer, 2021 will be a year of digital acceleration. Your clients will want to incorporate digital advertising into their marketing mix but need your guidance to use them successfully with your airtime products. This session will teach you about different digital ad products, when to sell them and how to build a strong cross-media offering. It will also include success stories. Join this session for an introduction to geofencing, over-the-top (OTT)/CTV, targeted display, video, mobile messaging, email marketing, and owned and operated inventory.

(CPE: MK-Marketing/1/Overview)

Tuesday, May 20 (continued)

3:00pm - 4:00pm

8. Accounting Update - Private Companies

Sponsored by **Deloitte**

Moderator: Darren Wilson, Deloitte

Panelists: Gretchen Scheidler, Deloitte; and Ashok Parmar, Deloitte



This session is a one-stop shop for the latest updates from the Financial Accounting Standards Board (FASB). The speaker will discuss accounting and financial reporting hot topics and accounting standards that are effective in 2021 and beyond. The course will also address COVID-19 accounting considerations specific to media companies, including revenue recognition, content accounting, impairment assessments, and reporting considerations.

(CPE: AC-Accounting/1/Advance)

Monday, May 24

3:00pm - 4:00pm

New Member Orientation

Open to **all** MFM Members (new or long-time): Media Financial Management Association (MFM) aims to make media finance and accounting employees more knowledgeable and valuable today, while developing the next generation of global media leaders. What's important to you is how we fulfill that vision. Please join us to hear from and talk with your media and entertainment industry colleagues from across the country. In addition to reviewing all the benefits of MFM membership, you will hear how others are using these benefits and will have the chance to ask questions in small groups. Click here to register and to add this to your calendar – <https://us02web.zoom.us/j/88131673679?pwd=cmFYNWNTaGFxc3RyQzlnQXNFN0xQQT09>

Tuesday, May 25

1:00pm - 2:00pm

9. Accounting Challenges for Digital

Moderator: Bob Cole, Morgan Murphy Media

Panelists: Ashley Nelson, Your Agency Solution; and Jeff London, Marketron

This session will review of what the top digital revenue sources are and follow the larger revenue streams “through the system,” including especially the Third party providers. It will analyze how those third party providers collect information and create invoices, and how best for media providers can take those invoices, understand/review and process them quickly.

(CPE: AC-Accounting/1/Intermediate)

Tuesday, May 25 (continued)

3:00pm - 4:00pm

10. Newspaper In-sourcing/Out-sourcing

Moderator: Mike Lavey, Tribune Publishing

Panelists: Jennifer Ellmer, Gannett Co.; David Borowski, West Monroe Consulting; and Rajesh Chopra, IBM

As many media companies, and newspaper companies in particular, take steps to offset both secular and pandemic-driven revenue declines, reducing finance back office expenses is a primary focus. This session will address the many considerations related to outsourcing your finance department from the perspective of the media company, the outsource provider, and an outsource decision consultant. Outsourcing considerations to be addressed include is my finance operations of sufficient size to justify outsourcing, what does an outsourced finance operation look like, will I lose control or flexibility if I outsource, is there a difference between outsourcing and offshoring and what should I expect from an outsourcing partner.

(CPE: BMO-Business Management & Organization/1/Intermediate)

Wednesday, May 26

2:00pm - 3:50pm

RT 3.1 - Roundtable: Workplace Culture Roundtable - Young Professionals

Moderators: Carrie Heffernan, Bonneville International; and Ryan Laninga, Bonneville International

Join the YP committee for a group discussion on subjects related to young professionals and working with them in the media industry today. This year's topics will include workplace culture, diversity & inclusion, and leadership & development. Open to conference attendees of all ages!

(CPE: MS-Management Services/2/Overview)

RT 4.1 - Roundtable: Internal Audit #1

Moderators: Marcus Anjewierden, Deseret Management Corporation; and Kevin Schmitz, Meredith Corporation

In a safe, informal environment, Controllershship and Internal Auditors join together to discuss current auditing issues including developing trust with clients, data analytics, auditing top industry risks and new technologies, evaluating internal controls, characteristics of the new auditor, and retaining and finding talent. Time should be available to discuss topics of interest and ask questions of peers in the industry.

(CPE: AU - Auditing/2/Advance)

Thursday, May 27

1:00pm - 2:00pm

11. Videogames Live Services – KPIs to ROI

Moderator: Aaron Weberg, Gearbox Software

Panelist: Ken Go, Deca Games; David Saunders, Gearbox Publishing; Taylor Miller, IUGO Games

Live service models are a cornerstone of videogame monetization. From free-to-play to premium titles—across mobile, console, and streaming platforms—an increasing proportion of total revenue derives from micro-transactions, battle passes, and even subscription offerings. KPIs to ROI, live services are here to stay. This panel will explore the changing landscape of videogame monetization and how ideas both traditional and novel are shaping the future of finance, game development, product management, marketing, and live operations.

