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Prominent Media Industry Leaders Headline MFM/BCCA's 2021 Annual Conference with Keynote Addresses, Supersession

Media Finance Focus 61st Annual Conference to Take Place Virtually May 11-July 29; Early Bird Discount Available Until Friday, April 16

NORTHFIELD, Ill.—April 12, 2021—Ten prominent media industry leaders will deliver three keynote addresses and one supersession during the [Media Financial Management Association \(MFM\)'s 61st Annual Conference](#), taking place virtually over 11 weeks beginning May 11, 2021. Themed “Together Toward Tomorrow,” the conference will encompass a wide range of issues facing media finance professionals as they continue through a period of transition.

“While we face the challenges of developing and presenting our annual conference virtually for the second year in a row, we’re enjoying an embarrassment of riches with a top-tier group of speakers, particularly those leading the keynotes and the supersession,” said Mary M. Collins, President and CEO of MFM and BCCA. “Thanks to these industry leaders offering their insights, and to our conference co-chairs David R. Bochenek of Sinclair and Mike Lavey of Tribune guiding the ship, we’re absolutely confident this year’s conference will engage, enlighten, and empower our members.”

The opening keynote session, taking place on May 11 from 1:00-2:30pm EDT, is titled “Playing it Forward: Adjusting the Sail.” Leading the session will be Joe Batista, Chief Creatologist from DELL Technologies, who is known for his proven track record creating new enterprise value through a history of tough change agent assignments. He will present his experiences in establishing a new playbook for business and how to create a formula for change. Batista will be followed by Dr. Tina M. Harris, Endowed Chair of Race, Media & Cultural Literacy at Louisiana State University, who will present her research on critical communication pedagogy, race, and identity communication and diversity. Dr. Harris’ endowment is the first endowment of its kind in the U.S.

The second keynote session will take place on June 15, from 1:00-2:30pm. Titled “WFH: Managing a Remote Work Environment,” it will tackle the topic of the remote workforce, especially relevant as employees return to offices throughout much of the industry. Michael Depp, editor TVNewsCheck, will

moderate panelists Don Thompson, Executive Vice President of Human Relations for Sinclair Broadcast Group and career human resources executive; James Jeffries, Vice President of IT Operations for Gray Television and long-time media IT expert; Joe Mechliniski, CEO of Shift and New York Times bestselling author, speaker, and social entrepreneur; and Julie Anderson, Editor-in-chief of the Pulitzer Prize-winning South Florida Sun-Sentinel.

On July 15 from 1:00-2:00pm EDT, the final keynote session will take place. Presented in two parts, Gunnar Wiedenfels, Chief Financial Officer of Discovery Inc., will address developing and maintaining corporate culture. Wiedenfels heads the company's global financial functions and strategies, and led the company through its most recent acquisition and headquarters relocation. Pete Giorgio, Principal in Deloitte's Strategy practice and leader of Deloitte's U.S. Sports practice,* will present a sports outlook for 2021, examining how live and televised sports will play out now and into the future.

One supersession is interspersed in the conference. Scheduled for June 22, the session is titled "Driving Revenue Growth Through Diversity, Education and More Efficient B2B Marketing." Jack Myers, Media Ecologist and Founder of MediaVillage+AdvancingDiversity.org, will explore trends in the advertising economy from 2010 to 2030, examining issues budget brand owners in advertising/media face, as well as solutions and recommendations, including why investment in diversity and education is a corporate growth imperative and how to increase investments in diversity and education without increasing budgets. He will also address why B2B marketing is the first to be disrupted and last to be reinvented for digital era growth.

MFM/BCCA members are eligible for early bird pricing, and will receive a savings of up to \$300 by registering by April 16, 2021. Individuals who are not members of either organization may register as a non-member, and their registration fee will include a one-time-only, one-year trial membership to MFM/BCCA. While most participants opt for full conference registration, an a la carte option is available for people who wish to attend individual sessions or roundtables.

Media Finance Focus 2021 serves as an exclusive source for professional education targeting all media financial and business levels. More than 100 speakers and panelists will provide the latest information on accounting, taxes, internal audit, technology, newspaper, out-of-home, outdoor, television, radio, cable, digital, games/video, print, and credit & collection issues. The conference will empower MFM/BCCA members to multiply their skills with the latest thinking, newest developments, and most current trends in the media industry. Ultimately, the conference will serve to expand participants' professional knowledge and apply these new skills to improve their company's profits.

About Media Finance Focus 2021

Media Finance Focus 2021 is the media industry's exclusive source for professional education targeting all media financial and business professionals. More than 100 speakers/panelists will provide the latest information on accounting, taxes, internal audit, technology, newspaper, out-of-home, outdoor, television, radio, networks, programming and streaming, digital, games, print, and credit & collection issues. BCCA, the media industry's credit association, will provide a full track of sessions designed to meet the needs of today's credit and collections professionals. The event will also offer formal and

informal networking activities to foster idea sharing and will host an exhibit hall featuring the latest in products and services for addressing the industry's financial management and credit and collections requirements. Registered participants can earn more than 40 CPE credits. Information and a working agenda for Media Finance Focus 2021 may be found on the conference website:

<https://www.mediafinancefocus.org/>.

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.mediafinancefocus.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 <http://www.bccacredit.com> as well as its updates on [LinkedIn](#), [Facebook](#) and [Twitter](#).

*Please see www.deloitte.com/us/about for a detailed description of the company's legal structure.

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