

**Special Information for CPAs Requesting CPE Credit
2022
Media Finance Focus**

Session Number	Prerequisite	Learning Objectives
1	None.	<p>Explain how trends such as shifting technology, changes in required employee skills, and new business models might affect media businesses in the next 12 months.</p> <p>Discuss a minimum of two problems that senior finance and accounting staff are facing and explain how they can be resolved.</p>
2	Understanding of the GAAP and accounting rules for media companies.	<p>Explain two recent regulatory changes that impact proper accounting.</p> <p>Discuss two emerging accounting issues resulting from SEC disclosure initiatives and their impact on the media industry.</p>
3	None.	<p>Explain the pros and cons of potential regulations for media companies.</p> <p>Discuss the status of current and pending changes to FCC ownership rules.</p>
3	Understanding of the GAAP and accounting rules for media companies.	<p>Explain two recent regulatory changes that impact proper accounting.</p> <p>Discuss two emerging accounting issues resulting from SEC disclosure initiatives and their impact on the media industry.</p>
4.	None.	<p>Compare and contrast two trends in video game play.</p> <p>Analyze the educational, health and social impact of video games.</p>

5.	Understanding of media credit and collections procedures.	<p>Explain three ways Covid-19 as impacted court proceedings.</p> <p>Examine two best practice issues to consider during the credit extension process.</p>
6.	An understanding of media taxation processes.	<p>Describe two unique ways taxation processes impact NFT's.</p> <p>Explain two ways tax authorities are increasing their reach into crypto currencies.</p>
7.	None.	<p>Compare and contrast three ways people are making money with NFT's.</p> <p>Describe the origin of NFT's and how they are created.</p>
8.	An understanding of media credit and collection procedures.	<p>Analyze two fraud schemes and their potential impact on media companies.</p> <p>Discuss two ways to prevent fraud in your organization.</p>
9.	Understanding of newspaper operations.	<p>Explain the financial reasoning to lower the number of days newspapers are published.</p> <p>Evaluate two ways newspapers can drive new revenue.</p>
10.	Understanding of web foundations and operations.	<p>Describe the interaction between Web 3 and the Metaverse.</p> <p>Explain two ways web 3 foundations are changing.</p>
11.	An understanding of the financial and tax structure of media companies.	<p>Describe two key tax considerations for media companies planning a merger.</p> <p>Explain recent IRS guidance and examination procedures involving merger activity in media.</p>

12.	An understanding of television broadcasting technology.	<p>Compare and contrast two ways ATSC 3.0 will impact broadcast television.</p> <p>Explain two needs that finance and engineering departments share to make an ATSC 3.0 launch successful.</p>
13.	Understanding of the GAAP and accounting rules for media companies.	<p>Explain two recent regulatory changes that impact proper accounting.</p> <p>Discuss two recent changes to GAAP accounting rules and their impact on the media industry.</p>
14.	None.	<p>Explain two ways measurement of OTT viewing has recently changed.</p> <p>Evaluate two ways data systems integration can streamline financial processes.</p>
15.	None.	<p>Explain the pros and cons of outsourcing on company performance.</p> <p>Describe two key factors which affect the efficiency of outsourcing.</p>
16.	None.	<p>Describe three cybersecurity threats to the media industry.</p> <p>Explain two ways cybersecurity issues have impacted the insurance market.</p>
17.	None.	<p>Describe two automation pitfalls.</p> <p>Discuss the cost-benefit analysis of self-servicing automation vs. hiring consultants to do it.</p>
18.	Comprehensive understanding of financial considerations for television companies.	<p>Compare and contrast different approaches to accounting and other issues common to the operation of local television</p>

		<p>stations and television station groups.</p> <p>Demonstrate two ways television financial departments can improve their efficiency.</p>
19.	An understanding of credit card processes.	<p>Explain two ways credit card usage can benefit newspapers.</p> <p>Describe possible negative impact on relationships with consumers during the credit card acceptance process.</p>
20.	Understanding of what NFT's are and how they operate.	<p>Explain the pros and cons of media companies using NFT's.</p> <p>Demonstrate how NFT's can be profitable for Media Companies.</p>
21.	None.	<p>Explain two new platforms are impacting the media business.</p> <p>Analyze how media companies must be proactive in order to navigate the changing landscape.</p>
22.	And understanding of media credit and collection procedures.	<p>Describe two tools companies can use to safeguard them from bad debt exposure.</p> <p>Analyze two new trends in credit resulting from the pandemic.</p>
23.	An understanding of payroll taxes and nexus laws.	<p>Describe a minimum of two ways states are newly taxing workers who operate remotely.</p> <p>Describe three actions companies should take before hiring an out of state employee.</p>
24.	Comprehensive understanding of financial considerations for radio companies.	<p>Compare and contrast different approaches to accounting and other issues common to the operation of radio stations and networks.</p> <p>Explain two ways digital presents unique accounting issues for radio stations.</p>

