

**KDKA-TV AND WPCW-TV  
EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period April 1, 2016 to March 31, 2017.**

**1) Employment Unit: CBS Broadcasting Inc./Pittsburgh Television Station WPCW Inc.**

**2) Unit Members (Stations and Communities of License): KDKA-TV and WPCW-TV, Pittsburgh**

**3) EEO Contact Information for Unit Member: J Tamburo, Controller/HR Director**

Mailing Address:  420 Fort Duquesne Blvd, Ste 100 One Gateway Center Pittsburgh, PA 15222	Telephone Number: 412-575-2200
	Contact Person: J Tamburo/G Ewing
	E-mail Address: <a href="mailto:jtamburo@kdka.com">jtamburo@kdka.com</a> <a href="mailto:gewing@kdka.com">gewing@kdka.com</a>

**4) FULLTIME VACANCIES DURING REPORTING PERIOD – Jobs Filled  
(See Master Recruitment Source List For Recruitment Source Data)**

<b>Job Title</b>	<b>Recruitment Source Notified of Job Vacancy</b>	<b>Recruitment Source of Hiree</b>
Digital Sales Manager	1-51, 55	Company Transfer LA
Reporter	1-51, 55	Current Per Diem
Producer	1-51, 55	Current Per Diem
News Apprentice	1-51, 55	Job Fair
Producer	1-51, 55	KDKA Jobs Website
Producer	1-51, 55	KDKA Jobs Website
Assignment Editor	1-51, 55	Former Employee Rehire
Executive Producer	1-51, 55	Current Employee Promotion
Media Associate	1-51,55	Current Employee Promotion
Account Executive	1-51,55	KDKA Jobs Website
Technician	1-51,55	Current Per Diem
Photographer	1-51,55	KDKA Jobs Website
Producer	1-51,55	KDKA Jobs Website
Reporter	1-51,55	Current Per Diem
Anchor Reporter	1-51-55	Current Employee Promotion

( ) Check here if additional Full-Time Job Vacancies filled are listed on an attached sheet, using identical format.)

