

The Financial Manager **Special Report: "People to Watch 2012"**

CALL FOR NOMINATIONS

The January/February 2012 issue of *The Financial Manager* will include a special report featuring profiles of "People to Watch" in the coming year. **Nominees do not need to be a member of MFM or BCCA** in order to qualify. And those making the nominations do not need to be members either. Nominees should:

- * Be a member of the media financial community, with a focus on radio, broadcast TV, cable, newspaper and/or emerging media;
- * Have a mission or responsibility that suggests they will be instrumental in creating change within the media financial industries in the next year.

The deadline for submissions is July 15, 2011. TFM's Editorial Advisory Board will make the "People to Watch" selections.

Download your nomination form at:
<http://www.mediafinance.org/index.aspx?PageID=506>.

COMMITTEES – NOW MORE VALUABLE FOR YOU

Get the Most from your Membership - Join a Committee

MFM members tell us that the opportunity to exchange best practices with their peers is the main reason they joined the association. Committees meet once a month by phone for 30-45 minutes. New are guest speakers providing what is essentially a mini-Distance Learning Seminar at the beginning of certain committee calls. September calls will be dedicated to brainstorming topics for guest speakers. Most committees are planning guest speakers for October, November, March and April. There is no additional charge to participate in committees or the calls.

Ready to get involved? Committees include: **Accounting Standards** following accounting issues facing media companies; **BCCA**, focused on credit and collection; **Cable** watching issues specific to cable operators and programmers; **Human Resources** and **Education** covering personnel issues, including government regulation and best practices; **Membership, Marketing & Promotion** identifying potential new members and benefits; **Sourcing/Purchasing/Procurement**, focused on purchasing methods and best practices; **Newspaper** is a forum for issues facing the newspaper industry; **Radio** following issues for radio financial professionals; **Television**, watching issues for TV financial professionals; **Tax**, with an eye on current and pending tax issues; **IT/Emerging Media**, tracking changing media technology; and the **TFM Editorial Board**, working with our editor to ensure you get an outstanding magazine every two months. Join today by emailing arcelia.pimentel@mediafinance.org.

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- BCCA Media Credit Seminar in Chicago
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- Sponsors & Exhibitors
- CFO Summit: July 20-21
- Board Leaders
- And much more...

HOW TO REACH US:

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BCCA Fax: 847.784.8059
BCCA Email: info@bccacredit.com

MFM FEIN: 13-1984011
BCCA FEIN: 36-2750062



2011 CFO Summit – July 20-21 in Williamsburg, VA

If you are a media company CFO or senior financial professional interested in remaining competitive, you can't afford to miss this year's CFO Summit being held July 20-21, 2011 at the Williamsburg Lodge in Williamsburg, VA.

John Kampfe, EVP/CFO, Turner Broadcasting System and Sam Bush, SVP/CFO/Treasurer, Saga Communications are serving as this year's Summit co-chairs.

Location

310 South England Street, Williamsburg, Virginia 23185
757-253-2277

Hotel Information (<http://www.colonialwilliamsburg.com/visit/hotels/williamsburgLodge/index.cfm>)

Room rates in the Williamsburg Lodge for Deluxe Rooms are \$189 a night. While the room block deadline of June 17th has passed, rooms were still available as of June 22nd.

For Online Reservations Attendees can make reservations through a customized website created specifically for MFM CFO Summit. Please go to: <https://resweb.passkey.com/go/15329> to make online reservations.

For Call in Reservations Attendees may call our toll-free number 800-261-9530 to make reservations. Please use the Booking ID 15329 when calling.

Registration Fees

- \$1,595 for MFM Members
 - \$1,795 for never-members*—includes a one year trial membership to MFM
- *Former members \$1,980

An agenda and a registration form are available at www.mediafinance.org under the "cfo summit" tab. Please note that attendance is limited. Questions about attending please contact Mary Collins – mary.collins@mediafinance.org or 847/716-7000 x112.

BCCA Media Credit Seminar Chicago

Overview: The BCCA Media Credit Seminar will focus on credit related issues for the media industry including magazine, newspaper, television, radio, cable and emerging media. It is an opportunity to meet with media credit professionals and executives from across the country and get industry specific information you can not get anywhere else!

