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## MFM-BCCA to kick off its Roundtable Transformation Series with Media Process Automation

*Series launches Tuesday, February 9, 2 p.m. ET*

NORTHFIELD, IL. – February 3, 2021 – [Media Financial Management Association](#) (MFM) today announced the launch of its **Roundtable Transformation Series** with a virtual seminar titled *Media Process Automation: From getting started to getting results*. The hour-long session, featuring experts from RSM, Hearst, and The Washington Post, will discuss the media process automation journey. The session will be held virtually Tuesday, February 9, at 2:00 p.m. ET.

Intended to be both educational and interactive, the session will be divided into three parts: 1) Overview from the experts; 2) Breakout roundtables with discussion geared to where participants are in the process; 3) Summary of key takeaways from each group along with Q&A.

**Presenters:** [Christopher Wetmore](#), Principal, RSM; [David Porter](#), Sr, Business Process Analyst, The Washington Post; [Veronika Takacs](#), Controller-Director, Financial Accounting and Reporting, The Washington Post; [David Hovstadius](#), SVP, Finance Operations, Hearst; [Jason Boulware](#), Director, SRE/Operations, Hearst Corporation; and [Michael Haydon](#), VP, Strategy and Emerging Technology, Hearst.

Registration is free, but seating is limited. Click [online registration](#) to complete.

Eligible attendees can earn one [1] CPE credit. MFM is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. More information on CPE prerequisites may be found on MFM's [website](#).

### 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:

**MFM-BCCA: Transformation Series Roundtable #1**

<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](#).

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