



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 **Friday, October 15, 2021**.



PMBA's Compensation Insights

After weathering a busy and complicated time for stations, PMBA is excited to relaunch the Compensation Insights benchmarking survey. Both member and nonmember stations are invited to participate in our ongoing effort to collect trusted and validated information. Our interactive platform will allow members and participating nonmembers (for a limited time) to

benchmark their station against multiple data points, including radio and TV staff salaries, benefit programs offered, employee counts, and more.

Please encourage your station to take advantage of this invaluable tool! **If you are the primary contact for your station but have not received the submission template, please [contact PMBA](#) and we will update your station's contact information.**

'The Emerging Story' In Advertising: 5 Trends You Need To Know

Inside Radio

Local ad buyers have more choices than ever when it comes to spending their marketing dollars. And with all those choices, coupled with changes in how they decide to allocate those funds, important new trends are emerging that will impact the success or failure of sellers of radio and other media. "Some of these are big about-faces, not ongoing trends," Borrell Associates CEO Gordon Borrell explained to the firm's customers during a clients-only webinar Tuesday that focused on five key findings. [Read more.](#)

CPB Funds Public Media Stations Addressing COVID-19 Misinformation

Corporation for Public Broadcasting

The Corporation for Public Broadcasting (CPB) is awarding a total of \$275,000 in emergency grants to 14 public media stations across the country to address COVID-19 misinformation in their communities. The grants—up to \$20,000 each—are being awarded to public television and radio stations in areas with low vaccination and high infection rates, or in emerging hotspots for coronavirus infection. [Read more.](#)

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Soliciting Employee Feedback for 2022 Benefits Changes

SHRM

There may still be time to make last-minute changes to benefits offerings before the fall open enrollment season begins, say benefits advisors. Soliciting employee feedback is a key way to reshape benefits packages to meet employees' changing needs, they say. [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:

- [General Manager & CEO](#) (Blue Ridge Public Radio)

- [Senior Writer-Editor](#) (WETA)
- [Vice President and Chief Financial Officer](#) (Nine PBS)
- [Digital Producer](#) (ideastream)

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

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