(CPE: SK-Specialized Knowledge/1/Intermediate)

Thursday, May 27 (continued)

3:00pm - 4:00pm

12. Adoption of Impression/Audience-Based Buying and Selling

Moderator: Mark Gorman, Matrix

Panelists: Melanie Webb, TEGNA; Joe Lampert, CNOmniMedia Group; and Becky Meyer, Gray Television

The proliferation of digital ad revenue has tasked traditional broadcasters with adopting and unifying a cross-platform standard of measurement to sell, transact, and measure efficiently and easily. By doing so, broadcasters will be able to automate more of their processes and transactions to enable them to accelerate the speed from prospect to cash. Listen in as leader's from today's traditional media companies discuss both the risk and reward in deploying impression-based and audience-based buying and selling – and what that means for future workflows.

(CPE: MK-Marketing/1/Overview)

JUNE

Thursday, June 3

1:00pm - 2:30pm

13. Current State and Future of the Games Industry

Moderators: Jerry Calixto, Take-Two Interactive; and Scott Porter, EY

This session will examine media and entertainment trends, gaming industry challenges, China's gaming regulation and ethics and the future of games.

(CPE: BMO-Business Management & Organization/1/Overview)

3:00pm - 4:00pm

14. Internal Audit in a Virtual World

Moderator: Greg Page, Tribune Publishing

As organizations around the globe undergo significant change due to the COVID-19 pandemic, what impact do we see to Internal Audit functions and how can they remain effective in their mission under drastically different working conditions? This session will provide some insight as to how one organization's Internal Audit and Compliance functions were able to achieve success through various strategic (and coincidental) changes to prepare for the new working dynamic.

(CPE: AU-Audit/1/Overview)

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Tuesday, June 8

1:00pm - 2:30pm

15. Finding the Needle in the Haystack through Data Analytics

Moderator: William Tobey, Hearst

Panelists: Aaren Humphreys, Deseret Management; Ed Sawyer, Deseret Management; and Fahd Taimur, Hearst Corporation

As audit organizations have access to more data than ever before they have to figure out how to use it in a manner that provided and adds value to the companies that they work for. The panel will discuss a practical and useful approach to Data analytics utilizing different tools to predict outcomes and identify anomalies for review. The examples to be presented are in the areas of fraud, Ad Revenue and fuel cost at Deseret Management, and Travel expenses and accounts payable at Hearst Corporation.

(CPE: AU-Audit/1/Update)

3:00pm - 4:00pm

16. Collection Efforts Pre and Post COVID

Sponsored by Szabo Associates

Moderator: Ed Jenner, Meredith Corporation

Panelists: Liane Sanson, Corporate Spending Innovations; Others TBA



Businesses are finding themselves in unique positions as we try to find our way through and beyond the COVID pandemic. We will take an in-depth look at how the pandemic has changed our jobs, the economic damage that has taken place...which ultimately forces us to retool our credit and collection policies. This including; when to send customers to collections, new dynamics to credit risk analysis, real-time data driven analysis and decision making, sector analysis, and risk appetite.

(CPE: MS-Management Services/1/Update)

Wednesday, June 9

2:00pm - 3:50pm

RT 5.1 - CFO Roundtable *(By invitation only)*

Sponsored by **KPMG** and **Bond & Pecaro**



Speaker: Tom Joyce, MUFG

Moderators: Paul Yates, Hubbard Broadcasting; Glenn Krieg, Morgan Murphy Media

In the first part of this two part discussion, the speaker will discuss timely issues relevant to today's media CFO, including expectations for the COVID-19 economic recovery, outlook for 2021 global markets, assessing the Impact of President Biden's First 100 Days Policy agenda and preparing for tax code policy changes and ESG's acceleration.

The second part will be a moderated discussion covering issues important to media's most-senior financial executives. Topics to be discussed include health insurance/employee benefits, employee retention and recruitment, security, impact of new lease accounting standards, as well as an open forum to discuss other subjects of current concern to participants. Please come prepared with thoughts and questions.

