



# BROADCAST & PRINT MEDIA

The media / publications industry can be defined as a varied collection of organizations that share the production, publication, and distribution of content.



## CAPTRUST Experience

### Clients at a Glance

Clients - 20  
 AUM - \$1.7 billion  
 Plans / Pools - 35  
 Plan / Pool Types - DC (24), DB (4), OAP (3), NQ (2), E/F (2)  
 Top Providers - Fidelity (7), Empower (4), Schwab (3), Vanguard (2)

### Experienced Advisors

- John Davenport (2)
- Mark Davis (1)
- Dan DiGiacomo (1)
- Devyn Duex (1)
- Jean Duffy (1)
- Dan Esch (1)
- Shaun Eskamani (1)
- Ernest Liebre (7)
- Jeff Loehwing (1)
- Mark Medlin (1)
- Bill Paxton (1)
- Jim Strodel (1)
- Peggy Whitmore (1)

## Industry Background

### Points of Interest

- There are more than 1,300 television broadcast and cable network companies in the U.S.
- Consumers around the world spend on average over 7.5 hours per day with media
- 55% of U.S. households subscribe to paid streaming video services
- Ad revenue generated by print, radio, and television is expected to continually decline as mobile advertising increases

### Common Terms

- Audience
- Branding
- Censorship
- Demographics
- Digital
- Industry
- Propaganda

### External Resources

- Association Media & Publishing  
[www.siaa.net/amp](http://www.siaa.net/amp)
- Association of American Publishers  
[publishers.org](http://publishers.org)
- National Association of Broadcasters  
[www.nab.org](http://www.nab.org)
- The Association of Magazine Media  
[www.magazine.org](http://www.magazine.org)



## For the Challenger

### Clients Outcomes

- Reduced plan expenses
- Increased participation rate
- Increased average deferral rates
- Implemented oversight process for retirement plan committee
- Improved committee structure and interaction
- Successful transition to 3(38)
- Added PAS
- Improved access to employee investment advice

### Challenges

#### Corporate

- Recruiting talent
- Monitoring budget and profit margins
- High turnover rate
- Improve digital footprint
- Consolidation and centralization of business activity
- Developing content

#### Retirement

- Deciding where to spend benefit dollars
- Increasing plan participation
- Costs of offering retirement plan
- Perception of the plan sponsor decision makers and
- Overall employee acceptance that the 401(k) is a good program

## Notes