



# PMBA Statements

Your Business Intelligence Newsletter from the Public Media Business Association



## PMBA ALL ACCESS 2021 ANNUAL CONFERENCE June 1-4, 2021



### Registration is Open!

The 2021 PMBA Annual Conference will take place **June 1–4, 2021**, as originally scheduled. However, based on member feedback and current news, the PMBA board has decided to move this year's conference to a full virtual experience. While we had hoped that we would be back in-person at this point, we want to make sure everyone stays safe and is able to participate.

#### What to expect:

- **We will have a brand new platform this year.** This year's conference will feature an even more robust platform with more features, that is designed to bring you a quality online experience. More to come on this front as we get closer to the event.
- **The schedule is posted!** [Click here](#) to see the schedule of sessions to date. (A few are still TBD, so stay tuned.) Thanks to the help of our speakers, we were able to have a virtual schedule ready to go in the event we had to transition to this format.
- **Register three, the rest are free.** Back this year: once three people have registered from your organization, the rest are free! Once your first three registrants have signed up with PMBA, just contact us at [info@pmbaonline.org](mailto:info@pmbaonline.org) to complete your additional registrations.
- **HRCI credits now available.** In addition to sessions being available for both SHRM and NASBA credit, PMBA is now accredited by HRCI and eligible sessions will be available for credit. This event will be an economical way for you to keep up with your certifications.

[Register Now](#)



## Upcoming Online Learning Opportunity

### The Match Game: Pairing People and Learning Opportunities for Personal Growth in Public Media

Thursday, March 11, 2021 | 2:00 pm–3:00 pm ET

Max Duke will discuss "What happens when we get so caught up in our job that we forget about our career?"

#### Learning Objectives:

1. Learn about the four stages of competence and how to find the right learning opportunity to foster growth.
2. Explore various types of mentorship and the best time to use each type.
3. Identify the pitfalls of mentoring and how to avoid them.
4. Hear about the various professional development and mentoring programs offered by PBS and available to station staff.

#### Speaker

- **Max Duke**, Vice President of Station Strategy & Development (SSD), PBS

Member  
Registration

Nonmember  
Registration

#### Fees

Members: Always free!

Nonmembers: \$100

#### CPE and PDC Information

CPE Credits: 1.2

Session Content Level: Overview

Instructional Delivery Style: Group/Digital Live

Field of Study: Communications

Target Audience: Members & Nonmembers

Target Licensee Type: All

Prerequisites: None

PDC Credits: 1.0

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## Why Public Radio is on the Threshold of a New Era

*Current*

In the 100 years since the FCC issued the first education license to a radio station, public radio had gone through five distinct evolutionary eras. The coming end of the pandemic, the end of the Trump presidency, and the end of an incredibly disruptive period in media coincides with a call from within for public radio to examine its ideals to imagine a more inclusive public service. Public radio finds itself at one of those moments when the actions we take today have more significance than we realize. [Read more.](#)

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## Radio Reaches More Consumers With Spending Power, Study Shows

*Inside Radio*

Fresh research reinforces radio's resilience in reaching American consumers with spending power. An analysis of January 2021 Nielsen PPM data projected to the U.S. population shows 94% of 25-54 Adults and 96% of 35-64 Adults, both with household incomes of \$75,000 or greater, have returned to listening to local AM/FM radio every week, when compared to January 2020 pre-pandemic listening levels. [Read more.](#)

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## Enterprise Content Management System Update

*CPB*

CPB this month finalized a \$6.965 million grant to NPR to develop and deploy Phase 1 of an enterprise Content Management System (CMS) initiative across the public media system. This initiative, supported by a strong collaboration between NPR and PBS, will strive to unify website publishing systems across public media—facilitating easier creation, collaboration, and sharing of multimedia content among public media stations. [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:

- [Membership Services Special Projects Coordinator](#) (Public Broadcasting Atlanta)
- [Producer](#) (Rhode Island PBS)
- [Broadcast Engineer](#) (Smoky Hills PBS)
- [Digital Content Coordinator](#) (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.