(CPE: F-Finance/2/Advance)

Thursday, June 10

1:00pm - 2:00pm

17. How Covid Has Pushed Companies Over the Tech Tipping Point: What This Means for Finance

Speaker: Laura LaBerge, McKinsey & Company

In just a few months' time, the COVID-19 crisis has brought about years of change in the way companies in all sectors and regions do business. Many of these changes appear to be here for the long haul. Staying competitive in this new business and economic environment requires new strategies and practices. Laura LaBerge from McKinsey & Co will share the latest research along with insights as to how the role of finance is evolving as companies focus on building out their strategies for exiting the crisis over the next year.

(CPE: F-Finance/1/Overview)

3:00pm - 4:00pm

18. Biden Administration Pro-Union Agenda

Moderator: Brandon Zarzana, The Columbian

Speaker: Michael Zinser, The Zinser Law Firm

The new Administration is moving swiftly to implement a pro-union agenda at the National Labor Relations Board. The House of Representative has passed the PRO Act, organized labor's wish list. This session will examine the current status of the PRO Act and many areas targeted by the new Administration including independent contractor status, Supervisory status, repealing Right-to-Work laws, eliminating secret ballot elections and more.

(CPE: BL-Business Law/1/Overview)

Tuesday, June 15

CHUBB®

1:00pm - 2:30pm

19. GENERAL SESSION - Keynote Panel

Sponsored by CHUBB



WFH: Managing a Remote Work Environment

Moderator: Michael Depp, Editor, *TVNewscheck*

Panelists: Don Thompson, Sinclair; James Jeffries, Gray Television, Inc.; Joe Mechlinski, Shift; and Julie Anderson, South Florida Sun-Sentinel

This panel will consider the longer-term changes the pandemic has shaped for the media in terms of on-site working, virtual work or a hybridity of the two. Which departments are more conducive to permanent virtual work? How has employee management evolved to accommodate so much of the workforce in remote conditions? What has the last year taught media organizations about post-pandemic efficiencies they can or should pursue?

(CPE: SK-Specialized Knowledge/1.5/Overview)

Announcement of scholarship in memory of William "Bill" Shriftman

Tuesday, June 15 (continued)

3:00pm - 4:00pm

20. Streaming: Video Services, Viewership, Revenue Models, & Consumer Preferences

Sponsored by **Symphony MediaAI**

Moderator: Robin Szabo, Szabo Associates

Panelists: Kristen Newkirk, NBCU; and Alan Wolk, TV[R]EV



This panel will discuss the proliferation of video streaming services, viewer demographics, the domestic and international revenue models, what consumers are seeking now and how video streaming will continually evolve. Plus an in depth look at Peacock and the best practices learned when launching a new streaming service.

(CPE: SK-Specialized Knowledge/1/Overview)

Wednesday, June 16

2:00pm - 3:50pm

RT 6.1 - Roundtable: Radio

Moderators: Bob Cole, Morgan Murphy Media; and Andrew Rosen, Miller Kaplan

The Radio Roundtable is a well-attended, energetic discussion of the challenges radio accounting faces every day. This session will focus on (1) Working remotely – lessons learned from COVID, (2) Automation solutions—needed more than ever, (3) Miller Kaplan revenue review (4) Digital—how to track, control, and analyze this critical, fast-evolving business segment and (5) Open discussions on the current state of employee compensation, music licensing, cybersecurity issues, and surviving/thriving in your daily work. Come to discuss your challenges—and successes—with others in similar positions. Solutions, and new friends, will be discovered!

(CPE: MS-Management Services/2/Advance)

Thursday, June 17

1:00pm - 2:00pm

21. Lease Accounting - New Rules and COVID

Moderator: Sue Tuxill, Salem Media

The COVID-19 pandemic created an immediate Work-From-Home situation that provides many companies the opportunity to re-evaluate their lease portfolio. Some companies may drastically shrink their holdings while other return to their pre-pandemic office locations. This session will examine the economics of leasing as well as some of the accounting implications under ASC 842.

(CPE: AC-Accounting/1/Intermediate)

3:00pm - 4:00pm

22. Third Party Cookies

Sponsored by **Szabo Associates**

Moderator: Jen Hurley, The Washington Post

Speakers: Todd Nicolini, The Washington Post; and Joey Weed, The Washington Post



The death of the third party cookie and the effects on the digital ad industry.

(CPE: CSA-Computer Software & Applications/1/Intermediate)

Tuesday, June 22

1:00pm - 2:00pm

23. SUPER SESSION: Increasing Profitability by Re-Allocating Budget to Support Diversity and Education

Speaker: Jack Myers, Media Ecologist and Founder: MediaVillage+AdvancingDiversity.org



This session will examine 20 Year Trends in the Advertising Economy 2010-2030, as advertising/Media is Declining in Time & Attention Among Brand Budget Owners. It will look at solutions: Why Investment in Diversity and Education is a Corporate Growth Imperative, How to Increase Investments in Diversity and Education with 0% Budget Increase. B2B Marketing is first of major marketing/media categories to be disrupted and last to be reinvented for digital era growth.