25.	Comprehensive understanding of financial considerations for newspaper companies.	<p>Compare and contrast different approaches to accounting and other issues common to the operation of newspapers.</p> <p>Analyze two trends in newspaper advertising revenue.</p>
26.	None.	<p>Describe two ways disruption is affecting the media industry.</p> <p>Explain how advanced finance models can bridge the gap between strategy and execution.</p>
27.	An understanding of practices and procedures used by internal audit.	<p>Explain two ways the internal audit department can improve operations in a media company.</p> <p>Describe the steps needed for an internal audit department to gain the trust of other company management.</p>
28.	An understanding of media credit and collection procedures.	<p>Describe why Chapter 11 bankruptcies have hit a 35-year low.</p> <p>Analyze how inflation and other economic trends are impacting the credit and collection processes of media companies.</p>
29.	An understanding of media accounting.	<p>Explain three key items in a company's year-end provision process that may be impacted by ASC740.</p> <p>Describe two new potential accounting regulations that may affect media accounting.</p>
30.	None.	<p>Describe three things an individual can do to be involved in an effective networking environment.</p> <p>Explain what is involved in creating a positive impression in a small amount of time.</p>

31.	Understanding of hiring processes and regulation in media.	Describe two ways the pandemic has impacted the hiring and keeping of employees. Analyze two new ways to change a company's talent acquisition process.
32.	An understanding of games industry economic models.	Describe growth of the gaming industry and how it has been affected by the Metaverse. Identify two ways a games company can improve its position in the transmedia space.
33.	An understanding of media credit and collections processes.	Explain how inflation and labor shortages are impacting actions of the federal reserve. Explain three red flags that are often overlooked in the credit process.
34.	None.	Explain what a credit professional must do when a customer files for bankruptcy. Explain how new socio-economic factors are impacting the economy.
35.	An understanding of financial and accounting procedures.	Explain changes in media consumption over the last year and how that impacts millennials. Describe three challenges faced by millennials in the workplace.
36.	Understanding of and experience with media tax issues, regulations and laws.	Analyze federal tax laws, reporting rules and enforcement and how they affect media companies. Compare and contrast different tax reporting methods.
37.	None.	Describe two ways the FCC has been using to increase enforcement of political files Explain the key elements needed to be included in a station's political file.

38.	None.	<p>Describe two new ways to retain subscribers.</p> <p>Explain why sustainability data needs to be maintained with the same high standards as does financial data.</p>
39.	An understanding of newspaper subscription and delivery issues.	<p>Explain two ways credit card acceptance has changed in the last year in the newspaper industry.</p> <p>Discuss best practices for those involved in digital subscription engagement.</p>
40.	None.	<p>Discuss two ways to attract and retain the best talent.</p> <p>Explain two new tools to retain employees.</p>
41.	An understanding of anti-trust laws and how they impact media credit.	<p>Compare and contrast what can and cannot be discussed with other media companies when doing a credit investigation.</p> <p>Demonstrate two ways the Sherman Antitrust Act affects the credit decisioning process.</p>
42.	None.	<p>Examine the impact of potential changes to rules on employer activities involving labor issues.</p> <p>Describe the impact of rules regarding independent contractors.</p>
43.	An understanding of the methods used in music licensing and the reasons for them.	<p>Explain the current status of negotiations for music licensing fees.</p> <p>Explain alternative methods of payments of music license fees.</p>
44.	An understanding of financial markets and games industry finance.	<p>Explain how market volatility has impacted games company stocks.</p> <p>Discuss two trends in games public market activity.</p>

45.	An understanding of media credit and collection procedures.	<p>Describe two new tools media companies can use to accelerate payments for open receivables.</p> <p>Outline two ways back office procedures can impact the collection rate.</p>
46.	None.	<p>Describe what the metaverse is and how it operates.</p> <p>Explain two reasons media companies are investing in the metaverse.</p>
47.	Understanding of financial considerations for media companies.	<p>Demonstrate ability to predict financial impact on media companies based on current world events.</p> <p>Explain the impact of inflation and supply chain disruptions on the economy.</p>
48.	A comprehensive understanding of newspaper accounting and financial issues.	<p>Compare and contrast different approaches to accounting and other issues common to the operation of newspapers.</p> <p>Describe two ways financial executives can enhance the finance department's value within the company.</p>
49.	An understanding of digital accounting processes in media.	<p>Outline minimum of two best practices which should be used when managing digital revenue.</p> <p>Forecast a minimum of two ways financial forecasting can be improved by media companies.</p>
50.	An understanding of how blockchain works.	<p>Explain why media companies should have an interest in blockchain.</p> <p>Explain two ways blockchain and the metaverse will impact media companies in the next two years.</p>

