

Why Young People Are Putting a Public Radio Station in Their Estate Plans

KEXP, a public radio station in Seattle, spins cutting-edge rock, punk, hip-hop, metal, electronic music, and more. It's turning out to be a good place for bequests.

Last year, the station learned that a loyal listener—who asked to be identified publicly only by her first name, Suzanne—left a \$10 million bequest to KEXP. It was the largest gift the station had ever received and among the largest bequests ever given to a single public radio station. The donor had been an on-and-off supporter who reconnected with KEXP during a capital campaign the station started in 2012, says Betsy Troutman, KEXP's director of development. [Read more](#)

CPB Awards Thought Leader Award to Congressman Ben Ray Lujan

CPB awarded U.S. Representative Ben Ray Luján of New Mexico with its distinguished “Strengthening Civil Society” Thought Leader Award at the America’s Public Television Stations (APTS) Public Media Summit in Washington, D.C.

CPB’s Thought Leader Award recognizes and honors American leaders who affirm the essential services that public media provides to citizens in areas of education, journalism and the arts.

“Congressman Luján has been a steadfast supporter of public broadcasting and finds great value in the content and services provided by stations in New Mexico and across the country,” said Patricia Harrison, president and CEO of CPB. “He understands the power of public media to elevate authentic voices, inform on issues of local interest and national importance, and connect people in ways that uplift communities. We are honored to present him with this award.” [Read more](#)

April Webinar

FCC Repack: A Financial Perspective

April 23, 2019, 4:00 pm-5:00 pm ET

From the towers into the trenches, this webinar will feature actual station experiences from folks on the front lines. Get practical advice about implementation and reimbursement, hear hard-learned lessons, and take away key tips to make your transition a little easier. Join our next PMBA webinar and learn from those who have gone before. This webinar is free to employees at PMBA member stations.

[Visit the website](#) for a full session description and list of panelists.

Register Now



Membership Corner

Commitment/Connection/Community

by Jenny Wickline, PMBA Member Services Coordinator

Hello PMBA members and potential members! Spring is in the air, and your PMBA team is busy getting ready for the [Annual Conference](#). We are also cleaning up our database and preparing for a membership drive. Do you have any tips or tricks you'd like to share regarding membership drives? I know you aren't strangers to this concept. Email me your ideas: jwickline@pmbaonline.org.

Did you know that PMBA has a [Facebook](#), [Twitter](#), and [LinkedIn](#) presence? Your membership committee and I were talking this week, and we wondered...are people aware of our presence on social media? We will be sending a member satisfaction survey soon; however, the committee and I encourage you to join our social media groups now. Hope us grow our community presence and have some fun. I am sincerely touched almost weekly by the talent our members have...we just need to share and engage more.

Last, but certainly not least, a couple of reminders: First, PMBA has an [Industry Job Listings](#) page that is updated weekly. As a member benefit, organizations may post their job openings. Email your openings to info@pmbaonline.org. Second, your input is still needed to help grow the newsletter. Please take this [2-minute survey](#) to help us enhance the publication.

New Feature:

Ask the HR Expert Corner With Susannah Arnim, SPHR, SHRM-SCP

Susannah Arnim has kindly offered to answer your HR questions and address concerns. Please send questions to info@pmbaonline.org. Your questions and Susannah's responses will appear in the next issue of *PMBA Statements*.

A little about Susannah:

Over the years, Susannah has taught on a variety of HR topics. She currently works in the HR field and is a professional member in both the Society for Human Resource Management and the International Public Management Association for HR.



WITF Public Media Selects Ron Hetrick as President & CEO

WITF Board Chair Mark Van Blargan and WITF Search Committee Chair Mieke Driscoll announced the selection of Ron Hetrick as WITF Public Media's president and CEO. Hetrick, who had been serving as senior vice president of finance and administration for WITF, will assume the role effective April 2.

"Ron was persuasive and passionate about his vision for WITF's future as a statewide leader in news and education in today's rapidly changing digital environment," Van Blargan said. Hetrick succeeds Kathleen Pavelko, who announced her retirement this past June after 19 years as CEO. [Read more](#)

Note: Ron Hetrick is Chair of PMBA's Board of Directors

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Senator Susan Collins Accepts 2019 Champion of Public Broadcasting Award

APTS presented the Champion of Public Broadcasting Award to Senator Susan Collins (R-ME). A senior member of the Senate Appropriations Committee, Senator Collins has been a long-time supporter of federal funding for public television.

“Now in her fourth term representing the people of Maine, Senator Collins has established a reputation much like that of her idol and predecessor, Senator Margaret Chase Smith—as the conscience of the Senate,” said APTS president and CEO Patrick Butler. “As a member of the Committee on Health, Education, Labor and Pensions, Senator Collins helped ensure that our Ready To Learn program was reauthorized in 2015. She’s a devoted fan of Maine Public, and we’re grateful that support for public media has been one of her consistent causes. We’re fortunate that such a strong woman of principle serves the nation as well as Maine. And we’re honored to present Senator Susan Collins with the 2019 Champion of Public Broadcasting Award.” [Read more](#)



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Annual Conference



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