Date: Wednesday, July 13

Time: 8:00am - 6:00pm

Where: Tribune Tower

435 Michigan Avenue - Chicago, Illinois
7th Floor - Campbell Hall

Cost:

\$169 - MFM or BCCA attendee (\$149 for additional employees from same company)

\$189 - Non-member

\$325 - MFM Associate Member

\$375 - Non-MFM Associate Member

\$35 - Reception Only - Media Industry Member

\$70 - Reception Only - Associate Member/Non-Member

Registration deadline is July 8 at 5:00pm Central. Registrations received after 7/8/11 will be charged a \$50 late fee.

All written cancellations need to be sent to BCCA prior to 7/5/11. Any cancellations received after 7/5/11 will not be eligible for a refund.

BCCA Media Credit Seminar...continued

Hotel Reservations

BCCA has a small block of rooms reserved at *The Intercontinental Hotel* on Michigan Avenue for \$179/night + tax. Please contact the hotel reservations department at **(800) 628-2112 or (312) 944-4100** and identify yourself as participants of the **BCCA Credit Seminar** in order to receive the special group rates. The cut-off date for reservations is **Friday, June 24, 2011**. This rate will be honored three (3) days before/after the official meeting dates based upon discount room Hotel availability at the time the reservation is made.

Agenda:

- 8:00 am **Registration Desk Opens** (*Campbell Hall - 7th Floor*)
Meet the Exhibitors
Continental Breakfast

- 9:00 am **Welcome & Keynote**
Bankruptcy
Speaker: Ron Peterson, Jenner & Block

- 10:00 am **Break w/ Exhibitors**
- 10:20 am **Credit Cards Management**
Speaker: Rudet Fountain, United Tranz*Actions (UTA)

- 11:10 am **Legal issues of Credit**
Speaker: Dan Spilotro, Spilotro Law Group, LLC

- 12:00 am **Buffet Lunch**

- 1:00 pm **Co-op Advertising**
Speakers: Tim Brennan, MultiAd Recas Business Development

- 1:50 pm **Break w/ Exhibitors**

- 2:10 pm **Managing New Media Receivables Process**
Speaker: Michael Shimkin, ESPN

- 3:00 pm **Best Practices in Credit**
Panelists: Greg Frost, LIN Media; Melissa Gonzalez, WGN-TV/WGN-AM/CLTV; others TBA

- 4:10 pm **Raffle Drawing in Exhibit Area**
Attendees have chance to win \$50 from each of the Exhibitors –
Bring Business Cards to enter drawings

- 4:30 pm - 6:00pm **Cocktail Reception** on 22nd Floor Patio overlooking Chicago (tentative)

Registration and Details: <http://www.bccacredit.com>

Coming Soon...MEDIA OUTLOOK 2012 Details

Information about MFM's Regional Seminar Media Outlook 2012 will be available early this summer. The seminar will be held at 3 West Club in New York City, **September 22**. Watch your email, mailbox, our websites and future *UPDATES* for more information.

Coming Soon...BCCA Media Credit Seminar Details

Mark your calendar for BCCA's Media Credit Seminar on Tuesday, **November 15** at the McGraw-Hill Building. Watch your email, mailbox, our websites and future *UPDATES* for more information.

Thank you to the following 2011 Conference Sponsors:

Greet the Groups/Newcomers Reception

BET Networks (www.bet.com)
 Grant Thornton (www.gt.com)

Attendee Bags, Badge Lanyards & Water Bottles

Meredith Local Media Group (www.meredith.com)

Sunday General Session

Wells Fargo (www.wellsfargo.com)

Committee Luncheon

Cable Audit Associates (www.cableaudit.com)

Opening Night Party at The Luckie Food Lounge

Szabo Associates (www.szabo.com)

Monday Seated Breakfast/General Session

Chubb Group of Insurance Cos. (www.chubb.com)

Monday Afternoon Break in Exhibit Hall

Triton/Ando Media (www.tritonmedia.com)

**Monday Happy Hour & a Half
w/ Entertainment and Awards**

BMI (www.bmi.com)

Tuesday Continental Breakfast in Exhibit Hall

Ernst & Young (www.EY.com)

Tuesday Morning Refreshment Break in Exhibit Hall

Katz Media Group (www.katz-media.com)

Grand Prize - HD Flat Screen Television

The Andersen Group (www.theandersengroup.com)

