



ASSOCIATION OF  
**NEWS MEDIA  
INTERNAL AUDITORS**

## **37<sup>th</sup> EDUCATIONAL CONFERENCE**



*Viva Las Vegas*



**August 1- 3, 2012**

### ***INSIDE...***

**Conference information** – Speakers, topics, hotel, registration, and activities

**Management roundtable** – Information on the annual gathering of managers and directors

**Optional Training Day** – NMIA presents Bryan Wood “Continuous Auditing”

**About the NMIA** – Learn more about an organization focused on issues important to you!

# A Message From the NMA President

Dear Media Audit Professional –



I hope you will plan on joining us for the **37<sup>th</sup> Annual NMA Educational Conference on August 1 - 3, 2012 in Las Vegas**. Whether you are an experienced veteran or a new auditor to our industry, this conference provides an excellent opportunity to network with fellow professionals, share best practices, and enhance your ability to add value in your organization. The NMA is the only industry-specific professional organization targeted to our industry.

Since the 1970's, auditors from leading news media companies such as Belo, Hearst, McClatchy, New York Times, Media General, Scripps, Tribune, CNHI, Meredith, and the Washington Post have regularly participated in the NMA's Annual Conference in a desire to maintain innovative and progressive internal audit departments. In 2011, Tim McGuire did a great job delivering an outstanding educational and informative NMA Annual Conference in San Diego. I want to assure you that the Board of Directors is committed to maintaining this standard of excellence in providing our 37<sup>th</sup> Educational Conference.

The NMA consists of audit professionals and managers employed or engaged by organizations in the news media industry. The goal of the NMA is to further the professional development of its members by creating a forum for the exchange of ideas. Specifically, this goal is achieved through:

- our annual educational conference at which members learn about and discuss issues relevant to the publishing, broadcast, cable, and other media industries;
- an association which allows members the opportunity to benchmark and share ideas about news media auditing throughout the year;
- a membership directory listing valuable professional contacts and information about member companies; and
- an annual roundtable meeting of audit managers and directors where audit management ideas are shared.

NMA conferences are very cost effective and provide continuing education credit for CPAs and other professional designations. The 2012 conference in Las Vegas continues the tradition of providing excellent speakers in an attractive and economical location. Our Board has identified an exciting array of topics specific to our industry, as well as some of the most relevant issues faced by today's internal audit professionals, and is bringing in some of the very best speakers and presenters.

At the 2012 NMA Annual Conference our keynote speaker will be Jerry Markbreit. Jerry is famous for making the calls in both business and in sports. As a trade and barter manager for 3M, he daily negotiated and traded millions of dollars of advertising, media time, and materials with businesses throughout the world. On the field, he was one of only sixteen National Football League referees. After officiating football for nine years, he became a member of the Big Ten Football officiating staff. From the legendary Ohio State/Michigan games of the early 1970's to the 1996 Notre Dame/Michigan State National Championship Game, Markbreit has been a symbol of college football. For several years, Markbreit wrote a weekly football column for the Chicago Sun Times. He currently writes an online sports column for the Chicago Tribune. He is the author of three books: *The Armchair Referee* (1973) his autobiography, *Born to Referee* (1988), and his latest, *Last Call: Memoirs of an NFL Referee* (2001). Jerry Markbreit is best known for his work as one of the busiest and most popular NFL referees. Retiring in 1998 after 23 seasons, his career reads like a history book. He has refereed Superbowls 17, 21, 26, and 29, and 8 Championship Games. For the 1999 and 2000 seasons, he served as one of only 16 replay officials covering the NFL. Beginning with the 2001 season, he was appointed head trainer for all NFL Referees.

We'll continue on with a great line-up of topics fraud, digital media, broadcast revenue, forensic investigations, data analytics, security, social media and more. The day prior to the start of the conference, there will also be a Management Roundtable event for audit managers and directors and a day-long training event – taught by Bryan Wood on Continuous Auditing – for audit seniors and staff. Please allow me to thank our conference sponsors, KPMG and Rubin Brown. Their contributions made it possible in overcoming some of the rising costs associated with hosting such an event. Our educational conference is enriched because of their support. Please take some time to review the conference brochure. In addition to a description of the planned topics, you will also get a sense of the fun and uniqueness of the Las Vegas experience. Hope to see you there!

