

Photo-Trolls Still Target Broadcasters

by Garvey Schubert Barer, P.C.

Broadcasters are still being targeted by "photo-trolls" for copyright infringement claims arising from use of photographs on stations' websites. For those unfamiliar with the playbook, photographers engage law firms and technology vendors with sophisticated algorithms to scrape the web for uses of images in their portfolios. The station is then met with the attorney's demand for money under a threat of litigation, typically inflated beyond what the plaintiff could reasonably expect to recover in court, followed by a "cookie cutter" lawsuit in federal court when the demand is refused. A handful of lawyers solicit such clients and are responsible for filing hundreds of nearly identical cases. Some courts have expressed displeasure at the borderline extortionate tactics of these firms. For now, the vast majority of these cases settle out of court with the broadcaster paying to make the claim go away. [Read more.](#)



Bipartisan Co-chairs to Lead House Public Broadcasting Caucus

Current

Four House lawmakers, two Democrats and two Republicans, will co-chair the Congressional Public Broadcasting Caucus this session.

"The bipartisan nature of this leadership team reflects the bipartisan nature of public support for federal funding of public broadcasting," said Pat Butler, president of America's Public Television Stations. [Read more](#)

April Webinar--Free to PMBA Members

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.

[Register Now](#)

Governance and Accountability: A Different Choice for Nonprofits

Nonprofit Quarterly

Governance is of central concern to nonprofits, yet theories of nonprofit governance are underdeveloped in comparison with corporate governance; and, specifically, it appears that knowledge of governance practices to achieve broadened accountability to multiple and diverse stakeholder groups has lagged. This article aims to expose and question the assumptions and asymmetrical power relations that are often taken for granted in the most normative of the governance theories used by nonprofits. [Read more](#)

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PMBA 2019
Annual Conference



ORLANDO

May 14–17, 2019
Omni Orlando Resort
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Matt Beiler, Walt Disney Imagineering, to Keynote PMBA's 2019 Annual Conference

[PMBA's 2019 Annual Conference](#) Keynote Speaker will be Matt Beiler--a show producer for Walt Disney Imagineering in Florida. He was responsible for achieving, implementing, and maintaining the creative vision throughout the project life cycle for the Satu'li Canteen, Windtraders, and the entire area development of Pandora--the World of Avatar at Disney's Animal Kingdom.



Matt began his career with the Walt Disney Company in 2008 as an associate show design and production manager working in Florida. His portfolio of projects includes Kim Possible World Showcase Adventure, the Disney Dream, Aulani a Disney Resort and Spa, Agent P's World Showcase Adventure, and A Pirate's Adventure: Treasures of the Seven Seas.

To Succeed in Fundraising, Public Radio Needs New Research About Its Audiences

Current

As more news organizations build their business models around subscriptions and soliciting individual donations, the body of research that guides public radio fundraising is overdue for re-examination.

Solid audience research played a vital role in guiding public radio's growth over decades. In the '80s, research-focused programmers adopted the slogan "Think Audience" to guide their scheduling decisions. Organizations like the Radio Research Consortium and Public

Radio Program Directors Association were founded to define and spread best practices in acting on audience research. With that disciplined focus, listener support has become public radio's single-largest source of funding. By fall 2016, stations had built their total weekly audience to the record-setting level of 37.4 million listeners. [Read more](#)

Industry Job Listings

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

Featured Listings

- [Director of Finance, Public Broadcasting Atlanta](#)
- [Manager, National Station Engagement, WETA](#)
- [Membership Director, KLRU-TV](#)
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