

How Not to Harm Your Company's Privates

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Safeguarding your company's confidential information is of utmost concern for just about every executive in the C-Suite. That's why it has become standard practice for sellers to require prospective buyers to sign a non-disclosure agreement (NDA) before sharing sensitive information about their stations. Indeed, the first document produced and executed in a transaction involving the sale of a radio or television station is typically an NDA, sometimes referred to as a confidentiality agreement. The core of an NDA are provisions that prohibit one party from wrongfully using or disclosing certain information provided by the other party. Why use an NDA? Here are some great reasons.

Read the complete article on [Radio & Television Business Report](#) website. Subscription is required.