Michael S. Sears  
NMA President

# About the Conference

- WHEN** August 1-3, 2012\* (*begins at 8:00am on Wednesday and ends at noon on Friday*)
- WHERE** New York New York Hotel & Casino – [www.newyorknewyork.com](http://www.newyorknewyork.com)  
3790 Las Vegas Blvd. South, Las Vegas, Nevada, United States, 89109
- COST** \$560\*/members & \$660\*/non-members – payment by credit card  
(*register at [www.nmianews.org](http://www.nmianews.org)*)
- INCLUDES** All conference sessions  
Welcome reception with hors d'oeuvres (Wednesday Night)  
Breakfast (Wednesday, Thursday, and Friday)  
Lunch (Wednesday and Thursday)
- RESERVATIONS** Call the Hotel New York New York at (800) 693-6763. Please make your hotel reservation by Wednesday, June 27, 2012 to be guaranteed our special conference rate. To make reservations online follow the link on our website at [www.nmianews.org](http://www.nmianews.org). In either case make sure you specify that you are with the NMI - Annual Educational Conference.
- HOTEL RATES** \$65/night, single and double occupancy (plus tax). For those who wish to extend their stay, the negotiated conference rate will apply the Sunday and Monday before the conference dates (subject to availability).
- TRANSPORTATION** McCarran International (LAS) airport is 4 miles (10 - 20 minutes) from the hotel. Shuttle Service: \$6 - \$15 one way; Taxi Service is approx \$25 one way. Please note most taxis do not take credit cards.
- CPE CREDITS** A maximum of 17\* CPE credits. Certificates will be mailed out to participants after the conference.

\* See following page for information related to the optional Tuesday session (*Management Roundtable / Staff Training*).

The NMI is proud to have the following sponsors for the 2012 conference:





# Auditing Business Processes/ Management Roundtable

Tuesday, July 31

## **NMIA Presents**

Continuous Auditing

Taught by Bryan L Wood CPA

*In this interactive one-day seminar you will gain a well-grounded understanding of continuous auditing principles and the need for a well-defined framework. You will begin with the end in mind, and learn how to define the purpose and intent of your program. You will explore taking a phased approach to implementation, focusing on such critical areas as corporate understanding and buy-in; assessing and identifying process risk levels in areas where the approach can be applied; understanding control objectives and their link to corporate rules and tolerance. Throughout the seminar, group work and brainstorming sessions will let you put into practice what you have learned as you identify control objectives and testing methods for processes that lend themselves to continuous auditing. You will leave this high-impact session with a framework you can use to help your organization successfully implement continuous auditing.*

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**When:** Full day session on Tuesday, July 31 – the day prior to the general conference

**Where:** Hotel New York New York – Las Vegas, Nevada

**Price:** \$400 for first attendee from a company and \$300 for each additional attendee.

## **NMIA Audit Management Roundtable**

Once again, the NMIA is hosting an Audit Management Roundtable. Please note that suggestions for topics will be solicited at a later date once participants are confirmed for this year's forum.

Topics from prior roundtables have included:

- *How are companies auditing digital revenue?*
- *What is changing in your audits of circulation?*
- *What high-impact audits have you completed/planning for?*
- *Changes resulting from PCI guidance.*
- *Structure of management's assessments for SOX (302, 404) - audit's role.*
- *Reliance on automated controls/related testing.*
- *How integrated are your IT and Finance audit teams?*
- *What are you doing for PCI Compliance?*
- *What is management and the Audit Committee most concerned about this year?*
- *Do you rate audit reports (and/or issues in the audits) and if so, what ratings do you use?*
- *Employee retention: bonuses, perks, things that have worked well for your group.*
- *What audit websites, paid and free, do you find most useful?*

Each company should plan on sending at least one or two of their management level employees to the roundtable. The more companies that participate, the more knowledge we can all share together.

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**When:** Full day session on Tuesday, July 31 – the day prior to the general conference

**Where:** Hotel New York New York – Las Vegas, Nevada

**Price:** \$200 per person for payment by credit card

**Includes:** Breakfast and Lunch

**Level:** For all levels of Internal Audit Management

**CPE:** 7 CPE credits. Certificates will be mailed to the participants after the conference.

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# Conference Speakers and Topics

## Wednesday, August 1

### Investigative Interviewing

Time: 8:00 am

Larry Rosipajla CPA, CFE, – Principal, Forensic Alliance, LLC

**Objective:** Everyone has at one point or another conducted an interview. Auditors cannot begin their planned procedures until they conduct interviews of a variety of people in an organization. It is important for them to understand the functions of people in the organization and processes they are to rely upon in the performance of the audit. However, when it comes to interviewing a target of an investigation, interviewing takes on a whole new meaning. It becomes a game of psychological warfare, and if your interviewer is not trained in the art of conducting an admission-seeking interview, you do not have a chance of accomplishing your objectives. This course is designed to teach internal auditors how to increase their success in conducting interviews.

