



## MFM MEMBER BENEFITS – Your Membership Connection

MFM is a great asset for you and for your company’s success. Membership with MFM provides face-to-face and Distance Learning education, networking opportunities to enhance professional development, and continuously updated resources and services to further improve media financial professionals like you.

Year-round communications, webinars and the annual conference provide you with information specially developed to make you more successful.

### MEMBERSHIP BENEFITS

Making Your Membership Work for You

	<b>Networking</b>	<b>Information/ Education</b>	<b>Signature Products</b>
“Ask the Experts”	✓	✓	✓
Business Programs			✓
Career Center			✓
Committees	✓	✓	✓
CPE		✓	✓
Distance Learning/Webinars	✓	✓	✓
DSO Reports		✓	✓
<i>e-Letter</i>		✓	✓
Localism Events	✓	✓	✓
Media Finance Focus/ annual conference	✓	✓	✓
Membership Directory	✓	✓	✓
Position Papers		✓	✓
Seminars	✓	✓	✓
<i>TFM: The Financial Manager</i>		✓	✓
<i>Understanding Broadcast &amp; Cable Handbook for the Non-Financial Manager</i>		✓	✓
<i>Update</i>		✓	✓
Website	✓	✓	✓

### **“Ask the Experts”**

Located on the MFM Website, “Ask the Experts” features members helping other members with answers to industry-specific questions. Questions and answers are anonymous and only answered by MFM members who have agreed to share their expertise.

### **Business and Personal Programs**

Property, Casualty including Professional and Management Liability Insurance offered through Chubb Group of Insurance Companies. MFM has given its highest form of recommendation, our endorsement, to this program.

### **Career Center**

MFM’s online Career Center is an essential resource for employers searching for qualified, highly skilled candidates to fill financial openings in the media industry. Postings are reasonably priced, appear immediately, and can be edited or changed at your discretion. Displaced members will also find it a source of career opportunities across the country.

### **Committees - Standing and Ad Hoc**

Committee participation is free of charge and a great place to interact with professionals with similar backgrounds. MFM committees include Accounting Standards; Media Credit (fka BCCA Committee); Network, Programming, and Streaming (fka Cable); Interactive & Digital Media; Membership Marketing/Member Services; Localism; Newspaper; Radio; Tax Advisory; Television; *The Financial Manager* Editorial Board; Video Games; and Young Professionals. Committee members benefit from shared expertise and help the Association keep its focus on what members want and need.

### **CPE Credits**

MFM is the only professional association dedicated to finance and business management in the media industry. And, MFM is the only place industry CPAs can earn Continuing Professional Education credits while studying industry subjects. Annual Conference attendees can earn up to 20 CPE credits, Seminars offer up to 4 (or more) CPE credits, the CFO Summit offers up to 10.5 CPE credits and Distance Learning Seminar/Webinar participants earn up to 1 credit per 50-minute seminar.

### **Distance Learning Seminars & Group-Internet-Based Webinars**

If you prefer the convenience of education closer to home or office, MFM’s regularly scheduled seminars (Group-Live) and webinars (Group-Internet-Based) bring the information on the most current issues impacting our industries right to your desk. Recent topics have included Legalities of Controversial Advertising, Update on Labor Laws, Credit Card Payment Security, RPA: Robotic Process Automation, Cybersecurity, and the annual Accounting Update. MFM brings you the experts with the information you need. Members pay a nominal fee (\$25-50); corporate members fee is \$0.

### **Quarterly DSO Reports & Industry Surveys**

MFM television members can gain valuable, industry-trend insights by participating in industry-specific Days Sales Outstanding survey. Other topical surveys provide members a snapshot of industry reactions to specific subjects.

### ***MFM e-Letter***

Through MFM's weekly electronic news digest, information and updates on media finance, including links to news articles, are delivered right to your inbox.