(CPE: MS-Management Services/1/Overview)

3:00pm - 4:00pm

24. How to Modernize Your Finance Operation

Speaker: Karin Bleiler, Symphony MediaAI

Fragmenting revenue streams and distribution models call for a new set of skills, tools, and strategies in the finance department. In this session, we'll discuss what industry leaders are doing differently today to remain competitive and future-proof their operations. Learn the skills required of a well-rounded team, how to improve predictive insight with modern technology, and why the CTO may be your greatest ally.

(CPE: F-Finance/1/Overview)

Wednesday, June 23

2:00pm - 3:00pm

RT 7.1 - Tax - Federal Update

Moderator: Louis Lazar, PwC

Open to all attendees. Today, tax accounting methods have never been more relevant. The tax environment is quickly evolving, with new regulations, court interpretations and legislation. The pace of release of detailed and complex regulations under tax reform adds to the potential pitfalls. In addition, tax accounting methods must now be coordinated with new areas, such as BEAT and GILTI. This session will focus on accounting methods planning, the recent bonus depreciation regulations, section 163(j), E&P/GILTI planning, and BEAT hot topics, with a focus on media companies.

(CPE: T - Tax/1/Advance)

3:00pm - 3:50pm

RT 7.2 - Tax - Federal Update Roundtable

Moderator: Sean Hetzler, TEGNA

This roundtable is **limited to In-house tax professionals** who will share recent audit and litigation experiences involving federal and international taxes with the emphasis on the media-related issues.

(CPE: T - Tax/1/Advance)

Wednesday, June 23

4:00pm - 5:00pm

Happy Hour with Awards and Music

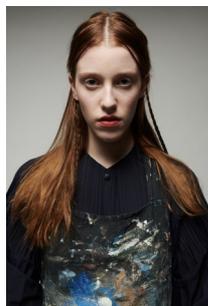


Presentation of Working Capital Awards

- Lori Brock, Meredith Local Media Group
- Jerry Calixto, Take-Two Interactive
- John Sanders, Bond & Pecaro

Entertainment provided by BMI Singer/Songwriter

- Willa Amai



Zoom link to participate will be sent via email.

Thursday, June 24

1:00pm - 2:00pm

25. Games Valuation

Moderator: Mark Mondello, Duff & Phelps, LLC

The video game industry ecosystem had another year of rapid change. The last year saw high volatility among public video game stocks, new and evolving business models. One thing remains consistent: video games continue to occupy more of consumers' media consumption time. This session will be a year-in-review in M&A, public market activity, and trends in the video industry, with some commentary on what to look for in the future.

(CPE: F-Finance/1/Intermediate)

3:00pm - 4:00pm

26. Role of Investor Relations

Moderator: Antonella Ricciardi, NBCU

Speaker: Marci Ryvicker, Comcast

We invite you to participate in learning more about the role of investor relations. Any investor relations team has the primary responsibility of managing communication between a company's corporate management and its investors, but what really goes on behind the scenes? Find out from one of the media industries well-known and highly respected individuals in this space and someone who has worked both as an analyst following media companies and now heading up one of the world's leading media company's investor relations team.

(CPE: MS Management Services/1/Overview)



Tuesday, June 29

1:00pm - 2:00pm

27. The Tsunami Continues

(Current Developments in Bankruptcy and Insolvency Proceedings Resulting from the COVID-19 Pandemic)

Sponsored by Szabo Associates

Speakers: Wanda Borges, Esq., Borges & Associates; and Bruce Nathan, Lowenstein Sandler

Many companies, including small businesses, have been reeling from the disruption caused by the global COVID-19 pandemic. Two of your favorite speakers, Wanda Borges and Bruce Nathan, will discuss the onslaught of bankruptcy filings and other insolvencies since the onset of the pandemic and the anticipated continuing tsunami of bankruptcy and other insolvency proceedings in 2021. Trends, developments and changing rules in insolvency and bankruptcy cases will be highlighted. A retrospective of several pandemic-driven chapter 11 cases will be presented. Some new twists in preference defenses will be discussed. Developments resulting from the Small Business Reorganization Act as modified by the CARES ACT and an overview of the bankruptcy changes in the Consolidated Appropriations Act of 2021 and their impact on media credit providers will be part of the presentation.

