



MEMO

DATE: July 2, 2019

TO: Ron Davenport, Sheridan Broadcasting Corp.

FROM: Kevin B. Kimble, Esq, PIE

RE: Congratulations on Disney Deal

We at PIE are happy to see that Sheridan Broadcasting has worked out a deal with Disney concerning Sheridan's next generation streaming technologies. We salute Disney for working with a Black owned media company to show the world how to distribute video ads sold using Nielsen ratings within content pre-screened by humans (and therefore "brand safe") and distributed by FCC licensed content providers. As part of our media inclusion initiative we have been fighting for the survival of Black owned media. We can only hope to see more such deals in the future.

Kevin B. Kimble, Esq.
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Partnership for Innovation and Empowerment