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Outtakes

BY CARL D. HOLCOMBE

An Inside Look Into Arkansas Media



Vitale Lands One

Paul Vitale, founder of **Vital Communications** of Little Rock, is big on the bass scene.

The consultant and motivational speaker was retained by sports network **ESPN** to address bass fishermen at the opening day of the **Bassmaster Elite 50** series' second event in the **Citgo Bassmaster Tournament Trail**, at **Columbus Marina** at Columbus, Miss.

Vitale is a Russellville native who founded his company in 1996 and has authored two books as well. He also was director of sales and marketing for the **Hot Springs Convention Center**.

He met up with ESPN officials at the first bass fishing event last month at **Lake Dardanelle** and got the gig for this week. The next events are in Prattville, Ala., and Paducah, Ky., but it's unsure whether Vitale will speak at those.

Vitale is also a former employee of **Cranford Johnson Robinson Woods** advertising agency in Little Rock.