



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**.

FCC Suggests Revisions to Disaster Information Reporting System

Radio World

This year's hurricanes and wildfires are prompting the FCC to closely examine the protocols it uses to gather communications infrastructure information from broadcasters and others following a natural disaster or unpredictable disaster.

The FCC this week will consider an item that could make it mandatory for broadcasters to report outages following natural disasters, according to a draft of the Notice of Proposed Rulemaking. That would be a change from the current Disaster Information Reporting System (DIRS), which makes such submissions voluntary. [Read more](#).

Analysis: Public Media Diversity Lags U.S. Population Overall

Public Media Co.

Diversity in public media is getting a lot of attention these days, so with the advent of the new census data, we'd thought we'd do a comparison of how public media compares to the growth in the diversity of the U.S. population overall. [Read more.](#)

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Stations Look to Increase Retention as Trends for New Donors Cause Concern

Current

As some public radio stations are finding success with donor acquisition, two recent studies show signs of sluggish membership growth across the system as a whole.

The latest donorCentrics Benchmarking Project from Blackbaud's Target Analytics, which analyzes membership data from 26 public radio stations, showed a dip in new donors. Since FY16, median new donor counts have fallen 8%. During that time, median sustaining donors have dropped nearly 18%. [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:

- [Assistant Producer, Insight](#) (CapRadio)
- [VP of Development](#) (WNIN)
- [Director, Membership](#) (Arizona Public Media)
- [SVP & Chief Financial Officer \(CFO\)](#) (WETA)

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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