General Sponsorships

A & E Networks (www.aetn.com)
 Belo Corp. (www.belo.com)
 Dow Lohnes PLLC (www.dowlohn.com)
 Fletcher, Heald & Hildreth, PLC (www.fhhlaw.com)
 Law Office of Jack Goodman
 National Association of Broadcasters (www.nab.org)
 Ohana Media Group (www.ohanamedia.com)
 Patrick Communications (www.patrickcommunications.com)

Traffic Vendor User Group Sponsors

Marketron (www.marketron.com)
 Media Penache.com (www.mediapanache.com)
 WideOrbit (www.wideorbit.com)

Room Keycards

Scripps Networks (www.scripps.com)

Clipboards

Turner Broadcasting System (www.turner.com)

Pens

Greater Media (www.greatermedia.com)

Welcome Coffee

Deloitte (www.deloitte.com)

Sunday Refreshment Break

KPMG (www.kpmg.com)

Monday Morning Break in Exhibit Hall

FTI Consulting (www.fticonsulting.com)

Monday Lunch Buffet in Exhibit Hall

Hearst Television (www.hearst.com)
 Miller, Kaplan, Arase & Company (www.millerkaplan.com)

CFO Roundtable

Cox Communications (www.cox.com)
 Bond & Pecaro (www.bondpecaro.com)

Tuesday Morning General Session

Oracle (www.oracle.com)

Tuesday Luncheon w/ Entertainment

SESAC (www.sesac.com)

Post-Newsweek Stations (www.washpostco.com)
 RubinBrown LLP (www.rubinbrown.com)
 Saga Communications (www.sagacommunications.com)
 Sciarrino & Shubert PLLC (www.sciarrinolaw.com)
 V-me Media (www.vmetv.com)
 Wiley Rein LLP (www.wileyrein.com)

Media Sponsors

Media Biz (www.mediabiz.com)
 TVNewscheck (www.tvnewscheck.com)

Session Sponsor

Broadcast 1 Source (www.broadcast1source.com)

Thank you to our 2011 Conference Exhibitors:

The Andersen Group (www.theandersengroup.com)
 Blackline Systems (www.blackline.com)
 BroadView Software (www.broadviewsoftware.com)
 CCR (www.ccrcollect.com)
 Edgil Associates (www.edgil.com)
 Harris Corporation (www.broadcast.harris.com/osi)
 The Intersect Group (www.theintersectgroup.com)
 Media Panache (www.mediapanache.com)
 MMG Consulting Group (www.mmgconsultinggroup.com)
 OneDomain, Inc. (www.onedomain.com)
 Pilat Media (www.pilatmedia.com)
 SB3 Inc. (www.sb3inc.com)
 SOURCECORP Statement Solutions (www.srcsolutions.com)
 Strata Marketing (www.stratag.com)
 United Tranz*Actions / Fifth Third Processing Solutions
 (www.unitedtranzactions.com) / (www.53.com)

BCCA (www.bccacredit.com)
 Broadcast 1 Source (www.broadcast1source.com)
 Brown & Joseph LTD (www.browndanjoseph.com)
 Dial Global (www.dial-global.com)
 EOS CCA (www.eos-cca.com)
 Hungerford, Aldrin, Nichols & Carter, PC (www.hanc.com)
 Marketron Broadcast Solutions (www.marketron.com)
 Miller, Kaplan, Arase & Company (www.millerkaplan.com)
 Music Reports Inc. (www.musicreports.com)
 Oracle (www.oracle.com)
 S4M – Solutions for Media (www.S4M.com)
 Shoom (www.shoom.com)
 Specialty Data Systems (SDS) (www.sds.ca)
 Szabo Associates (www.szabo.com)
 WideOrbit (www.wideorbit.com)

CONFERENCE EVALUATION WINNERS

Congratulations to...Lisa Cartner from Lincoln Financial Media who won \$100 when her conference evaluation was chosen at random from all the evaluations submitted. And to **Bob Amos** from Tampa Tribune who also won \$100 for responding to the on-line conference survey. Thank you to everyone who made time to let us know what you thought about the conference, your feedback will help us do an even better job next year.