(CPE: BL-Business Law/1/Intermediate)

3:00pm - 4:00pm

28. ESG

Moderator: Christine Oliver, Deloitte & Touche LLP

Speaker: Kristen Sullivan, Deloitte & Touche LLP

Many companies are evaluating their corporate purpose and ability to drive the long-term sustainability of their enterprise by addressing environmental, social, and governance (ESG) strategies and challenges. Hear from Kristen Sullivan, Partner and leader Deloitte & Touche LLP's Sustainability and KPI services how companies are addressing sustainability, environmental, social, and governance matters; as well as performance measurement, reporting and disclosure

(CPE: BMO-Business Management & Organization/1/Overview)

Wednesday, June 30

2:00pm - 3:50pm

RT 8.1 - Roundtable: Newspaper Controllers

Moderator: Mike Lavey, Tribune Publishing

This session is an open discussion focusing on issues of interest to Newspaper Controllers and other Finance personnel. Topics will include Accounting and Finance operations in a "post"-pandemic environment, providing meaningful and timely management reporting, accounting for the impact of Covid-19 on the balance sheet, managing expenses and cash flows, real estate management, contract renegotiations and managing staffing as it relates to retention and morale in a remote working world. This is an excellent opportunity to learn from and share with your peers in our industry.

(CPE: MS-Management Services/2/Advance)

JULY

Thursday, July 1

1:00pm - 2:00pm

29. Localization

This session will examine ways your company can improve its position by localization.
(CPE: SK-Specialized Knowledge/1/Overview)

3:00pm - 4:00pm

30. Automation of Segregation of Duties (SOD) and Access Certifications - A Primer for Getting Started

Moderator: Susan Balk, Hearst Corporation

Panelists: Greg Page, Tribune Publishing; Michael Sutton, Tribune Publishing; Ryan Springer, Tribune Publishing; and Ivan Ng, Hearst

Are you challenged by heightened scrutiny and increased demands from auditors around the documentation of your User Access and SOD certifications? Does the manual nature of these reviews make it difficult and time-consuming to effectively manage your application's security design risks? If you answered yes to either or both of these question, attend this conference session to learn why effective security roles and establishing the scope of your certifications are the foundational first steps to getting started. Panelists from Tribune Publishing and Hearst will share their experience and lessons learned and answer questions.

(CPE: AU-Audit/1/Intermediate)

Tuesday, July 6

1:00pm - 2:00pm

31. Jumpstart Your A/P process Through Efficient Use of Credit Cards

With new critical issues and opportunities birthed during COVID-19, advertisers must understand the true needs of their customers and have a clear view of the industry landscape. There is a heightened focused on automating A/R to adapt for buyer needs, especially in the small business space via credit card acceptance. Credit card acceptance also plays a vital role in ensuring the industry wide transition to direct to consumer business does not mean a loss of customers. Please join American Express as they welcome real world stories from guests who have had experience with the shift to credit card acceptance and who will bring to life the value of being able to utilize credit card as a buyer in their industries.

(CPE: MS-Management Services/1/Overview)

3:00pm - 4:00pm

32. Technology Trends in Media Finance and Business Intelligence

Moderator: Tim Swift, WideOrbit

This panel discussion will explore media industry trends in finance and business intelligence. We'll discuss how top media companies are leveraging leading accounting, payment, and data analysis and visualization technologies to drive workflow and process efficiencies, reduce operational costs, and capture additional revenue. Discover how incremental improvements to your processes can lead to large gains in the future.

(CPE: SK-Specialized Knowledge/1/Overview)

Thursday, July 8 (continued)

3:00pm - 4:00pm

34. The Fast Innovating Business of Sports

Moderator: Richard Taub, Pequon Group

Changes in consumption of sports-based entertainment have birthed new strategies, revenue streams and products. Experts analyze how we got to this point, where sports stand now and what lies ahead for the media industry as a result.

(CPE: SK-Specialized Knowledge/1/Overview)

Tuesday, July 13

1:00pm - 2:30pm

35. Remote Work Force

Moderator: Dan McGuire, KPMG

This session will examine tax implications resulting from working remotely. What happens when emergency rulings which provide tax relief for remote workers expire? What happens when employees work in a state where your company doesn't have a presence? Some states are suing other states in an effort to secure tax dollars – others are offering tax incentives to lure work from home employees. How do these efforts affect your company?