### Anti Fraud Programs

Time: 9:00 am

Larry Rosipajla CPA, CFE, – Principal, Forensic Alliance, LLC

**Objective:** Regardless of whether you are with a private or public company or consulting for one of these companies, the necessity for attorneys and internal auditors to be more fraud savvy and for companies to embrace the elements of an effective antifraud program is undeniable. Changes in the Federal Sentencing Guidelines, white papers by the "Big 4," and comments made by the PCAOB's chief accountant all ring of the same sentiments: effective fraud prevention and detection is a mandatory element for all companies in today's new business climate.

### Personality Profiling

Time: 10:15 am

Bryan Wood CPA – Principal

**Objective:** In this session, the participant will learn the concept of "influencing people" in all various elements of life but focused directly on the auditee and the recommendations we pronounce in the audit report. The session will also give a very high-level look at personality profiling to help the participant in determining how best to communicate with people by "getting into" their personality sphere. These two topics, even though covered in a short period of time, will give each person attending a thought-provoking look at how we influence and communicate with people. You will leave the session with a plethora of ideas to enhance interaction skills with the auditee and also colleagues.

### Influencing People

Time: 11:15 am

Bryan Wood CPA – Principal

**Objective:** In this session, the participant will learn the concept of "influencing people" in all various elements of life but focused directly on the auditee and the recommendations we pronounce in the audit report. The session will also give a very high-level look at personality profiling to help the participant in determining how best to communicate with people by "getting into" their personality sphere. These two topics, even though covered in a short period of time, will give each person attending a thought-provoking look at how we influence and communicate with people. You will leave the session with a plethora of ideas to enhance interaction skills with the auditee and also colleagues.

### KEYNOTE - Working in an Environment of Risk and Change

Time: 1:30 pm

JERRY MARKBREIT

**Objective:** In this keynote address, Jerry will highlight experiences from his extensive career to help provide the participant the tools to effectively achieve excellence in an environment of risk and change.

### Digital Media

Time: 3:45 pm

Kevin Sheehan, Craig Carter, KPMG

**Objective:** In this session, the participant will be introduced to the following Digital Media topics:

1. Types
2. Industry trends
3. Revenue recognition
4. Controls
5. Pitfalls



# Conference Speakers and Topics

## Thursday, August 2

### Tying Fraud, Investigations and the Litigation Process Together

Time: 8:00 am

Christina Solomon – *Rubin Brown*

**Objective:** Keeping in mind the internal auditor's responsibility to evaluate the risk of fraud, this presentation will provide an overview of the fraud identification and investigation process and its relationship to potential litigation. We will discuss the timing of various steps and how they interplay with one another.

### Broadcast Revenue Update

Time: 9:00 am

TBD – *Meredith Corporation*

**Objective:** In today's changing and challenging advertising environment, it is more important than ever to identify and manage new revenue streams to help your company grow revenues. Traditional spot revenue and its future, along with a look at some creative alternatives to increase your bottom line.

### Data Analytics

Time: 10:15 am

Renna Singh – *Deloitte*

**Objective:** Traditional internal audit methodologies have served their purpose well for decades. However, as the business landscape for most organizations becomes increasingly complex and face paced, there is a movement toward leveraging advanced business analytic techniques to refine the focus on risk and derive deeper insights into the organization. Leading Internal Audit functions are embracing recent enhancements in data mining technology and data visualization tools to deliver results more dynamically in response to risk, dive deeper into organizational data, and deliver profound fact-based insights. Business analytics holds incredible promise to enhance the internal audit process. Key to delivering on this promise is asking the right questions, embedding analytics into the culture of the Internal Audit function, and aligning the analytics implementation with the planning process and overall organizational operational and strategic objectives.

### Social Media & Business

Time: 11:15 am

Will Paccione – *Internet Consultant, WSI*

**Objective:** Social Media has changed the internet. Get up to speed on the latest ways people and businesses are interacting online.

### Raising the Strategic Value of Internal Audit

Time: 1:30 pm

Brandon Loeschner – *Rubin Brown*

**Objective:** The Internal Audit function, by definition, is designed to add value and improve an organization's operations. During this forward-looking session we will focus on the value chain for the internal audit function and introduce some tools and techniques that Internal Audit Departments can use to raise the strategic value within the organization.

