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*MFM-BCCA Educational Program News:*

## **MFM Accepting Nominations for 2021 Steve McIntosh Memorial Scholarship**

***Scholarship covers registration for Media Finance Focus 2021,  
61<sup>st</sup> Annual MFM-BCCA Virtual Conference***

Northfield, IL. - January XX, 2021 – The Board of Directors of the [Media Financial Management Association \(MFM\)](#) is currently accepting applications for the [2021 Steve McIntosh Memorial Scholarship](#). Now in its ninth year, the scholarship will cover attending full conference registration for [Media Finance Focus 2021](#), the 61<sup>st</sup> annual conference for MFM and its BCCA subsidiary, the media industry's credit association. This year's virtual event is themed *Together Toward Tomorrow* and will be held May 11-July 29.

The scholarship is named for the former vice president & general manager of Belo Advertising's Customer Services unit Steve McIntosh, who died unexpectedly in April of 2011. An active member of both MFM and BCCA and a forward-thinking member of the media industry, McIntosh had been named one of MFM and BCCA's "People to Watch" earlier that year.

MFM's board of directors established the scholarship to honor McIntosh's memory, particularly the way he inspired rising stars. Eligible applicants are those employed by a media provider (defined as any company eligible for MFM industry membership), have fewer than five years' industry experience as of February 28, 2021, and are under 35 years of age. Individuals who have received a conference scholarship from MFM in the past are not eligible. Both members and non-members are encouraged to apply.

“The 2021 Steve McIntosh scholarship recipient will have the opportunity to attend 40+ virtual educational sessions, to contribute to the conversation in a dozen different roundtables, and to make connections with media industry finance and accounting executives from across the country,” said **Mary M. Collins**, President and CEO of MFM and BCCA. “I can think of no better way to both honor Steve McIntosh’s memory and to support the next generation of media industry leaders.”

Only completed applications received by 5:00 p.m. EST on February 28, 2021, will be considered. The selection committee will review completed applications and make their decisions based on the applicant’s background, resume, and letter of recommendation. All applicants will be notified of the committee’s decision by email on or before March 30. Complete details and an application form can be found at: <http://bit.ly/MCScholar>.

### **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](#).

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