(CPE: T - Tax/1/Overview)

3:00pm - 4:00pm

36. Newspaper Mergers, Acquisitions and Values Valuation

Moderator: John Sanders, Bond & Pecaro

Panelists: Sara April, Dirks, Van Essen, Murray & April; Jamie Paxton, Paxton Media Group; and Douglas Arthur, Huber Research

As the country has gradually gains control of the COVID-19 Pandemic which disrupted the entire media sector, the newspaper market in 2020-2021 continues face economic and operational headwinds, with strategic buyers rationalizing regional holdings, local non-profits assuming control of major metropolitan newspapers, and private equity firms acquiring large newspaper groups. A panel of experienced finance professionals and operators will explore newspaper valuation trends in this dynamic and unprecedented marketplace, including major metropolitan and secondary markets. Additional useful topics will include how deals are being structured, leveraging acquisitions for financial success, digital strategies, and how to maximize the operational benefits of consolidation.

(CPE: MS-Management Services/1/Overview)

Wednesday, July 14

2:00pm - 3:50pm

RT 11.1 - Roundtable: Internal Audit #2

Speaker: Vicki Coxon, PwC

In a safe, informal environment, Controllershship and Internal Auditors join together to discuss use of data analytics, how to audit top industry risks, evaluating COSO and SOX controls, characteristics of the new auditor, retaining and finding talent, and a variety of other topics.

(CPE: AU-Auditing/2/Advanced)

Wednesday, July 7

2:00pm - 2:50pm

RT 9.1 - Roundtable: Television

Moderators: Tracy Clark, Hearst Television; and Lori Brock, Meredith Local Media Group

An unscripted discussion of operating issues and hot topics of interest to television professionals. Come and discuss actual challenges and/or successes. This is an opportunity to network with, and learn from, your peers.

(CPE: BMO-Business Management & Organization/2/Advanced)

2:00pm - 2:50pm

RT 10.1 - Tax - State & Local Update

Moderator: Kenny Levine, Reed Smith

Join us for an update on nationwide state and local corporate tax developments, including potential refund opportunities and audit issues to watch out for. Topics will be wide-ranging: state transfer pricing audits, apportionment, NOLs, franchise taxes, and more.

(CPE: T - Tax/1/Advanced)

3:00pm - 4:00pm

RT 10.2 - Roundtable: Tax - State & Local Update

Moderator: Paul Nesterovsky, Sinclair Broadcast Group

This session is **limited to In-house tax professionals** who will share recent audit and litigation experiences involving all types of state and local taxes with the emphasis on the media-related issues.

(CPE: T - Tax/1/Advanced)

Thursday, July 8

1:00pm - 2:00pm

33. What's Up in Washington?

Moderator: Paul Kelly, KTRK-TV/ABC

Speakers: David Oxenford, Wilkinson, Barker, Knauer, LLP; and Rick Kaplan, NAB

While much has changed in the last year, DC regulation of broadcasters, cable companies and other media entities continues on. This session will provide information about the latest issues in media regulation from the FCC and Congress. Topics that will likely be discussed include the composition of the FCC and Congress and what that means for regulation, the potential for more regulation of online media entities and how that may affect traditional media; the status of changes to the FCC's media ownership rules; possible modifications to the FCC's EEO rules and legislative efforts to bring back the minority tax certificate; music licensing and other copyright issues; advertising issues; changes in technical rules for both radio and TV; and many other matters under consideration in our nation's capital.

(CPE: SK-Specialized Knowledge/1/Update)

Thursday, July 15

1:00pm - 2:30pm

37. GENERAL SESSION - Keynote Speakers

Sponsored by **Deloitte**

Deloitte.



Speaker: Dr. Gunnar Wiedenfels, CFO, Discovery

Part One: Maintaining Corporate Culture in a Changing World

Culture is inexorably linked with leadership; leadership is what's necessary to build and maintain a high performing organization. Discovery CFO Gunnar Wiedenfels understands this equation well. In March of 2018, Discovery Communications, Inc. acquired Scripps Networks Interactive, Inc. Among his challenges was designing a new culture that leveraged the best of both companies. With the arrival of the pandemic in 2020, the company had to transform communication and connection while supporting employee well-being and responding to a myriad of issues including those around social justice. Our speaker will talk about how he approached the question of building and evolving corporate culture in a way that engages and supports talent despite a changing world.

**BCCA Contributor Award Presentation to Mary McKenna,
VP Global Head Customer Finance Operations, NBCUniversal Media**



Speaker: Pete Giorgio, Deloitte

Part 2: Sports Outlook for 2021

Looking ahead, the US sports industry has an unprecedented opportunity to reevaluate its business models and build a new future. Success will likely require that sports organizations develop strong connections with customers, robust sensing and modeling capabilities, and the ability to continually reinvent how they think and operate. This session will explore strategic opportunities that organizations can take to boldly position their businesses to thrive in the future.

