

**Thursday, February 24**

## Developing Internal Business Plans

**MG506 • 9-11am • NEW**

**B**usiness plans can be used to run your company, not just for financing. In this seminar you will learn how to look at operations—not only in relationship to the bottom-line but how the pieces fit together. Discover:

- ▶ The critical issues in preparing an internal operating plan
- ▶ What comes first—the numbers or direction
- ▶ How to shift the focus from the quantitative aspects to the qualitative aspects of your operations

Faculty: Peter M. Craig, CPA and president, Magazine Consulting Group, former partner Touche Ross & Company and J.K. Lasser & Co. Peter has presented dozens of seminars on management and mergers and acquisitions and valuation of publishing companies.

## The Basics of Magazine Financial Management, Part 1

**MF606 • 1-3pm**

**T**his two-part session will explore key accounting and operational issues unique to magazine publishing. The two sessions will be especially useful to staff level accountants, non-accounting personnel who require a broader financial perspective of operations, and owners of small publishing firms. Areas of discussion will include:

- ▶ Review of significant account principles and concepts as that apply to magazine operations
- ▶ Operational significance of a departmentalized chart of accounts and income statements
- ▶ Review of major balance sheet accounts from an operations standpoint
- ▶ Cash flow reports versus accrual basis statements

Faculty: Harold Jaffe, CPA, senior consultant, Magazine Consulting Group.

(We urge you to attend Part 2 of this seminar, session #MF704)

## The Basics of Magazine Financial Management, Part 2

**MF704 • 4-6pm**

**T**he second portion of this seminar will focus on using financial information to more profitably manage your department or entire publishing operation. The following areas will be covered:

- ▶ Key operating statistics used to measure performance and prepare operating budgets
- ▶ The financial management process—strategic planning, budgets, projections and monthly financial statements
- ▶ Performing an internal operations review to improve profitability
- ▶ Financial information and the decision making process

Faculty: Harold Jaffe CPA, senior consultant, Magazine Consulting Group.

(We urge you to attend Part 1 of this seminar, session #MF606)

**Friday, February 25**

## The Law & Your Magazine: What's New? ✓

**MG802 • 8-10am • NEW**

**L**egal concerns and potential liabilities are having an impact on the success (if not the survival) of magazines today. Potentially staggering verdicts (and the high cost of defending against claims) can wreak havoc on a magazine's hard-earned bottom-line. Magazine publishing professionals need to be aware of the latest legal developments affecting the industry, and need to know what to do about them. Such awareness and understanding can help magazines (1) reduce the risks of being sued, and (2) increase the likelihood of winning if you do get sued. You will be alerted to and advised on how to deal with a wide variety of "hot" legal issues such as:

- ▶ Whether magazines can be held responsible for physical injuries suffered by readers who rely on the information presented in articles or advertisements (the Boy's Life case)
- ▶ Whether magazines who promise to "mask" identities of confidential sources can be held responsible if an unnamed source remains identifiable by the description used (the Glamour case)
- ▶ How recent court opinions have modified the rules regarding liability for libel and invasion of privacy claims

- ▶ What magazine professionals need to know about current copyright and trademark law

Faculty: Lawrence Edward Savell, Esq., attorney with the law firm Chadbourne & Parke, ~~and~~ specializes in publishing/media/intellectual property litigation. Lawrence counsels clients on libel, privacy, trademark, copyright, contract, negligence and products liability matters.

## Strategic Planning for Magazine Executives

**MG903 • 10:30am-12:30pm**

**T**his seminar will provide you with the tools to take control of your magazine's future. You'll review the external and internal factors that will impact your business, how to develop a business plan, and where limited resources can be most profitably directed. Learn to develop strategic plans and understand the ramifications of your decisions. Topics covered include how to:

- ▶ Craft a mission statement
- ▶ Anticipate the changing needs of your customers
- ▶ Determine your internal strengths and weaknesses
- ▶ Build a strategic plan based on your customers' need
- ▶ Track results with a variety of techniques

Faculty: Heidi Schultz, publisher, Chicago.

## The Benefits of Barter!

**MG1002 • 1:30-3:30pm • NEW**

**D**iscover how magazine publishers can profit from barter. Barter is a legitimate way of doing business that can effect on the bottom-line. You'll learn why you should barter, who to barter with and the techniques that work best. Explore:

- ▶ 5 specific barter transactions to avoid
- ▶ When you should and should not barter
- ▶ How to use barter to generate cash business
- ▶ A special way to sensitize your salespeople to good barter opportunities

Moderator: Arnie Hoffman, vice president, 3M Tradewinds.  
Panelists to be announced.