Some prizes attendees won were:

Three iPad2 donated by **Oracle, Marketron** and **Miller Kaplan Arase & Company**; 2 Nights at Caesars Palace Hotel in Las Vegas donated by **MFM**; Raincoats, T-Shirts, Stadium Blankets and other merchandise donated by **Discovery Communications**; Las Vegas Books, Polo Shirts and Rick Caballo CDs donated by **Sciarrino & Shubert**; iPod Shuffle donated by **WideOrbit**; \$100 Amex Gift Cards and HD Radios donated by **Szabo Associates**; Jackets, Polo Shirts, Sun Visor and other merchandise donated by **MLB Network**; Kodak Pocket Video Camera donated by **Hungerford, Aldrin, Nichols & Carter**; iPod Nano donated by **EOS CCA**; Las Vegas Books donated by **Broadview Software**; and Barrington Leather Briefcase donated by **Turner Broadcasting System**. Congratulations to all the winners and thank you to all that donated prizes!

And the lucky GRAND PRIZE Winner...

Jennifer Crabtree, Local TV, Norfolk, VA who won a High Def TV donated by **The Andersen Group** and also won a Blu-Ray Player donated by **Saga Communications**.

Welcome New Board Members...Service begins July 1, 2011

Newly Elected Board Members:

Ralph Bender, CFO, Manship Media Group
 Bill Keenan, Managing Partner, Keen CFOs
 Paul Kelly, VP/Business Manager, KTRK-TV
 Glenn Krieg, CFO, Morgan Murphy Media
 Bruce Lazarus, CEO, Cable Audit Associates
 Virginia Wang, VP & Director, finance and accounting, The Plain Dealer

Thank you to outgoing Board Members:

Deborah Cowan, VP Finance & Administration/CFO, NPR
 Ed Deichman, Controller, Regional Markets, Media General
 Ed O'Connor, Business Manager, WTVD-TV
 Tim Pecaro, Principal, Bond & Pecaro
 Dawn Sciarrino, Partner, Sciarrino & Shubert PLLC



MFM Membership Renewal – Invest in your future...

By now those members who renew on July 1 each year should have received a MFM Membership Dues renewal invoice. As you know, now more than ever is time to invest in your professional growth. By having the access to the latest industry information and building on your network of support, you can stay informed, increase productivity and discover new avenues for revenue. MFM is the only professional media organization that can provide you with this specific information. Renewals for the membership year beginning July 1, 2011, are due by July 1st.

Please make sure your dues are current so you don't miss out on Distance Learning Seminars, new *Operational Guidelines*, Regional Seminars, *TFM: The Financial Manager*, the *UPDATE*, *The Membership Directory*, the Conference, networking, and all the other exciting things we have planned for you in 2011-2012! If you have questions about your membership or renewal date please contact Arcelia Pimentel at 847.716.7000 or arcelia.pimentel@mediafinance.org

Budgets, Budgets, and More Budgets

Don't forget to include MFM (and BCCA) in your 2012 budgets. Included in this UPDATE are many activities and opportunities for you to network, learn and grow. MFM (and BCCA) is dedicated to being the premiere source of education, networking, information, and signature products to meet the diverse needs of financial and business professionals in the media industry. Please call MFM or BCCA office if you need information about fees for the conference, seminars, publications and/or membership.

DATES & DEADLINES

July 13, 2011 - BCCA Credit Seminar - Tribune Tower, Chicago, IL

July 15, 2011 - "People to Watch" nomination deadline

July 20-21, 2011 - CFO Summit, Williamsburg Lodge, Williamsburg, VA

August 11, 2011 - MFM Board of Directors Meeting, Fairmont Hotel, Chicago, IL

September 22, 2011 - Media Outlook 2012, 3 West Club, New York City

November 10, 2011 - MFM Board of Directors Meeting, Hotel Monaco, Baltimore, MD

November 15, 2011 - BCCA Credit Seminar, McGraw-Hill Building, New York, NY

February 9, 2012 - MFM Board of Directors Meeting, New Orleans, LA

May 21-23, 2012 - Media Finance Focus 2012 at Caesar's Palace in Las Vegas, NV

Conference photos (see more on www.mediafinance.org and Facebook):



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Please fill in the following information and submit to: MFM: TFM/People to Watch 2012, 550 W. Frontage Road, Ste. 3600, Northfield, IL 60093; fax to 847.716.7004; or email to info@mediafinance.org (subject: People to Watch Nomination).

Name of Nominee: _____

Company and Position: _____

Phone & E-Mail Address: _____

Biographical Information (attach an additional sheet):

Why should this nominee be considered? (attach an additional sheet)

Your Name: _____

Your Company: _____

Phone: _____ **Email:** _____