(CPE: BMO-Business Management & Organization/1.5/Overview)

3:00pm - 4:00pm

38. Music Licensing

Speakers: Janet McHugh, TVMLC; and Bill Velez, RMLC

Join Bill Velez of the Radio Music License Committee and Janet McHugh of the Television Music License Committee as they review the "ins and outs" which means the "dollars and cents" of music licensing. Local TV and Radio continue to pay millions of dollars to ASCAP, BMI and SESAC but most folks in the industry don't understand why. Bill and Janet will explain everything and tell you what is new in the world of music licensing.

(CPE: SK-Specialized Knowledge/1/Advanced)

Tuesday, July 20

1:00pm - 2:00pm

39. How To Go Back To Working In The Office, After Working Remotely

Sponsored by **Szabo Associates**

Moderator: Dee Stevenson, Gray Media Group

Panelists: Ed Jenner, Meredith Corporation; Christine Lipani, Meredith Corporation; and Ellen Lehr, Audacy



Most people think working remotely (from home) is the equivalent of “living the dream.” And for some people, it is. But remote work isn’t everyone’s ideal setup and many remote workers make the decision to go back to the office. Regardless of loving your remote situation or not, it will be an adjustment and even a challenge to make the jump from the remote situation back into an office. But it doesn’t have to be...This session will share tips for making the leap from working remotely to working back in the office a successful one.

(CPE: MS-Management Services/1/Overview)

3:00pm - 4:00pm

40. Political Hot Topics - Labor Relations

Moderator: Lori Brock, Meredith Local Media Group

Panelists: Dave Masud, Masud Labor Law Group; and Dana Neves, Meredith Corporation

The political change in Washington will create changes on the labor front. Make up of the NLRB has changed, Quickie elections could be coming back, the pro-act will be in congress and the status of independent contractors could be changing.

(CPE: BL-Business Law/1/Intermediate)

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Wednesday, July 21

2:00pm - 3:50pm

RT 12.1 - Joint Roundtable: Networks, Programming, and Streaming/Interactive and Digital Media

An open discussion about topics of interest to the media industry and related accounting considerations. Subjects will include COVID-19 and the challenges related to the pandemic, advertising and other business trends, recent accounting pronouncements, and more.

(CPE: BMO-Business Management & Organization/2/Advance)

Thursday, July 22

1:00pm - 2:00pm

41. Privacy Regulations

Moderator: John Sanders, Bond & Pecaro

Speaker: Duane Pozza, Wiley Rein

This presentation will focus on privacy and data issues that are critical for companies to consider, as the collection and use of consumer data continues to grow. Data can be collected and used in a wide range of ways that are beneficial for both companies and consumers. But companies must be mindful of privacy laws, including those recently passed in California and Virginia, and under consideration in other states and at the federal level. Companies also face cybersecurity threats and must deal with securing data within the company. This presentation will discuss both legal issues and practical approaches to managing consumer data and privacy concerns.

(CPE: BL-Business Law/1/Overview)

3:00pm - 4:00pm

42. Future of Operational Audits

Moderator: Peter Mann, Deloitte

Speaker: Lauren Nakabayashi, Deloitte

Please join us for an update on operational auditing. Outsourcing and Co-sourcing arrangements can help Internal Audit assess risks, understand new technologies, align with business structure, and implement new auditing techniques.

(CPE: AU-Auditing/1/Advanced)

Tuesday, July 27

11:00am - 12:00pm

43. Preparing for an Audit (Tax)

Trends, industry themes, what to say and what not to say.

(CPE: T - Tax/1/Advance)

1:00pm - 2:00pm

44. RPA & Automation

(CPE: CSA-Computer Software & Applications/1/Intermediate)



Tuesday, July 27 (continued)

3:00pm - 4:00pm

45. Data Acquiescence to Data Activism: Why Legislation & Technology Must Work Together To Provide Data Protection and Monetization

Speakers: Brittany Kaiser, Own Your Data Foundation and the Digital Asset Trade Association; and Lou Kerner, BIGtoken

Most of the data privacy legislation around the world addresses transparency, consent to data uses and tracking. These laws provide people the ability to request a copy of their data footprint and some legislation is starting to enforce opt-in/opt-out rules, however, we're miles away from users being able to monetize their data, track exactly how their data is used and be able to approve certain use cases. This past year, our lives have been almost completely online and while we're slowly going back to pre-pandemic activity, a lot of behaviors that we adopted while being home will stick with us. More people will browse and shop online, work remote, chat virtually, book virtual appointments, and so much more. We've created a massive amount of new data which has fundamentally changed consumer behaviors, and securing that data, making sure we're not exploiting that data needs to be our focus as people involved in media, technology, and legislation. This panel will discuss the recent shift from data acquiescence to data activism and why legislators and technologists must work together to enact ethical standards of data use and provide the necessary technology for people to exercise their data rights.