## 5) MASTER RECRUITMENT SOURCE LIST UTILIZED DURING REPORTING PERIOD

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Phone Number:	Did Recruitment Source Request Notification? (Yes or No)
(1) Bidwell Training Center, Inc.	None	1815 Metropolitan Avenue Pittsburgh, PA 15233	412-323-4000	Yes
(2) Goodwill of South Western PA	Robert S. Foltz Building	118 52nd Street Pittsburgh, PA 15201	412-632-1736	Yes
(3) NAACP Pittsburgh	Ms. M. Gayle Moss	2203 Wylie Avenue Pittsburgh, PA 15219	412-471-1024	Yes
(4) NAACP Greensburg	Rev.Dr.Jack Sullivan, Jr.	1011 Old Salem Road, Suite 207 Greensburg, PA 15601	724-838-9146	Yes
(6) National Black MBA's	Ms. Tracy M. Gist-Freeman	P.O. Box 3502 Pittsburgh, PA 15230	412-741-9320	Yes
(6) Renewal, Inc.	Debus Deroba	601 Grant Street Pittsburgh, PA 15219	412-690-2445	Yes
(7) Saint Vincent College	None	300 Fraser Road Latrobe, PA 15650	724-532-6600	Yes
(8) Urban League of Pittsburgh	Employment & Training Dept.	610 Wood Street Pittsburgh, PA 15222-2222	412-227-4802	Yes
(9) Urban League of Shanago Valley	Erin Houston	601 Indiana Avenue Farrell, PA 16121	724-981-5310	Yes
(10) Life's Work, Career Connections	Mr. David Wisner	1323 Forbes Avenue Pittsburgh, PA 15219	412-471-2600	Yes
(11) Bradford School	Katherine Banaszak Director of Placement	126 West Station Square Drive Suite 129 Pittsburgh, PA 15219-2602	412-391-6710	Yes
(12) Department of Labor and Industry Office of Vocational Rehabilitation	John Miller Employment Representative	531 Penn Avenue Pittsburgh, PA 15222	412-392-5490	Yes
(13) Lee Hecht Harrison	Bernie Varacalli	381 Mansfield Avenue Greentree Commons, Suite 300 Pittsburgh, PA 15220	412-733-2500	Yes
(14) University of Pittsburgh	Career Services	224 William Pitt Union Pittsburgh, PA 15260	412-648-7130	Yes
(15) University of Pittsburgh Greensburg <a href="mailto:pgintern@pitt.edu">pgintern@pitt.edu</a>	Jen Jones, Internship Coordinator	219 Chambers 150 Finoli Drive Greensburg, PA 15601	724-836-7575	Yes
(16) Community College of Allegheny Cty.	Robert Kmetz	800 Allegheny Avenue Pittsburgh, PA 15233	412-237-3100	Yes
(17) Life Path	None	22 Almont Road Sellersville, PA 18960	215-257-0471	Yes
(18) Waynesburg University	Marie Coffman	51 West College Street Waynesburg, PA 15370	724-582-3399	Yes
(19) College of Communications Penn State	Robert Martin	208D Carnegie Building University Park, PA 16802	412-648-7130	Yes
(20) Council of Three Rivers American Indian	K.Jevsevar	120 Charles Street Dorseyville, PA 15328	412-782-4457	Yes
(21) Grove City College	Linda Reash	200 Campus Drive Grove City, PA 16127	724-458-3371	Yes
(22) Robert Morris	Beth Miller	6001 University Blvd Moon Twp., Pa 15108	412-262-8224	Yes
(23) Syracuse University	Career Services	235 Schine Student Center 303 University Place Syracuse, NY 13244	315-443-3616	Yes
(24) LaRouche College	Pam Golubski	9000 Babcock Blvd. East Campus AB-211 Pittsburgh, PA 15237	412-367-9300	Yes
(25) Seton Hill University <a href="mailto:gcarter@setonhill.edu">gcarter@setonhill.edu</a>	George R. Carter III	Seton Hill Drive Greensburg, PA 15601-1599	724-552-4390	Yes
(26) Indiana University of PA	Dir. of Career Services	Pratt Hall, Room 302 900 Maple Street Indiana, PA 15701	Iup.edu/sec	Yes
(27) Edinboro State University <a href="mailto:mclem@edinboro.edu">mclem@edinboro.edu</a>	Monica Clem Center for Career Services	106 Mc Nerney Hall Edinboro, PA 16444	814-732-2781	Yes