### Socially Awkward?

Time: 2:30 pm

Mike Higgins – *New York Times*

**Objective:** Businesses are racing to exploit social media, BYOD, and consumerization of business technologies. Driven by marketing demands and perceived cost savings, businesses today are embracing technologies and business processes that 5 years ago would have stopped the heart of the most liberal CIO. What are the business and compliance risks associated with these new technologies and can they be employed without irreparably damaging your business?

### ERM in a Decentralized Environment

Time: 3:45 pm

Mike Ramirez – *Rubin Brown*

**Objective:** Discuss the overall objectives of Enterprise Risk Management program and key points for a successful implementation, including obstacles to implementation. We will also discuss how ERM can be implemented at organizations operating under a decentralized environment, the roles of line management, corporate management, and internal audit.



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# Conference Speakers and Topics

## Friday, August 3

### Circulation

Time: 8:00 am

**Antony George** – *Manager, Circulation Compliance, Chicago Tribune*

**Objective:** *Topics include*

- *Digital Copies including websites*
- *Verified Circulation (primarily for free publications)*
- *Maintaining Circulation Controls in today's environment*

### Auditing in an AGILE Environment

Time: 9:00 am

**Andres Camacho** – *VP Development, Manilla*

**Objective:** *An introduction to the AGILE development methodology as to what it is, what are the common misconceptions and important items to consider when performing an audit in an AGILE environment.*

### Annual Business Meeting

Time: 10:15 am

The annual business meeting is held at the educational conference each year and is intended to keep the membership abreast of changes in the organization and to elect new members to the board of directors. The success of the NMA is dependent on individuals on the board of directors who plan the educational conference every year. Without the commitment and effort of these individuals, there would not be a conference serving the needs of the news media auditor. If you are interested in participating on the board of directors, please contact a current board member.

Past Chairman	David Ellis, Tribune Company	(312) 222-4354
Past Chairman	Angela Myers, The E.W. Scripps Company	(513) 316-1051
Chairman	Tim McGuire, MediaNews Group	(303) 954-6403
President	Michael Sears, Hearst Corporation	(704) 348-8387
Vice-President	Graham Sheen, New York Times	(212) 556-3793
Treasurer	Scott Bauer, The E.W. Scripps Company	(513) 977-3959
Secretary	Jill Kaner, Tribune Company	(312) 222-4313
Director	Chris Cleghorn, Community Newspaper Holdings	(205) 298-7513
Director	Chuck Kocian, Belo Corporation	(214) 977-6608
Director	Susan Nugent, Media General	(804) 649-6618

The Board of Directors for the 2012-2013 year will be announced at the conference.

#### ABOUT THE MEMBERSHIP

The annual membership fee is \$32. The NMA's year is from October 1 through September 30. Dues paid during the present membership drive relate to the year October 2011 through September 2012, and would include membership during this year's conference. If you have any questions regarding membership, please call Scott Bauer at (513) 977-3959 or send an email to [scott.bauer@scripps.com](mailto:scott.bauer@scripps.com).

