



PMBA Statements

Your Business Intelligence Newsletter from the Public Media Business Association

Save the Date!



PMBA 2023

ANNUAL CONFERENCE

May 30–June 2, 2023

Omni La Costa Resort • San Diego, CA



Use of Voice Commands Is on the Rise

Radio World

Voice tech is everywhere. Its use is increasing. And advertising messages on smart speakers work.

Those are findings from Edison Research and NPR in their latest Smart Audio Report about voice technology in the United States. They surveyed about 2,300 people in February to April. [Read more.](#)

Digital Transformation and HR: Playing a Role, Making an Impact

SHRM

"Digital transformation" is a phrase that's tossed around a lot these days. But what does it mean? And, specifically, what does it mean for HR professionals? There's a good chance that digital transformation efforts are taking place in your organization. If they're taking place without you, or if you have a role on the sidelines, these initiatives may be doomed from the start. [Read more.](#)

6 Overused Phrases—And Smart Ways to Replace Them

Journal of Accountancy

The office is a natural environment for jargon to thrive. When there's so much to talk about—from business to culture and innovation—it's tempting to fall back on buzzwords and trite

phrases. But overused language can annoy your audience, or it can become so broad that it's meaningless. [Read more.](#)

job descriptions?



WE'VE GOT YOU COVERED.

JOB DESCRIPTION DEPOT

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Check out the [Job Description Depot](#) in partnership with Current! Let us take the stress out of recruitment by providing you with hundreds of job descriptions others in public media have written for similar positions.

Our online searchable database allows members to filter by job category, station type, licensee type, and station size. The tool currently contains **over 800 positions** with new positions being added monthly. We've got you covered!

Wanted: Your 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:

- [Coordinator, Digital Fundraising](#) (WETA)
- [Digital Editor](#) (CapRadio)
- [Director of Media Technology](#) (Wyoming Public Media)

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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