



# 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](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).



## 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](mailto:info@pmbaonline.org) with any questions.

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

## CPB Funds \$1.3 Million Expansion of Public Radio Music Format for Young Audiences

*Corporation for Public Broadcasting*

The Corporation for Public Broadcasting (CPB) announced grants totaling \$1.3 million for three public radio stations to implement the Urban Alternative format to connect with young, multicultural audiences. The grants to Radio Milwaukee, WJSU (Jackson, MS), and Minnesota Public Radio will support transitions to locally customized formats using local and national hip hop and R&B. [Read more](#).

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## Radio Listening Not Only Recovered in Spring 2021 but Audience Became More Upscale

*Inside Radio*

In a promising development for radio ad buys in fourth quarter and next year, new nationwide spring 2021 data from Nielsen shows AQH listening gains of 7% versus spring 2020 for virtually all of the major buying demographics. And compared to the pre-COVID fall 2020 Nationwide survey, AQH listening among the major buying demos is virtually identical. Only persons 18–34 saw a 1% dip from fall 2020 to spring 2021. [Read more.](#)

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 **PMBA STATEMENTS**  
[view our media kit.](#)

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## Hold Off on Foreign Sponsorship ID, FCC Is Told

*Radio World*

Several broadcaster advocacy groups are asking the FCC not to implement its new rule about investigating the sources of programming content, pending the outcome of a legal challenge.

The National Association of Broadcasters, the Multicultural Media, Telecom and Internet Council, and the National Association of Black Owned Broadcasters have asked the Federal Communications Commission to stay the implementation of its report and order that requires every TV and radio broadcaster now to independently investigate every programming lessee to determine whether the sponsor is a foreign governmental entity or its agent, “even where the leased programming poses no colorable risk of foreign sponsorship.” [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:

- [SVP & Chief Financial Officer](#) (WETA)
- [Manager, Marketing](#) (Detroit Public TV)
- [Administrative Technology Specialist](#) (ideastream)
- [Financial Analyst I](#) (WKAR)

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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