



PAB, PIAA ANNOUNCE PARTNERSHIP

This initial partnership will continue through the end of 2026.

The Pennsylvania Association of Broadcasters (PAB) and the Pennsylvania Interscholastic Athletic Association, Inc, (PIAA) have entered a partnership through December 2026 that will assist local broadcasters and help bring more exposure to student-athletes across PIAA member schools. Both organizations hope to renew this partnership on an annual basis. The PAB and PIAA have initiated a working group to meet annually to continue and enhance this spirit of cooperation.

With the partnership, PIAA and PAB will produce several public service announcements for audio, video and digital content highlighting PIAA student athletes. Both organizations have a shared commitment to local community and secondary school media programs that offer the potential for students to get hands-on industry experience. This will boost cross-marketing opportunities, with PAB member stations assisting in production.

Included in the agreement, PAB member radio stations will receive a 25% audio broadcasting rights fee discount to cover all rounds of the PIAA playoffs and championship games. In addition, PAB member radio stations who broadcast 75% of a member school's regular season home contests will be afforded the opportunity to video stream that member school's post-season contests, up to the championships (finals).

In 2019, PIAA cut the cost of broadcasting fees to help promote local broadcasters and bring more exposure to high schools across the state. They will continue to keep the same media rights fees through 2025-2026 school year.