

ACCOUNTANTS TELEVISION NETWORK

Monthly video service keeps accountants current.

What do Jack Anderson, syndicated columnist; Griffin Bell, former U.S. Attorney General; Dr. Martin Zweig, noted stock market forecaster; Roscoe Egger, Jr., former IRS commissioner; James Treadway, head of the commission bearing his name; and Dennis Beresford, chairman of the Financial Accounting Standards Board, all have in common? They all appeared in 1987 on ATV, the Accountants Television Network.

Now entering its second year in a new format, ATV has received critical acclaim from its subscribers, who include such household names as GTE, Woolworth, Ralston Purina, USX, 3M, Chesebrough-Pond's, Georgia Pacific, Loews, Coca-Cola, Philip Morris, Manufacturers Hanover, Nestle, Abbott Labs, Kodak, Shell Oil, and Ameritech.

According to Richard Piluso of Loews Corporation, "This is a wonderful product, one I've been looking for for many years—quality CPE at a reasonable price." Mae Ramsey of the NAA's Houston-Bluebonnet Chapter states enthusiastically, "The Accountants Television Network is a powerful resource for offering educational opportunities to those who want and need to stay current in financial matters."

The accolades continue: "The Accountants Television Network is an effective way to keep up with current trends in accounting," says Carl Zeiden, director of internal auditing for Carnation. And, in the words of Dennis Beresford, the FASB chairman, "... the Network



On studio set, Anchorman Andrew MacMillan prepares to film segment for Accountants Television Network.

is both interesting and informative." The FASB subscribes to the service and makes the materials available to its staff each month.

Why is ATV meeting with such critical acclaim? What improvements have been made? Basically, the following improvements have been made since January 1987 when Center for Video Education (CVE) began producing the Network in collaboration with NAA:

- News and Information—hot topics of immediate interest to management accountants plus a helpful bulletin board of upcoming events have been introduced.
- Four segments, each consisting

of approximately 30 minutes of video and 30 minutes of group exercises, are covered each month. Each segment qualifies for one hour of CPE, and there is a total of 48 hours of CPE credit annually. (Of course, requirements vary in the 50 states and not all topics are acceptable in all states for CPAs.)

- The overall program is now more compelling and exciting through the extensive use of color artwork and graphics, which serve to illustrate the key points by speakers on the videotape.
- The written materials have been expanded and reformatted. They

consist each month of participant materials, which can be reproduced in unlimited quantities by subscribers, and a Discussion Leader Guide. In addition, there is an ATV Coordinator's Kit for the person administering the ATV subscription program within his or her company.

- There is a new ATV certificate program consisting of 12 separate topics constituting a curriculum for management accountants. One certificate topic is presented each month, and any individual taking all 12 topics is presented with a Certificate of Completion. Core topics in the Management Accounting Certificate Program include: cost accounting and cost allocation; budgeting and planning; performance evaluation; investment justification and capital budgeting; microcomputer developments—controls and applications; managing the accounting function; economic outlook; ethics and organizational behavior; and inventory control and working capital management.
- CVE has designed an elaborate studio set for ATV, where many of the shows originate. Andrew MacMillan, the anchorman for the program, has appeared extensively on the Public Broadcasting System (PBS) and on numerous national commercials including a popular ad for American Airlines in 1987.
- ATV's production team travels



ATV filmed Jack Anderson in San Diego.

from coast to coast to cover those stories which are of greatest interest to management accountants. In 1987 alone, CVE covered the NAA Annual Conference in San Diego; went to Washington to interview James Treadway of the Treadway Commission; covered two innovative seminars for financial executives at John Diebold's estate; went to Schering-Plough to cover a program on logistics excellence; journeyed to Wilmington, Delaware, to videotape a segment on DuPont's innovative Audit Risk Model; interviewed Dr. Lee J. Seidler, a noted author on accounting issues, at Bear Stearns; and covered the Current Financial Reporting Issues Conference of the Financial Executives Institute. Of particular significance was the first-ever live coverage of the FASB hearings, in which ATV videotaped the hearings on Accounting for Income Taxes.

- Even with all these major improvements, ATV was able to cut the cost of a subscription to \$4,800, establish two payment options (\$400 monthly or \$4,320 after a 10% cash discount for payment in advance), expand the coverage to 48 annual CPE hours, offer a cancellation option

at any time, and cut the cost of multiple subscriptions in half.

As the leading producer of video-based educational materials for accountants and auditors, CVE is the ideal collaborator with NAA on the video network. Its programs have been used by more than 1,200 companies in the U.S. and 15 foreign countries. Its president, Dr. William K. Grollman, is professor of accounting at Fordham University, and CVE's staff has extensive experience in publishing accounting information. It has produced nearly 50 generic programs which have been used extensively by management accountants, public accountants, and internal auditors. Recently, the course CVE developed in conjunction with Research Institute of America (RIA) on the 1986 Tax Reform Act was selected by the Internal Revenue Service to train more than 20,000 of its examiners.

Prominent speakers, superior product, interesting format, cost effective CPE credits, and informative news for NAA members—it's no wonder that the Accountants Television Network has met with such critical acclaim!

ATV has a newly developed preview tape available free of charge to NAA members. Call the order department (800/621-0043) or the NAA to receive your copy. ■