



PMBA Statements

Your Business Intelligence Newsletter from the Public Media Business Association

NPR Board Passes Ambitious Plan to Expand Digital Fundraising, Podcast Subscriptions

Current

The NPR board of directors approved an ambitious plan for the network and its member stations to work together on a host of new digital initiatives, including a forthcoming podcast subscription bundle tied to station membership.

The plan, titled the “NPR Network,” directs NPR to use its digital properties to funnel donations and donor leads to member stations and implement new collaborative initiatives around branding and sponsorship. The goal of the plan is to double station membership and total revenue for NPR and participating member stations by 2030. [Read more.](#)

When It Comes To ROI, Radio Needs To Improve Its 'Full-funnel Effectiveness'

Inside Radio

Nielsen's just-released and first-ever ROI Report—which, using a wide range of measurement methods, delivers insights and recommendations for advertisers to increase returns on investment in media plans—features valuable guidelines for all selling media. Among them are addressing advertiser underspending in half of media plans, and focusing on strong target reach to deliver better sales outcomes. [Read more.](#)

Feedback Sought for Redesigned 2024 CPA Exam Blueprints

Journal of Accountancy

The proposed 2024 CPA Exam, redesigned in response to the changing landscape of accountancy and focused on competencies crucial to the success of newly licensed CPAs, is available for review and comment.

The exposure draft released Monday is a result of the CPA Evolution initiative, a joint effort by the National Association of State Boards of Accountancy (NASBA) and the AICPA that launched in 2020 to create a CPA licensure model that recognizes the rapidly changing skills and competencies that accounting requires today and tomorrow.

[Read more.](#)

job descriptions?



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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!

Check Out These 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:

- [Director of Media Technology](#) (Wyoming Public Media)
- [Membership Manager](#) (WUSF)
- [Associate, Direct Response Fundraising](#) (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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