



**Pennsylvania Senate Labor & Industry Committee
June 10, 2021**

Greetings Chair Camera Bartolotta, Chair Tina Tartaglione and members of the Senate of Pennsylvania Labor and Industry Committee. Thank you for the opportunity to appear before the committee to discuss Senate Bill 320 cited as the Broadcast Freemarket Agreement Act.

The Pennsylvania Association of Broadcasters produces an annual report. In that annual report we include an economic impact and community service investment study that we update biannually. The Pennsylvania broadcast business directly employs over 7,000 staff members. Indirect and induced employment tops 19,000 Pennsylvanians. Our member radio and television stations impact community service with tens of millions of donated dollars and volunteer hosting time. Well over \$50 million in local and state taxes are paid annually by Pennsylvania's 38 television and 368 radio stations.

It is so important to note and emphasize, FCC licensed broadcast stations in Pennsylvania have a public and community service mandate with the responsibility to inform our local communities and keep them safe. We are proud of this tradition, revel in its mission and Pennsylvania broadcast stations continue to be the most trusted media source of information. We are not national, we are not cable, we are not social or digital media, we are local, in your community and employ your constituents.

Attached you will find our PAB one page Fact Sheet on this issue. We hope to convey to you today that the concept of a non-compete prohibition is a very complex and nuanced matter in broadcasting. There will be a dramatic change in broadcast station investment in branding and marketing should SB 320 become law. And existing and future station staff may not benefit with this change from the non-compete prohibition.

With me today are Chris Topf, Vice President and General Manager of WPMT Fox 43 TV in York, Bob Bee, Vice President and General Manager of WHTM TV ABC 27 Harrisburg, and Ezio Torres, General Manager of Urban 1 in Philadelphia. May I yield a few moments to each of our station managers to provide their views on the issue of non-competes and how a prohibition would impact their stations.