

Monetizing Localism

PMBA Executive Director Sara Wood visited a community engagement event at WITF (Harrisburg, PA) this week highlighting the 40th anniversary of the Three Mile Island nuclear event. This sponsored event consisted of screenings of two upcoming documentaries and a panel discussion about the future role of nuclear energy.



We'd like to hear about your successes and failures at monetizing your community engagement events. We will share these examples and best practices in upcoming *PMBA Statements* newsletters! Email your stories to info@pmbaonline.org.

With More Freedom on Podcasts, Pubmedia Producers Seek Middle Ground on Commercial Tone

Current

FCC laws limit commercialism on public media airwaves. But it's less clear what compels stations to maintain a noncommercial vibe on digital platforms.

Matt Martin, former GM of KALW in San Francisco, got to wondering about that. He submitted the question "Other than FCC rules, which don't apply to digital content, what is the limit on commercialism in public media?" as part of our Currently Curious series. [Read more](#)

April Webinar

FCC Repack: A Financial Perspective

April 23, 2019, 4:00 pm-5:00 pm ET

From the towers into the trenches, this webinar will feature actual station experiences from folks on the front lines. Get practical advice about implementation and reimbursement, hear hard-learned lessons, and take away key tips to make your transition a little easier. Join our next PMBA webinar and learn from those who have gone before. This webinar is free to employees at PMBA member stations.

[Visit the website](#) for a full session description and list of panelists.

How to Handle Common Objections to Digital Sponsorship

Greater Public

Just like with other advertising platforms, underwriters who are considering digital sponsorship can have recurring concerns that prevent them from signing deals, whether they are skeptical about digital advertising in general or perhaps have unrealistic expectations of what digital marketing alone can achieve. [Read more](#)

Connect With PMBA Online

Follow PMBA on social media for the latest association and industry news. Just click the icons below to go to PMBA's newsfeeds and follow us.



Your Ad Here.
For information on placing your ad in
 **PMBA STATEMENTS**
[view our media kit.](#)

From Risk Management to Risk Leadership: A Governance Conversation With David O. Renz

Nonprofit Quarterly

In this interview, nonprofit governance expert David Renz points out that it is not enough to “manage” risk; rather, modern nonprofit boards must learn to welcome and become intimate with it because our work in this sector has risk embedded at every level. And, while many think of risk in predominantly financial terms, any number of risks we take are born of omission rather than commission. Renz is the Beth K. Smith/Missouri Chair in Nonprofit Leadership and the director of the Midwest Center for Nonprofit Leadership, an education, research, and outreach center of the Department of Public Affairs in the Henry W. Bloch School of Management at the University of Missouri--Kansas City. [Read more](#)

Industry Job Listings

Provided as a PMBA member service, the [industry job listings page](#) includes current industry job openings.

Featured Listings

- [Chief Finance Officer, Alaska Public Media](#)
- [Financial Controller, North Texas Public Broadcasting](#)
- [Membership Director, KLRU-TV](#)
- [Digital News Editor, KERA](#)

If you would like to list a job opening, please [email PMBA](#) a link to the job posting, including closing date.



PMBA 2019 Annual Conference

[Reserve Your Spot Today](#)

[PMBA's 2019 Annual Conference](#) is packed with inspiring speakers, in-depth educational sessions, and great networking opportunities--allowing you to share ideas and brainstorm with your peers.