



Vision

Enhance and sustain Public Broadcasting and Public Service Media through management excellence

PBMA has impact as the “organization of choice.” It is the “go-to” organization. The new vision statement conveys a sense of ownership and belonging, and recognizes that our members make a choice to engage with PBMA as their professional development vehicle and a convener on system issues and futures.

Mission

PBMA provides public broadcasting with valued business leadership, professional development, and fosters the exchange of information and knowledge.