

## 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](mailto: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](mailto:ajackson@pmbaonline.org).

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### PMBA Watercooler

## Making the Best of Your PMBA Member Benefits/PMBA 101

Monday, November 1, 2021 • 1:00 pm ET

This watercooler will offer a guided discussion on how to best utilize PMBA's programs, services, and member benefits, as well as a demonstration of the new Job Description Depot.

#### Speakers

- Andrew Leitch, VP, Operations, Greater Public
- JoAnn Urofsky, Associate VP and General Manager, WUSF
- Sara Wood, Executive Director, PMBA

#### Fee

This event is free to PMBA members and nonmembers.

[Register Now](#)

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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!

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## Nielsen-SCBA Study Highlights Advantages of Impressions-Based Radio Ad Sales

*Inside Radio*

As more ad agencies shift to buying radio based on impressions instead of the traditional cost per point metric, a new study from Nielsen shows the advantages to the radio industry for transacting business this way. Commissioned by the Southern California Broadcasters Association and released October 27, it shows agencies are increasingly using impressions to evaluate media and highlights the usefulness of impressions to evaluate radio and digital using a common metric. [Read more.](#)

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## Hiring With a Vaccine Mandate? Be Clear About Expectations

*SHRM*

Setting clear expectations about COVID-19 vaccine requirements at the start of the hiring process and ensuring consistent recruitment messaging are some of the main responsibilities talent acquisition professionals should fulfill when their employer mandates vaccines for employees. [Read more.](#)

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## Biden Renominates Jessica Rosenworcel to FCC, Gigi Sohn Also Gets Nod

*Radio World*

President Joe Biden has announced his intention to renominate acting Federal Communications Commission Chair Jessica Rosenworcel as a member and chair of the agency, and to add Gigi Sohn as the third commissioner. [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:

- [Senior Recruiter](#) (WETA)
- [Accounts Payable Coordinator](#) (Detroit Public TV)
- [General Manager](#) (NWPB)
- [Director of Individual & Legacy Giving](#) (PBS Wisconsin)

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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## Connect With PMBA Online

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