



PMBA Statements

Your Business Intelligence Newsletter from the Public Media Business Association

2021–2022 Membership Renewals

It is time to renew your PMBA membership for the 2021–2022 membership renewal cycle! Continue to be a part of the trusted go-to trade association for public media business professionals by [renewing today](#).

Can't renew online? Email info@pmbaonline.org, and we will send you a PDF invoice.

If you have any questions about your membership, please call PMBA at (240) 844-3600 or contact Alisa Jackson, PMBA member services coordinator, at ajackson@pmbaonline.org.



Call for Annual Conference Proposals

PMBA invites you to share your knowledge and expertise with fellow public media professionals by presenting an educational session at the 2022 conference. This year, we will be holding a hybrid event with both in-person and virtual attendance available to attendees.

We encourage you to submit a program to provide educational content that will help attendees sharpen their skills, identify and analyze trends, review business practices, or identify new long-term strategic solutions. To be considered for a content presenter position, please complete and submit your session proposal through the [online application](#). Please contact info@pmbaonline.org with any questions.

The deadline for proposal submissions is **tomorrow, Friday, October 15, 2021**.

job descriptions?



WE'VE GOT YOU COVERED.

JOB DESCRIPTION DEPOT

Powered by PMBA in partnership with Current.



PMBA is excited to announce the relaunch of the [Job Description Depot](#) in partnership with Current! Let us take the stress out of recruitment by providing you with hundreds of job descriptions others in public media have written for similar positions.

Our online searchable database allows members to filter by job category, station type, licensee type, and station size. The tool currently contains over 600 positions with new positions being added monthly. We've got you covered!

These Stations Are Adopting New Strategies to Attract More Diverse Donors

Current

Public media stations looking for ways to bring younger and more diverse audiences into their membership programs have been testing strategies that break the mold of traditional pledge drives.

Their tactics include pledge events specifically tailored for audiences of color, creative uses of contemporary music, and low-level—or free—membership offers. [Read more.](#)

Consumers Are Gobbling Up More Content Than Ever. New Study Asks: Who Will Create It?

Inside Radio

There's never been a more important time to focus on what an audience actually wants versus what a station is hard-wired to think they want. That is according to a new study by Futuri in conjunction with researcher SmithGeiger. It finds one year into the pandemic, radio has developed a gap between the growing demand for more content and the number of people working in the industry to meet that need. [Read more.](#)

Your Ad Here.
For information on placing your ad in
 **PMBA STATEMENTS**
[view our media kit.](#)

Does Your COVID-19 Employee Health-Screening Policy Need an

Update?

SHRM

Employers that conduct daily temperature checks and other COVID-19 health screenings may want to review and revise their policies as rules and recommendations change, particularly in locations with high COVID-19 transmission rates. [Read more.](#)

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:

- [Controller](#) (Nashville Public Radio)
- [Multi-Media Journalist](#) (WNIN)
- [Media Specialist/Traffic](#) (Vermont PBS)
- [Director, Membership](#) (Arizona Public Media)

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

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.

