



# PMBA Statements

Your Business Intelligence Newsletter from the Public Media Business Association

## Now Offering HRCI Credits

PMBA is excited to now provide HR Certification Institute® (HRCI) credits as part of our mission to provide the valued continuing education so many of you rely on. We hope you will join us for an upcoming webinar and take advantage of this newly offered credential!

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## Upcoming Online Learning Opportunities

### Watercooler Conversation

#### COVID-19: A Conversation About Managing Remote Teams During a Pandemic

With Kenneth Brown of PBA and Kristen Crockett of PBS

Thursday, September 17, 2020 • 2:00 pm ET

With COVID-19, we've all been faced with a crisis that has changed the way we work. This pandemic has caused stations to be adaptive and resilient in responding to the crisis. While a return to "normal" has become a distant thought, there is a need for recognizing how stations are planning to remain productive and effective in a remote working environment.

Join our watercooler as PMBA conducts conversation around the effects of COVID-19, how the workplace has been reinvented, and how stations are continuing to manage teams remotely. We will engage in conversation on these key critical areas:

- Effective tools and resources for remaining productive in a remote environment
- Keeping teams motivated and engaged
- Mental health/Work-life balance
- Virtual management, meetings, and virtual meeting fatigue

**As always, water cooler conversations are free and members-only!**

[Member  
Registration](#)

### Webinar

#### Guided Conversations: Moving Toward Authentic Diversity and Inclusion

With Alina Muehlbauer and Julie Kniseley of James Moore & Co.

Thursday, October 8, 2020 • 2:00 pm ET

Diversity and inclusion are, arguably, the most important work a business can do right now to strengthen employee engagement and to ensure a cohesive, productive, and resilient workforce—whether working remotely or upon the return to the workplace. During this session, we will discuss how to examine unconscious bias that may exist in your workplace culture and review best practices to embrace commonalities and differences in order to move to the organization forward.

## Fees

Members: Always free!

Nonmembers: \$100

## CPE, HRCI, and PDC Information

CPE Credits: 1.2

HRCI Credits: 1

PDC Credits: 1.0

Session Content Level: Overview

Instructional Delivery Style: Group/Digital Live

Field of Study: Specialized Knowledge and Application

Target Audience: Anyone

Target Licensee Type: All

Prerequisites: None

Member  
Registration

Nonmember  
Registration

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## PMBA's Compensation Insights

PMBA wants to provide you with helpful, quality data in a time when accurate information is critical to making informed decisions for your station. Our interactive platform, [Compensation Insights](#), will allow members to benchmark their station against multiple data points, including radio and TV staff salaries, benefit programs offered, employee counts, and more. **But, we need your help to make it possible!**

Please encourage your station to take advantage of this invaluable tool by submitting your station's data! More information on how this tool can provide a valuable resource to your station can be found on [our website](#). **If you are the primary contact** for your station but have not received the submission template, please [contact PMBA](#) and we will update your station's contact information.

Thank you in advance for your support!

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## Considerations and Planning for a License Transfer

*The University Station Alliance*

It has been observed, with great insight that divorces as well as marriages, can fail. So too the transfer of an existing non-commercial broadcast station is full of many possibilities for failure as well as success. [Read more.](#)

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## 12 Truths About Spearheading Diversity and Inclusion

*SHRM*

Do you ever wish, as a diversity and inclusion (D&I) practitioner, that someone had sat you down and told you what it takes to lead D&I efforts at an organization?

Using humor and practical tips, Odums' David Letterman "Late Show"-style list counted down the following "12 Truths You Wish Someone Told You About Spearheading D&I." [Read more.](#)

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## New Industry Job Listings Added!

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:

- [Media Sales Manager](#) (Northern California Public Media)
- [CEO Leadership](#) (Public Broadcasting Atlanta)
- [Senior Major Gifts Officer](#) (Detroit Public TV)
- [Coordinator, Online Fundraising](#) (WETA)

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.