(28) Duquesne University	Sandy Skriba Career Services	G1 Rockwell Hall 600 Forbes Avenue Pittsburgh, PA 15282-0104	<a href="mailto:Careerservices@duq.edu">Careerservices@duq.edu</a>	Yes
(29) Point Park University <a href="http://pointpark.erecruiting.com">http://pointpark.erecruiting.com</a>	None	201 Wood Street Pittsburgh, PA 15222	412-391-4100	Yes
(30) Carlow College	Erin Bridgen	3333 Fifth Avenue Pittsburgh, PA 15213	412-578-6196	Yes
(31) Chatham University	Monaca Ritter	106 Woodland Road Pittsburgh, PA 15232	412-365-1209	Yes
(32) N.E.E.D. Law & Finance Building	Dr. Marcia Sturdivant PHD	429 4 <sup>th</sup> Avenue 20 <sup>th</sup> Floor Pittsburgh, PA 15219	412-566-7397	Yes
<b>WEBSITES/EMAILS</b>				
(33) PBMF Pittsburgh Black Media Federation	Mr. Ervin Dyer	P.O. Box 22091 Pittsburgh, PA 15222-0091		Yes
(34) Media Associaton of Pittsburgh	<a href="mailto:VPCommunication@mediapittsburgh.com">VPCommunication@mediapittsburgh.com</a>	P.O. Box 25319 Pittsburgh, PA 15220		
(35) Dept. of Veterans Affairs <a href="mailto:Samuel.green@va.gov">Samuel.green@va.gov</a>	Samuel Green, MS	1010Delafield Raod Building 69, 122B-A Pittsburgh, PA 15215	412-822-1248	Yes
(36) Resource Online Publication <a href="mailto:Lisa.sawich@cbsradio.com">Lisa.sawich@cbsradio.com</a>	Sarah Orris and Michelle Basta Director of Recruitment Services	651 Holiday Drive, 2nd Floor Pittsburgh, PA 15220	412-920-9400 ext. 112	NA
(37) Pittsburgh Career Institute	Ernie Junstrom	421 7 <sup>th</sup> Avenue Pittsburgh, PA 15219	412-281-2600 ext 125	Yes
(38) KDKA-RADIO <a href="http://www.kdkaradio.com">www.kdkaradio.com</a>	Marianne Hurley	651 Holiday Drive Pittsburgh, PA 15222	412-575-2501 412-575-2507	NA
(39) KDKA-TV / WPCW-TV Internal <a href="http://www.kdka.com">www.kdka.com</a> <a href="http://www.wpcwtv.com">www.wpcwtv.com</a>	Jorgeann Tamburo/Geri Ewing	420 Ft.Duquesne Blvd. Suite 100 Pittsburgh, PA 15222	412-575-2501 412-575-2507	NA
(40) Broadcast Emploeyemnt Services <a href="http://www.TVjobs.com">www.TVjobs.com</a>	None	P.O. Box 4116 Oceanside, CA 92052	760-754-8177	Yes
(41) Media Line <a href="http://www.medialine.com">www.medialine.com</a>	Mark Shilstone, Manager <a href="mailto:mark@medialine.com">mark@medialine.com</a>	P.O. Box 51909 Pacific Grove, CA 93950	800-237-8073	Yes
(42) Pgh. Technical Institute	Sharon Hosaflook <a href="mailto:Hosaflook.sharon@pti.edu">Hosaflook.sharon@pti.edu</a>	111 McKee Road Oakdale, PA 15071	412-809-5100	Yes
(43) Nat'l Academy of TV Artists and Sciences	Tara Faccenda, Executive Director	85 Overlook Circle Garnet Valley, PA 19060	610-859-8886	Yes
(44) ITT Technical Institute		5460 Campbells Run Road Pittsburgh, PA 15205	412-856-5920	Yes
(45) The Leadership Institute	Alyssa Condrey	1101 N.Highland Street Arlington, VA 22201	703-247-2001	Yes
<b>FOR GRAPHIC POSITIONS ONLY</b>				
(46) The Art Institute of Pittsburgh <a href="mailto:ddboson@aii.edu">ddboson@aii.edu</a>	Dominique Dobson Student Employment Advisor	420 Blvd of The Allies Pittsburgh, PA 15219	412-263-3805	Yes
<b>FOR SALES/MANAGEMENT POSITIONS ONLY</b>				
(47) Spot N Dot's	None	1744 Patriots Way NW Kennesaw, GA 30152	888-884-2630	Yes
(48) TV Week	Chuck Ross <a href="mailto:chkross@tvweek.com">chkross@tvweek.com</a>	5500 Stansbury Ave Sherman Oaks, CA 91401		Yes
(49) Broadcasting & Cable	None	28 East 28 <sup>th</sup> Street, 12 <sup>th</sup> Floor New York, NY 10016	212-378-0400	Yes
<b>FOR TALENT POSITIONS ONLY</b>				
(50) Collective Talent <a href="mailto:info@michaelsmedia.com">info@michaelsmedia.com</a>	Michael Bilie	1721 Richardson Place Tampa, FL 33606	813-254-9695	Yes
<b>FOR ENGINEERING POSITIONS ONLY</b>				
(51) Triangle Tech	Brian Dayton-Career Advisor	1940 Perrysville Avenue Pittsburgh, PA 15214	412-359-1000 ext.7189	Yes
<b>FOR MARKETING POSITIONS ONLY</b>				
(52) Graeme Newell 602 Communications	Sandy Lizik	1011 Lyndhurst Falls Lane Knightdale, NC 27545	919-217-4438	Yes
<b>MISCELLANEOUS SOURCES</b>				
(53) Employee Referral	CBS TELEVISION STATIONS			
(54) Industry Referral				
(55) CBS Applicant Tracking System	Avature			

**6) Hiree Recruitment Source Summary.** List the Recruitment Source that referred the Hiree for each full-time vacancy during the proceeding year.

