

Senate Resolution 54EX

By: Senators Harbison of the 15th and Robertson of the 29th

A RESOLUTION

1 Commending PMB Broadcasting LLC.; and for other purposes.

2 WHEREAS, located in Columbus, Georgia, PMB Broadcasting LLC. has operated in the
3 radio broadcasting industry for approximately 13 years, generating \$2.2 million in revenue
4 annually and employing 25 people; and

5 WHEREAS, founded in 2008, this locally owned and operated family of radio stations has
6 established a glowing reputation of renown throughout Columbus for its dedication and high
7 ideals; and

8 WHEREAS, Jim Martin, owner and manager of PMB Broadcasting LLC., is a seasoned
9 media professional and expert in the Columbus market; and

10 WHEREAS, a lifelong resident of Columbus, Jim has spent his adult life managing radio
11 stations or businesses heavily involved in advertising and marketing; and

12 WHEREAS, a few months after his retirement from Clear Channel in May 2008, he gained
13 the opportunity to acquire the four Columbus stations of Archway Broadcasting, which were
14 significantly underperforming and facing the threat of bankruptcy; and

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15 WHEREAS, he accepted the challenge of restoring these stations, and in his 12 years of
16 ownership, he has expanded the original four stations to ten along with an expansive
17 portfolio of online and digital platforms; and

18 WHEREAS, in 2015, Jim arranged the donation of radio station WCUG to Columbus State
19 University, giving its department of communication a new tool with which to serve and
20 educate students; and

21 WHEREAS, PMB Broadcasting LLC. has been dedicated to providing continuing innovation
22 in the industry and remains steadfastly committed to the principles of skill, integrity, and
23 responsibility; and

24 WHEREAS, it is abundantly fitting and proper that the outstanding accomplishments of this
25 extraordinary organization be appropriately recognized.

26 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE that the members of this body
27 commend PMB Broadcasting LLC. for its many years of prosperous operation and extend
28 best wishes for many more years of success.

29 BE IT FURTHER RESOLVED that the Secretary of the Senate is authorized and directed
30 to make an appropriate copy of this resolution available for distribution to PMB Broadcasting
31 LLC.