51.	An understanding of the games industry marketplace.	<p>Explain two gaming industry growth trends.</p> <p>Compare and contrast games trends in consoles vs PC's vs mobile.</p>
52.	An understanding of state taxation of media companies.	<p>Describe two tax savings strategies for media companies involving corporate income and franchise taxes.</p> <p>Evaluate changes in Nexus laws and how they impact media companies.</p>
53.	Understanding of accounting procedures for radio.	<p>Explain two challenges of allocating digital revenue.</p> <p>Analyze two adjustments that need to be made to reporting systems to handle digital revenue.</p>
54.	An understanding of internal audit procedures in media companies.	<p>Describe two ways analytics can improve the auditing process of T&E reporting.</p> <p>Explain how trend analysis of financials can aid in risk analysis of business units.</p>
55.	A working knowledge of internal audit procedures at media companies.	<p>Describe two ways credit departments can improve collections through data maintenance.</p> <p>Explain best practices expectations which should be communicated to vendors and how that will improve efficiency of office operations.</p>
56.	None.	<p>Explain what DEI entails and how a company can set up a program.</p> <p>Describe three ways a DEI program will impact company operations.</p>

57.	An understanding tax issues involving digital transactions.	<p>Analyze procedures involved in assessing sales tax on digital transactions.</p> <p>Explain two serious penalties for failing to comply with state digital taxation laws.</p>
58.	None.	<p>Explain two revenue areas a company should focus on when starting a new media endeavor.</p> <p>Analyze financial challenges facing a start-up news gathering company.</p>
59.	None.	<p>Describe two content trends with the advancement of podcasts.</p> <p>Explain two monetization opportunities with podcasts in the area of subscriptions and advertising.</p>
60.	None.	<p>Describe two ways a media company can integrate data collection to improve cash collections.</p> <p>Explain the two ways shifting trade patterns are affecting credit and collection procedures.</p>
61.	Understanding of and experience with media tax issues, regulations and laws.	<p>Analyze state and local tax laws, reporting and enforcement and how they impact media companies.</p> <p>Compare and contrast different tax reporting methods.</p>
62.	A working knowledge of media tax issues.	<p>Explain the underlying elements which contribute to a favorable credit score.</p> <p>Describe the portfolio scoring process and how it will facilitate the credit analysis decision.</p>

63.	None.	<p>Describe two ways news reporting has changed over the last decade.</p> <p>Explain how new media has impacted news.</p>
64.	Comprehensive understanding of media credit and collections issues.	<p>Analyze two new media credit issues and their impact on operations.</p> <p>Apply understanding of media credit issues by updating company policies for 2021 and beyond.</p>
65.	An understanding of insurance policies and issues relating to media companies.	<p>Explain two areas in an insurance policy about which media companies should give extra attention.</p> <p>Describe two areas a media company should focus on when preparing for a renewal.</p>
66.	None.	<p>Explain two ways cheating impacts the bottom line of media companies.</p> <p>Analyze how cheating can negatively impact a games company's brand.</p>
67.	An understanding of how NFT's work.	<p>Explain two ways legal issues could impact media companies use of NFT's.</p> <p>Describe how and when an NFT can be removed.</p>
68.	An understanding of newspaper financial operations.	<p>Describe three new ways newspapers can improve revenue streams.</p> <p>Analyze how other media companies have come up with new revenue streams and what opportunities there are for newspapers in those streams.</p>

69.	None.	<p>Describe two ways a media company can gain revenue through sports betting.</p> <p>Explain two legal issues media companies can face when accepting sports betting advertising.</p>
70.	Understanding of financial operations inside a media company.	<p>Explain how low code and no code automation operates.</p> <p>Describe two ways automation is providing efficiencies to improve financial operations.</p>
71.	An understanding of the NLRB and labor law.	<p>Describe two ways changes in independent contractor status will affect media companies.</p> <p>Evaluate changes at the NLRB and what long term changes in labor law might occur as a result.</p>
72.	An understanding of operations of games companies finance departments.	<p>Describe two operating trends which occurred in the last year and the impact of same on games companies finance departments.</p> <p>Explain two ways Covid may have changed structure of games finance departments for the future.</p>
73.	None.	<p>Describe two methods for improving productivity in media finance departments.</p> <p>Explain the two biggest challenges facing media companies in improving productivity.</p>
74.	Comprehensive understanding of financial considerations for newspaper companies.	<p>Describe two operational trends which have impacted newspaper operations in the past year.</p> <p>Explain the two biggest issues facing newspaper companies from a financial standpoint.</p>

75.	None.	<p>Describe two ways the metaverse will disrupt current media business models.</p> <p>Explain how the metaverse will have a greater impact on media than the internet did.</p>
76.	Comprehensive understanding of the roles and responsibilities of media industry internal auditors.	<p>Compare and contrast different approaches to conducting risk assessments for media companies.</p> <p>Explain two methods to extricate yourself from difficult situations.</p>
77.	Comprehensive understanding of the roles and responsibilities of media industry internal auditors.	<p>Compare and contrast different approaches to conducting risk assessments for media companies.</p> <p>Evaluate design of media company internal controls.</p>