<u>Name of Hiree</u>	<u>Name of Recruitment Source</u>
(1) ██████████	Inter Company Transfer/California
(2) ████████████████████	Current Per Diem
(3) ██████████	Current Per Diem
(4) ██████████	Job Fair
(5) ██████████	KDKA.com
(6) ██████████	KDKA.com
(7) ██████████	Former Employee
(8) ████████████████████	Employee Promotion
(9) ██████████	Employee Promotion
(10) ██████████	KDKA.com
(11) ████████████████████	Current Per Diem
(12) ████████████████████	KDKA.com
(13) ██████████	KDKA.com
(14) ██████████	Current Per Diem
(15) ████████████████████	Employee Promotion

**7) Total # of Interviewees Referred by Each Source:** For the period from April 1, 2016 to March 31, 2017, this Employment Unit interviewed 57 interviewees for full time and part time job vacancies.

<u>Recruitment Source</u>	<u>Number of Interviewees Referred</u>
(1) Indeed	0
(2) Current F.T. Employee	7
(3) Inside Temporary Worker/Stivers Staffing	0
(4) CBS Jobs Website	38
(5) Previous Applicant	0
(6) Agency Referral	1
(7) CBS Company Referral	2
(8) Internal Candidate	5
(9) CBS Headquarters Recruiter	0
(10) Employee Referral	1
(11) Penn State	0
(12) Current Per Diem	3

(13)	Former Per Diem	0
(14)	Career Builder	0
(15)	TV Jobs	0
(16)	Non Employee Referral	0

(Check here if additional Recruitment Sources are listed on an attached sheet, using identical format.)

**8) Supplemental Recruitment Measures.** List and briefly describe the Supplemental Recruitment Measures undertaken during the preceding twelve (12) months for the following four (4) recruitment activities.

**(a) Job Fairs**

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>Junior Achievement Career Fair Monroeville Convention Center, Monroeville, PA</p> <p>Guest Speakers – Careers in Broadcasting</p> <p>Junior Achievement (JA) inspires and prepares young people to succeed in a global economy. JA gives young people the knowledge and skills they need to own their economic success, plan for their future and make smart academic and economic decisions.</p>	5/10/16	<p>Rick Dayton, Anchor Zach Herrmann, Account Executive</p>
<p>All Veterans Job Fair – Consol, Energy Center Pittsburgh, PA</p> <p>Job fair event to connect employers with veteran talent.</p>	6/16/16	<p>Acme Simpson, Marketing Assistant Jorgeann Tamburo, Controller/HR Director Geri Ewing, Payroll/HR Analyst</p>
<p>Internship and Job Fair Point Park University – Pittsburgh, PA</p> <p>Connecting students from the sports, news, arts and entertainment management departments to employers</p>	2/9/17	<p>Dan Braddock, Marketing Manager Jorgeann Tamburo, Controller/HR Director Geri Ewing, Payroll/HR Analyst</p>
<p>Veterans Job Fair – Heinz Field Pittsburgh, PA</p> <p>Job fair event to connect employers with veteran talent</p>	3/23/17	<p>Dan Braddock, Marketing Manager Jorgeann Tamburo, Controller/HR Director Geri Ewing, Payroll/HR Analyst</p>

**(b) Internship**

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
KDKA TV and WPCW-TV offer Internships during school semesters. The students selected are college juniors, seniors. Selected 2 interns each for the spring, summer and fall semesters.	Summer & Fall 2016 Spring 2017	Jorgeann Tamburo, Controller/HR Director Anne Linaberger, News Director Drew Moniot, Producer/Director Michele Hills, Commercial Production
Apprentice Program  News Apprentice Program to help candidate develop strong newsroom leadership skills in the behind the scenes editorial opportunities.	June thru December 2016	Anne Linaberger, News Director Jorgeann Tamburo, Controller/HR Director
Emma L. Bowen Foundation Internship Diversity Initiative Participation where students earn an hourly salary as well as matching funds for scholarships	Summer 2016	Anne Linaberger, News Director