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## ACCOMMODATIONS

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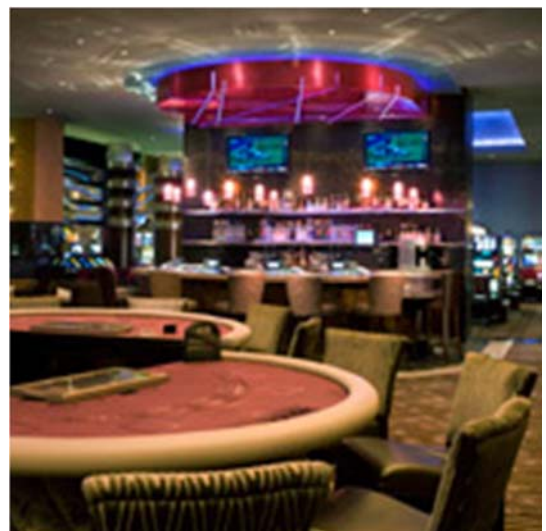
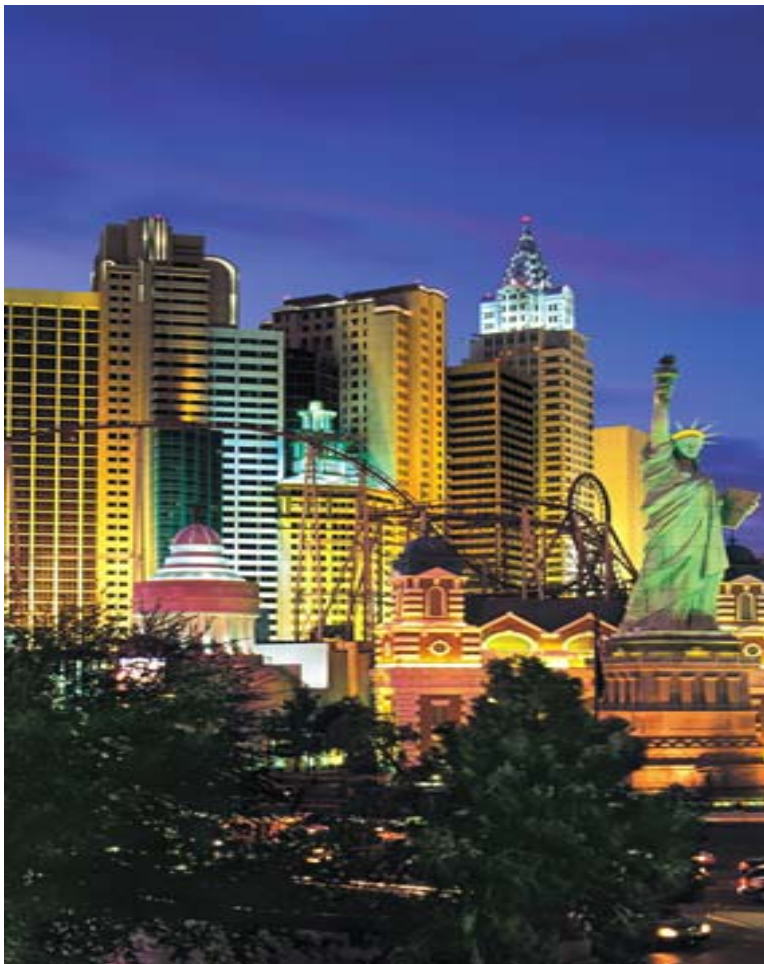


Located on the Las Vegas Strip, with supreme accommodations and stellar diversions the **New York New York Hotel & Casino** strives to capture the energy and buzz that is their namesake. We will be staying in newly renovated **Park Avenue** rooms that feature 400 Sq Ft of living space. Our group rate is \$65 a night.

To make reservations find the link online at the NMIA web site [www.nmianews.org](http://www.nmianews.org) or go to the link below:

[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=8125448](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=8125448)

*Please note that your credit card will be charged one night's room and tax at the time your reservation is made. If the reservation is cancelled by 48 hours prior to your schedule arrival date the deposit will be refunded back to you credit card.*

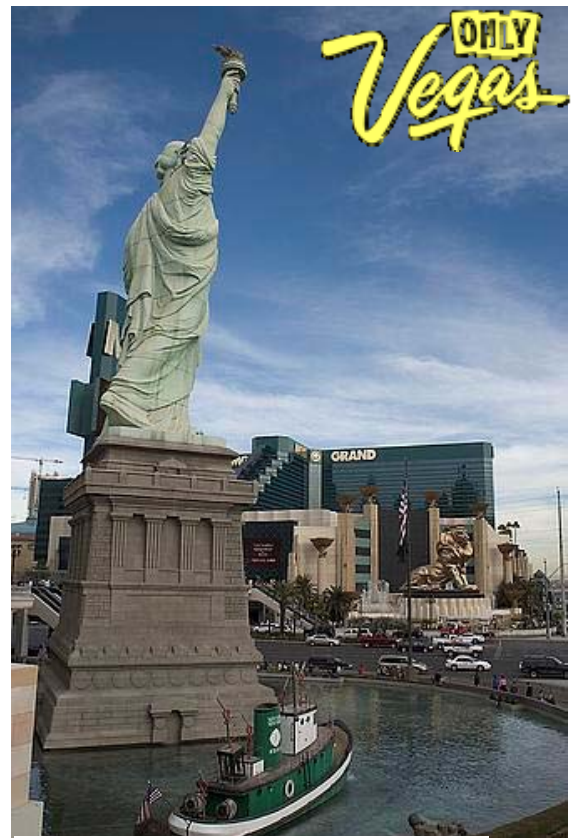




# What Happens in Vegas, Stays in Vegas



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No matter what your style there is something for everyone Night and Day in Las Vegas. From gaming at their world famous Casinos, to their world famous shows to a taste of New York City complete with the Statue of Liberty and a roller coaster there is something here for you.



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