

CMB Forums Descriptions

Digital	Intended for those actively serving in the areas of digital and social media, websites, apps, and more at their CCM station. This forum provides a platform to discuss the latest trends in digital media consumption, best practices for engaging your audience across various platforms, and navigating the ever-changing digital space.
Leadership	Intended for those actively serving in a top leadership position (GM/President/CEO/Executive Director, etc.) at a CCM station. Learn and share leadership principles, supporting one another as we navigate challenges, and providing a sounding board to discuss the latest trends in our industry. Please remember to not share confidential information about your station or an employee that you would not want to be shared within the industry.
On-Air	Intended for those actively serving on air at their CCM station. This forum is a place for sharing ideas for on-air topics, coaching points to improve one's show, and content collaboration.
Production	Intended for those actively serving in a production capacity at their CCM station. This is a networking place to request voiceovers and encourage collaboration.
Programming	Intended for those who are actively programming a CCM station. Topics include programming and music trends, troubleshooting challenges, and sharing ways to better serve the target demo.
Promotions	Intended for those who are actively serving in the promotions and community engagement efforts for their CCM station. This forum is for discussing anything related to promotions including outreach campaign ideas, information about promotional resources, and discussing the latest trends in listener engagement.
Revenue	Intended for those actively serving in their CCM station's development and/or underwriting department(s). This forum is a place to discuss all aspects of a station's underwriting and fundraising practices – from how to “sell” to how it's presented on air – as well as a place to explore the best practices in better serving and communicating with donors, underwriters, nontraditional revenue and more.
Women in Radio	Intended for women who work with or at a CCM station. This forum provides women a place to network, grow, share resources, and discuss issues relevant to women in our industry.