**(c) Participation in Events.**

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
Career Discovery Day – KDKA-TV, Pittsburgh, PA Point Park University business students Program to connect students to sales career opportunities in sports, arts and entertainment / media sales so that they can learn the benefits and excitement of working in broadcasting.	4/13/16	Chris Pike, VP/GM Chris Cotugno, DOS Jorgeann Tamburo, Controller/HR Anne Linaberger, News Director Chris Loewer, Commercial Production Acme Simpson, Marketing Assistant
Career Discovery Day – KDKA-TV, Pittsburgh, PA Duquesne University journalism / communication students Program served as an opportunity for students to foster professional relationships that will potentially develop into internships. Educated students about knowledge of broadcasting.	4/15/16	Chris Pike, VP/GM Chris Cotugno, DOS Jorgeann Tamburo, Controller/HR Anne Linaberger, News Director Chris Loewer, Commercial Production Acme Simpson, Marketing Assistant Kristine Sorensen, Anchor Ron Smiley, Meteorologist
Junior Achievement of Western PA – Pittsburgh, PA Guest Speaker – Careers in Broadcasting Inspiring young people for a career in sales and broadcasting	5/10/16	Rick Dayton, Anchor Zachary Herrmann, Account Executive
Pittsburgh Black Media Federation’s Frank Bolden Urban Journalism Workshop – A highly competitive training program for minority high school students. The workshop is held the first week of August at Point Park University. Students attend free of charge and it is designed to encourage high school youths to enter the profession of journalism. Students work with instructors who are members of the organization and individuals who are employed in local media, for a week of rigorous training in meeting deadlines, producing and editing a paper and producing and delivering a television and radio news program. The workshop is open to 30 students from public and private high schools throughout the nation, though preference is given to Pittsburgh area students. The workshop is a seven-day residential program. Many businesses and community organizations donate time, money and effort to ensure the success of the workshop.	July 30 – August 6, 2016	Olga Geroje, Assignment Desk Editor

STEM Girls Rock Science Carnegie Science Center, Pittsburgh, PA Fostering a movement to help students understand academic disciplines of Science, Technology, Engineering and Mathematics. Emphasis on the discipline of Meteorology and the career of becoming a Meteorologist.	September 24-25, 2016	Lisa Edmonds, Local Sales Manager Dan Braddock, Marketing Manager Ron Smiley, Meteorologist Kristen Emery, Meteorologist
Journalism Workshop Point Park University Center for Media Innovation, Pittsburgh, PA Workshop topic: how journalists have evolved or trying to evolve to change with reader's habits and preferences, and why they should enter the profession.	11/4/16	Olga Geroge, Assignment Desk Editor
St Vincent College, Latrobe, PA Panel Discussion for communiatoin students Topic: Pursuing a career in TV News	11/28/16	David Highfield, News Reporter
Professional Practices Seminar Robert Morris University, Pittsburgh, PA Seminar to bring media professionals in to talk to the students about the real world, what to expect, and how to best make the final preparations for entering their profession. Panel speaker: Drew Moniot, Producer/Director	2/8/17	Drew Moniot, Producer/Director

**(d) Training Management Personnel.**

Description of Training:	Personnel Involved: (Name and position)	Describe Training:
Employee Business Conduct Statement Certification and Training Course	On-line bi-annual training program for all full-time employees; training for all new hires at the time they are hired	Affirmation of CBS's commitment to the highest standards of appropriate and ethical business behavior. How to determine what is right and appropriate and how to seek help when necessary.
CBS Eye on Ethics Privacy By Design (April 2016)	On-line training program for all full-time employees	Outlines employee's legal responsibility to safeguard the personal information we may collect and hold on individuals, customers, employees and suppliers.
CBS Anti-Corruption and Bribery Policy (July 2016)	On-line training program for all full-time employees.	Understanding best practices for interacting with government officials and information about the laws and regulations that apply to international business transactions.
Information Security Awareness (December 2016)	On-line training program for all full-time employees	Learning guidelines on keeping protected information secure.