

**NARRATIVE STATEMENT  
VIZELLA MEDIA, LLC**

At Vizella Media, LLC, licensee of WPIE-AM, also known as ESPN Ithaca, we are committed to recruiting and retaining diverse talent by creating an environment that integrates diversity and inclusion in all aspects of our business. Our company is enriched and made more effective representation of diverse experience, backgrounds, ethnicity, education, sexual orientation and regional and cultural orientation. WPIE-AM is an Equal Opportunity Employer where women and minorities are encouraged to apply.

During the period from February 1, 2020 to January 31, 2022, Vizella Media, LLC (hereinafter “VM”), has utilized the following resources and methodologies to achieve broad and inclusive outreach for its EEO efforts in a challenging business environment with a minimal number of available positions.

First, VM has continued its longstanding formal internship program with the NY State Broadcasters Association. Students who exhibit an interest in radio production and operations are placed in various positions at VM’s station in Ithaca, NY where they learn about radio broadcasting by shadowing VM employees. At the conclusion of their internship, they author a “reflection” on their internship and what they achieved. A sample of same are attached hereto as Exhibit “A”. Interns who participated in this program include Michael Gualtieri, Paul Brecht, Mike Brindisi, Trystan Layton and Sam Ives.

Second, VM continually trains and mentors its junior management employees so that they can acquire the skills necessary for advancement towards more senior positions with the company, either through mentoring by senior management or more formal training sessions by third party vendors who VM contracts to furnish training services to its employees, which occurred on 10/27-28/21. VM also had employees attend NYSBA training sessions to further enhance their skills, including the session on 9/16/2021. Documentation concerning such third party vendors who provided training services and NYSBA attended training sessions are attached as Exhibit “B”. Additionally, VM encourages its existing employees to cross-train for other positions and skills in order to make them a more valuable asset, either to VM or to another employer in the future should they leave their position. In furtherance of same, VM makes available resources to its employees to facilitate such training, such as the aforementioned NYSBA training

sessions, which was attended on 9/16/21 by Tyler Peacock, Jackie Britt, Nick Karski and Todd Mallinson and again on 9/16/22 by Benn Bartishevich, Liam Kelleher & Nick Karski.

Third, VM continually seeks qualified candidates from local educational institutions and participates in community and online job banks such as indeed.com as well as its own proprietary “careers” webpage in order to seek out qualified local individuals to fill positions when they become available. For example, for the 2021-21 reporting period, VM had a total of 4 FTE positions become available. VM interviewed a total of 18 individuals for those 4 positions, and 3 of the 4 positions were filled by individuals who were identified through local university career services, with the 4<sup>th</sup> from a local community job service.

Although VM is located in a “small” market in update New York, it has used the methods and resources described herein to seek out and recruit from as broad a group as possible qualified individuals to fill the small number of vacancies which it has had available during the 2020-2022 period.

## EXHIBIT "A"

### Internship Summaries

#### NYSBA ESPN Ithaca Internship Wrapup

Michael Bueti

My internship at ESPN Ithaca has officially wrapped up. I can safely say I enjoyed and learned a lot from my experience at ESPN Ithaca. Nick Karski, Dan Doherty, Todd Mallinson and others were all a joy to be around, but more importantly they were extremely knowledgeable and willing to share that knowledge with me.

Nick taught me so much about the behind-the-scenes in the studio, being in a small market, and the day to day tasks. The first thing he taught me is how an affiliate of ESPN in a small market works in terms of what goes on air and what doesn't. At ESPN Ithaca, they broadcast ESPN radio for the majority of the day. There are only three things that overtake ESPN radio on the airwaves of ESPN Ithaca. Yankees play-by-play broadcasts, High School Sport play-by-play broadcasts, and lastly ESPN Ithaca's own radio show, "Between The Lines".

Between The Lines was probably my favorite part of the station I got to work with. I helped with show preparation almost everyday. Not only did I enjoy it, I got better and more efficient the more and more I did it. The more I listened to the show, in particular the segments I did research for, I got a better understanding of what research of mine they used for the shows. This helped me not only do my job faster and better for Nick and Dan, but narrow down what they tended to talk about.

