



# PMBA Statements

Your Business Intelligence Newsletter from the Public Media Business Association



## PMBA ALL ACCESS

### 2021 ANNUAL CONFERENCE

June 1-4, 2021



## Save the Date!

The PMBA All Access 2021 Annual Conference will take place June 1–4, 2021, as a hybrid experience in both San Diego and online. Plan to join your industry peers for quality education, top-notch speakers, and networking opportunities in the format that works best for you. Whether joining us in-person or online, attendees will leave with valuable continuing education credits, lasting connections, and a plethora of new ideas!

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## Microsoft Grants Aid Journalism in Public Media Newsrooms

*Current*

A new pilot program spearheaded by Microsoft is providing funds and technological support for local journalism at several public media stations, including a boost for data and investigative reporting. [Read more.](#)



## WHO KNEW COLLABORATION COULD WORK SO WELL?

LEARN MORE AT [CDPCOMMUNITY.ORG](https://CDPCOMMUNITY.ORG)

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## Smaller and Nonprofit Newsrooms are Weathering the Economic Impact of COVID-19 Better Than Most, According to One Survey

*Nieman Lab*

The Reuters Institute for the Study of Journalism published a report looking at the financial impact of COVID-19 on 165 independent newsrooms from around the globe. The responses revealed “dramatic but unequal” consequences but—as you might expect from a report entitled “few winners, many losers”—the majority reflected a pretty bleak situation.

But! There’s “a significant minority” of independent news organizations surviving—and even thriving—through the crisis. [Read more.](#)

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## 6 Ways to Help Employees Work Better From Home

*HR Morning*

Nine months in—and we still need better ways to work from home.

Most companies and HR leaders thought working from home would be temporary—a few weeks, a month or two. Now we’re closing in on a year and many people accept that work from home (WFH) as the new normal. Leaders are even adapting HR plans and policies to make it happen. [Read more.](#)

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## Public Media and the Youth Media Landscape: A Q&A

*Corporation for Public Broadcasting*

The Corporation for Public Broadcasting is funding a project with the Joan Ganz Cooney Center at Sesame Workshop (“Cooney Center”) to study the current media habits of tweens and teens. The By/With/For Youth: Inspiring Next Gen Public Media Audiences project seeks to build a foundation for how public media can engage with youth audiences and better equip them to participate and thrive in the world. [Read more.](#)

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## Check Out the Latest Industry Job Listings!

Provided as a PMBA member service, the [industry job listings page](#) includes current industry job openings. **New listings are added regularly**, so check the page frequently.

Here are just a few:

- [Marketing Manager](#) (Public Broadcasting Atlanta)
- [Senior Digital Producer, Learning Media](#) (WETA)
- [Senior Major Gifts Officer](#) (Detroit Public TV)

If you would like to list a job opening, please [email PMBA](#) a link to the job posting, including the closing date.

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## Call for Job Descriptions

### Job Description Tool

Do you have a **job description template** to contribute to the database? [Email us!](#) We're always looking to add to the tool to make it even more beneficial to members.

The [Job Description Tool](#) enables members to find templated descriptions for positions at their stations. The tool allows you to sort results by station size and job type.

Help your peers by adding to the database today!

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## Connect With PMBA Online

Follow PMBA on social media for the latest association and industry news. Just click the icons below to go to PMBA's newsfeeds and follow.