### **Media Finance Focus – (Annual Conference)**

Focus on you, your ambitions, and your future. MFM's premier event, the annual Media Finance Focus ([www.mediafinancefocus.org](http://www.mediafinancefocus.org)), is an excellent resource for both educational and professional development. Media Finance Focus attracts and connects the best, brightest, and most influential finance and business minds in broadcasting, cable, outdoor, print, games and interactive media industries. This three-day conference provides quality information from industry authorities, insights from professionals with an outside perspective, and instrumental viewpoints and analyses from fellow colleagues. Speakers and panelists provide the latest perspectives on topics such as taxes, finance, technology, human resources, management tools, new delivery methods, and credit and collections. This opportunity makes the most of your valuable time and business dollars by equipping you with next year's forecasts, best practices, and industry innovations. In addition to educational enhancements, Media Finance Focus provides attendees with numerous opportunities for professional networking, allowing the exchange of ideas, challenges, and success stories with contemporaries across the country. The MFM conference is just one more way for you to invest in your future and achieve something extraordinary.

### ***Membership Directory***

MFM's *Membership Directory* is a comprehensive reference guide that provides access to a network of finance and business professionals in the media industry. The online version, available only to members, is easily accessed from the *Members Only* area of the MFM website.

### **Industry Position Papers**

MFM has developed and filed official position statements in response to FCC and other governmental activities and/or industry decisions, which touch upon controversial financial aspects of broadcasting licenses, cable franchises, and other intangible assets. For complete information on these and other position papers, go to [www.mediafinance.org](http://www.mediafinance.org).

### **Seminars and Localism Events**

MFM takes the information to you with localism seminars in selected cities, making it convenient for MFM members to attend, network and hear expert speakers. MFM also hosts an annual CFO Summit and, new in December 2019, the Media Tax Summit, a gathering of industry leaders exchanging ideas and discussing the issues facing their industry.

### ***TFM - The Financial Manager***

The official publication of Media Financial Management Association is also available online. *TFM* is published six times annually. Each bi-monthly issue of *TFM* delivers helpful and thought-provoking articles on all current issues including: finance; taxes; accounting; credit & collections; new trends in technology; along with one or more themed articles on a subject of specific interest to our industry. Our "Dear Expert" column addresses current topics by an industry expert or experts.

## ***Understanding Broadcast and Cable Finance – A Primer for the Non-Financial Manager***

The Second Edition is an improved, informative and easy-to-understand publication covering various financial systems and measures as they are used in the broadcast and cable industries. It is an essential resource guide for industry managers whose area of expertise is not principally finance or accounting. This book also provides new financial managers (and students) an excellent overview of areas in which broadcast and cable financial systems may differ from those in other industries.

### ***UPDATE***

Receive the most up-to-date and relevant information through MFM's electronic newsletter. This monthly publication highlights important information for members, upcoming events and current industry news.

### **MFM Website**

MFM's website – [www.mediafinance.org](http://www.mediafinance.org) – is an excellent daily resource and research tool for members. Online registrations for the annual Media Finance Focus conference and seminars, conference information, Distance Learning Seminar updates, calendar of events, and links to other industry information are available on MFM's website to provide you with what you need when you need it. The *Members Only* area is where you will find an electronic archive of *The Financial Manager* magazine, the most up-to-date Directory listings and "Ask the Experts," your interactive source for answers to your specific questions.

## CORPORATE MEMBERSHIP & MULTIPLE MEMBERSHIP

While many MFM Members are individual members, MFM Corporate Membership continues to grow because of the added value it provides to member companies and their employees.

- ▶ MFM Corporate Membership is based on annual corporate revenues. This opens MFM membership to an unlimited number of a company's financial and business professionals. Corporate Membership is an unbeatable value for media companies with a number of regional locations and/or large corporate staffs that would benefit from the development and information resources MFM membership provides.
  - MFM members enrolled under the Corporate Membership program are entitled to Association discounts including:
    - Conference Discounts
      - Significant Discount on Conference Registrations
      - Free meeting room for groups with 10 or more registrants
      - Meeting room food credit
    - Distance Learning Seminars – **FREE**
    - *The Financial Manager* – discounts on additional subscriptions
    - BCCA Membership – 20% discount (excludes Media Whys)
    - MFM Materials/Publications – 20% discount
- ▶ MFM also offers discounts for multiple members at the same location.

*Note: BCCA membership is not included with MFM Dues.*