



The PAB was the first of our nation's state broadcast associations serving Pennsylvania's 38 television and 368 radio stations in regulatory compliance, advocacy and professional development programs. On a direct basis, Pennsylvania's broadcast industry employs 7205 people, generates \$516.6 million in economic impact and creates \$53.8 million in state and local tax revenue. Overall, the industry contributes \$2.7 billion to the economy supports and sustains 19,139 jobs and generates \$198.3 million in state and local tax revenues. The PAB promotes collaboration between broadcast station owners, managers and staff throughout the Commonwealth and recognizes excellence in broadcasting through our annual awards.

THE FACTS ABOUT NON-COMPETES

Most non-competes are only for *one year* in a Designated Market Area (DMA) and include all broadcast and social media platforms and advertising.

Non-competes are a part of a healthy and thriving free enterprise economy. Non-competes are found in numerous industries and to the best of our knowledge, none are barred by PA state law.

Broadcast television and radio are among the few industries where employees (the on-air talent) function as the face and brand of the business.

Broadcast stations invest marketing assets, capital and broadcast time in promoting the on-air talent in order to create a competitive business brand for the station.

Station assets give the on-air talent recognition and celebrity that the individual could not personally afford or achieve.

Stations deserve to protect the image and brand they've funded and nurtured.

The benefits of station advertising and air-time also accrue to the employee, making him and her more valuable to the station and better compensated as a result.

Broadcast stations have greatly reduced this brand investment in markets where non-competes don't exist.

Broadcast stations operate in a highly competitive environment and employees are privy to operational secrets and reputational advantages that flow from the station's work effort and history.

Broadcast non-competes are:

- *Necessary to protect business interest.*
- *Reasonable in time and scope.*
- *Designed to protect proprietary information.*
- *Agreed upon by all parties and signed at the beginning of employment.*