(CPE: CSA-Computer Software & Applications/1/Intermediate)

Wednesday, July 28

2:00pm - 3:50pm

RT 13.1 - Roundtable: Games

Join your fellow games finance professionals in an open forum on issues facing the games community.

(CPE: BMO-Business Management & Organization/2/Advanced)

2:00pm - 3:50pm

RT 14.1 - Roundtable: Newspaper Unscripted

Moderators: Mike Lavey, Tribune Publishing Company; and Steve Hall, Las Vegas Review-Journal

This session is an open discussion focusing on issues of interest to Newspaper Controllers and other Finance personnel. Topics will include Accounting and Finance operations in a "post"-pandemic environment, providing meaningful and timely management reporting, accounting for the impact of Covid-19 on the balance sheet, managing expenses and cash flows, real estate management, contract renegotiations and managing staffing as it relates to retention and morale in a remote working world. This is an excellent opportunity to learn from and share with your peers in our industry.

(CPE: MS-Management Services/2/Advanced)

Thursday, July 29

11:00am - 12:30pm
Closing Brunch/Lunch



Presentation of Rainmaker Awards

- Neuhy Hubush, Gannett Co.
- Christine Pecher, Marketron
- Darren Wilson, Deloitte



Entertainment provided by **BMI** singer/songwriter **Katie Pruitt**

GRAND PRIZE DRAWING....SMART TV sponsored by **BARR Credit Services**



1:00pm - 2:00pm

46. Why Understanding a Cyber Attack Is Important to You

Moderator: Andrew Rosen, Miller Kaplan

Speaker: David Lam, Miller Kaplan

It seems that just about every week we are hearing about another major cyber attack. This session will cover how to help prevent the fallout from these attacks by taking simple steps based on understanding how the hackers work and what defenses are available. We will cover the anatomy of a recent attack and commercially reasonable practices to protect yourself and your company.
(CPE: CSA - Computer Services & Application/1/Overview)

3:00pm - 4:00pm

47. Portfolio Scoring

Moderator: Melissa Balderas, WBBM-TV/CBS

This session will discuss best practices and important resources to help you understand how to assess customer creditworthiness and how to make better-informed low to medium-risk decisions for your business. The right informed credit decision can affect your company's bottom line. Navigating this important information and the best resources to use to get it is key -- forecasting financial risk over the last 30 years has become one of the major growth tools used areas of statistics and probability modelling.
(CPE: SK-Specialized Knowledge/1/Intermediate)

See you next year at Media Finance Focus 2022 - May 23-25, 2022
in Tampa, Florida at the JW Marriott on Water Street

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Editor in Chief
South Florida Sun Sentinel

Marcus Anjewierden
Chief Internal Audit Executive
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Sr. Dir. Revenue Accounting
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Paul Kelly
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Course prerequisites for Intermediate, Advanced, and Update sessions are indicated on a separate document accompanying this guide. In general, Intermediate level sessions require a basic understanding of media business and the topic being covered. No advance preparation is required for any sessions.

Attendance at all MFM sessions qualifies each CPA, or other person entitled to earn Continuing Professional Education (CPE) hours, a maximum of **75.5** CPE credits.

Those eligible for CPE credits will receive a CPE Attendance Form, on which they are required to write a session code number, as well as a program evaluation form that they are encouraged to complete. The Attendance Form must be submitted to MFM in order to receive a CPE Certificate. Attendance Forms are kept on file for six (6) years.

Sessions expected to offer CPE Credit Hours are denoted by "CPE." In accordance with the standards of the National Registry of CPE Sponsors, CPE credits are granted based on 50-minute hour.



AC - Accounting	5
AUD - Audit	8
BL - Business Law	4
BMO - Business Management & Organization	12.5
CSA - Computer Software & Applications	6
F - Finance	5
MS - Management Services	13
MK - Marketing	2
SK - Specialized Knowledge	16
T - Tax	6
Total	75.5

Course levels are indicated for each CPE session:

B = Basic

I = Intermediate

A = Advance

U = Update

O = Overview

Course prerequisites are stated under special information for CPAs.

Instructional method for all sessions is Group Internet Live

Polls

CPA's are required to answer a minimum of three (3) polling questions for every 50-minute session.