

TOGETHER

SESSIONS
SPECIFIC TO
RADIO

TOWARD

TOMORROW



A MEDIA EDUCATION &
NETWORKING EVENT

VIRTUAL PROGRAM : MAY 11 - JULY 29, 2021

RADIO-SPECIFIC SESSIONS

- Selling Digital
- Accounting Challenges for Digital
- Adoption of Impression/Audience-Based Buying and Selling
- Radio Roundtable
- Music Licensing
- Why Understanding a Cyber Attack Is Important to You
- What's Up in Washington for Broadcasters?

ALSO CONSIDER:

- Accounting Update – Public Media Companies
- Digital Sales Academy – Selling Digital Products
- Accounting Update – Private Companies
- Young Professionals Roundtable – topics include: workplace culture; leadership development; diversity and inclusion
- CFO Roundtable (invitation only)
- ESG - Environmental, Social, and Governance Considerations for Public Media Companies
- Third-Party Cookies
- Role of Investor Relations
- Lease Accounting
- Innovations from Sports Leagues
- Data Usage & Mining

KEYNOTE SESSIONS

May 11 – 1:00 PM (Eastern)



JOE BATISTA
Chief Creatologist,
Dell Technologies

DR. TINA M. HARRIS

Douglas L. Manship Sr.-
Dori Maynard
Race, Media & Cultural Literacy
Endowed Chair, LSU



June 15, 2021

WFH: Managing a Remote Work Environment;
experts from Sinclair Broadcast Group,
Gray Television, Tribune Publishing, and SHIFT

July 15, 2021



GUNNAR WIEDENFELS
CFO,
Discovery

PETE GIORGIO

Principal
Deloitte Strategy,
U.S. Sports Practice



June 22, 2021 – Supersession

**Increasing Profitability by Re-Allocating
Budget to Support Diversity and Education**

REGISTER TODAY: WWW.MEDIAFINANCEFOCUS.ORG