Listening to Between The Lines also was great because I got to listen to two professional radio personalities everyday live in studio. I didn't pick up on it at first, but their pacing is excellent. Nick and Dan have a one hour radio show and most of the time

they have barely anything to talk about. So to make their show engaging for the full hour, they have to control the pace at which they talk at and the tone in their voice.

Overall, I think that my experience at ESPN Ithaca will greatly help me with my career moving forward. My intentions for the future are to hopefully be an on air somewhere or work in production. I learned a lot of what goes into the show and what happens behind the scenes, and was able to pick up on some of the qualities to possess while on air. Nick was a perfect embodiment of how to prepare yourself for both sides of the industry and exceed. In the production side he would regularly come up with great fun ideas for shows and create all the sound effects needed in less than an hour. Then he would execute what he planned in show prep seamlessly. I'm very glad I got to spend my summer at ESPN Ithaca, and i'd recommend it to anyone trying to get their feet wet in the industry.

EXHIBIT "A"  
Internship Summaries

Paul Brecht

12/1/21

NYSBA Internship ESPN Reflection

My semester with ESPN Ithaca has been incredibly valuable in multiple facets of gathering experience and professional reps in sports media and broadcasting. From the first day at ESPN Ithaca on, I knew that I had to bring my best work and effort to the table each day. At the start of the internship, I knew that I was going to be able to learn on the fly about many different things that make the broadcasts run smoothly, but I also was allowed the opportunity to work the audio board for certain broadcasts. This job was one that was more new than any other during this internship and pushed me to multitask during high school sporting broadcasts so that I could help run the social media, record the actual broadcast and adjust the audio levels and commercial breaks as necessary.

During play-by-play broadcasts, the opportunity to provide color commentary for not just soccer but also football and volleyball was a growing experience. While I had previous experience covering football and soccer, volleyball was a newer sport to my expertise and preparing for the games was a cool experience between research and actual calls. The season provided opportunities for a couple postgame interviews with athletes as well, which was something that I had participated in as a former athlete myself but never was the question-asker. This experience will help me in future postgame coverages to prepare questions that follow particular storylines that can be shown through actual play.

Overall, the experience at ESPN Ithaca and with Vizella Media this fall has been an overarching view but also a small taste of what my potential future profession can be with broadcasting and sports media. With board operating experience, along with live broadcast experience, this internship has helped give me a foundation to boost a future in sports media.

EXHIBIT "B"  
3<sup>rd</sup> Party Vendor Staff Training



Todd Mallinson <toddm@vizellamedia.com>

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**Welcome back - I think**

2 messages

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Michael Doyle <mdoyle@thesalesmd.com>  
To: Todd Mallinson <toddm@vizellamedia.com>

Mon, Oct 25, 2021 at 9:44 AM

Todd,

Hope you are well. Confirming we are on for Wednesday afternoon and Thursday morning for sales training. A couple of questions for you:

1. What kind of interface or plug do I need to have to get my laptop on their screen. I have a variety, but wondered if it's an HDMI input or what I need? If you don't know, can I call the hotel and check?
2. Hilton Garden Inn, starting on Wednesday - did you tell the AE's noon or 1 PM? I will get their earlier to set up.
3. Did you make a reservation for me at that same place? Just double checking.
4. How many participants including you - 4?
5. How do you describe the audience of ESPN Ithaca and the TCW. What qualitative things do you say, if anything? Homeowners? Parents? Age cells that you describe. Looking to answer the question who reads the paper, and who listens as opposed to "How many." Are there descriptions you typically use?

Thanks.

Michael Doyle  
TheSalesMD.com  
1150 Tarpon Center Drive  
Unit 605  
Venice, FL. 34285



----- Forwarded message -----

From: **WordPress** <wordpress@nysbroadcasters.org>

Date: Thu, Sep 9, 2021 at 12:26 PM

Subject: Your tickets from New York State Broadcasters Association

To: <TinaM@vizellamedia.com>

## 2021 Regional Sales Training - Binghamton

September 16 @ 9:00 am - 12:00 pm

TICKET #	TICKET TYPE	ATTENDEE	SECURITY CODE
DT2018RTAALB-1- 140-4W8T9O	Digital Sales Training	Todd Mallinson	aef72f4abf

VENUE	ORGANIZER
Double Tree Hotel	NYSBA