



# PMBA Statements

Your Business Intelligence Newsletter from the Public Media Business Association



## Valuable Content Right From Your Computer!

Join PMBA and industry peers for the quality education, networking, and lineup of speakers that you're used to! Occurring live from your computer, PMBA's much anticipated [All Access 2021 Annual Conference](#) will take place **June 1–4** in a virtual format.

We are excited to bring you the quality education, networking, and lineup of speakers that you're used to. Our immersive, virtual platform will bring you face-to-face with key industry professionals, while providing you with the valued continuing education many of you rely on for credit under NASBA, SHRM, and, new this year, HRCI.

[Register Now](#)

---

## Upcoming Online Learning Opportunity

**Building a Sustainable Major Giving Program**  
Tuesday, April 13, 2021 | 2:00 pm–3:00 pm ET

Learn what it takes for an organization to succeed in major giving—sustainably! While a successful capital campaign can provide resources to expand your operation, you will then need more revenue each year to support a higher run-rate. A disciplined and focused major giving program will reliably increase your individual giving revenue, year-over-year, year after year, and lead to gifts that will be transformational for your organization. Join speaker, Joyce MacDonald, president and CEO of Greater Public, for a look at how public media can master major giving.

### Speaker

- Joyce MacDonald, President & CEO of Greater Public

Member  
Registration

Nonmember  
Registration

## Fees

Members: **Always free!**

Nonmembers: **\$100**

## CPE, HRCI, and PDC Information

CPE Credits: 1.2

HRCI Credits: 1.0

PDC Credits: 1.0

Session Content Level: Overview

Instructional Delivery Style: Group/Digital Live

Field of Study: Communications

Target Audience: Anyone

Target Licensee Type: All

Prerequisites: None

---

## FCC Seeks Input on Spending Billions on Remote Learning

*Next TV*

The FCC is seeking public input in how to quickly stand up the \$7 billion COVID-19-related emergency schools and libraries advanced telecommunications connectivity fund created by Congress in the American Rescue Plan to help close the homework gap and aid in remote learning more widely during the pandemic. [Read more.](#)

---

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

---

## New Multimillion Dollar Pirate Radio Fines Go Into Effect April 26

*InsideRadio*

More than a year after Congress adopted new pirate radio fines as high as \$2 million, the new penalties are set to take effect April 26. Signed into law in January 2020, the Federal Communications Commission adopted an order in December that also explicitly said it would go after landlords, advertisers, and any other business that provides “physical goods or services” to an unlicensed station. The Enforcement Bureau concluded that under its interpretation of the new law, any parties that help facilitate illegal broadcasting on their property should also be liable for fines of up to \$2 million. [Read more.](#)

---

## Viewpoint: What Is Your Organization’s Long-Term Remote Work Strategy?

Virtually all projections anticipate the post-pandemic workforce will be relatively more remote—that is, nearly all firms will experience an increase in remote work relative to their pre-pandemic baseline levels.

As pandemic restrictions ease, company leaders need to make decisions about how to achieve an optimal remote work strategy. Unlike the reactive shift that began abruptly in early 2020, the coming shift can be proactive and intentional. [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:

- [Media Specialist/Traffic](#) (Vermont PBS)
- [Technology Department Coordinator](#) (ideastream)
- [Director, Diversity, Equity and Inclusion](#) (WETA)
- [Operations Coordinator](#) (Blue Ridge Public Radio)

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

---

## 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!

---

## 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.

