

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

**This Report covers full-time vacancy recruitment data for the period April 1, 2018 to March 31, 2019.**

- 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:<br><br>420 Fort Duquesne Blvd, Ste 100<br>One Gateway Center<br>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><br><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> |
|-------------------------------|---|------------------------------------|
| Producer                      | 1-51, 53  | CBS Jobs Website                   |
| Producer                      | 1-51, 53  | CBS Jobs Website                   |
| V.P. General Manager          | 1-51, 53  | Company Transfer                   |
| News Director                 | 1-51, 53  | CBS Jobs Website                   |
| Producer                      | 1-51,53   | CBS Jobs Website                   |
| Lifestyle Co-Host<br>Producer | 1-51,53   | Current Employee                   |
| Commercial<br>Videographer    | 1-51, 53  | Linkedin                           |
| Lifestyle Photog.Editor       | 1-51, 53  | Current Employee                   |
| Lifestyle Reporter            | 1-51, 53  | Casual Employee Referral           |
| Account Executive             | 1-51, 53  | Employee Referral                  |

( ) 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

| (j) 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.   | Jeanne Barnes/Paul Kubrick   | 1815 Metropolitan Avenue<br>Pittsburgh, PA 15233                             | 412-323-4000   | Yes  |
| (2) Goodwill of South Western PA  | Robert S. Foltz Building/Andrew Sabo   | 118 52nd Street<br>Pittsburgh, PA 15201                                      | 412-632-1736   | Yes  |
| (3) NAACP Pittsburgh  | Ms. M. Gayle Moss  | 2203 Wylie Avenue<br>Pittsburgh, PA 15219                                    | 412-471-1024   | Yes  |
| (4) NAACP Greensburg  | Rev. Dr. Jack Sullivan, Jr.  | 1011 Old Salem Road, Suite 207<br>Greensburg, PA 15601                       | 724-838-9146   | Yes  |
| (6) National Black MBA's  | Ms. Kyshira S. Moffett/Secretary   | P.O. Box 3502<br>Pittsburgh, PA 15230  | 412-741-9320   | Yes  |
| (6) Renewal, Inc.   | Denise Deroba  | 601 Grant Street<br>Pittsburgh, PA 15219                                     | 412-690-2445   | Yes  |
| (7) Saint Vincent College   | None   | 300 Fraser Road<br>Latrobe, PA 15650   | 724-532-6600   | Yes  |
| (8) Urban League of Pittsburgh  | Employment & Training Dept<br>Deb Wanamaker                                  | 610 Wood Street<br>Pittsburgh, PA 15222-2222                                 | 412-227-4802   | Yes  |
| (9) Urban League of Shanago Valley  | Erin Houston   | 601 Indiana Avenue<br>Farrell, PA 16121                                      | 724-981-5310   | Yes  |
| (10) Life's Work, Career Connections  | Mr. Ed O'Rourke  | 1323 Forbes Avenue<br>Pittsburgh, PA 15219                                   | 412-471-2600   | Yes  |
| (11) Bradford School  | Katherine Banaszak<br>Director of Placement                                  | 126 West Station Square Drive Suite 129<br>Pittsburgh, PA 15219-2602         | 412-391-6710   | Yes  |
| (12) Department of Labor and Industry<br>Office of Vocational Rehabilitation                                  | John Miller<br>Vocational Rehab Supervisor                                   | 531 Penn Avenue<br>Pittsburgh, PA 15222                                      | 412-392-5490   | Yes  |
| (13) Lee Hecht Harrison   | Bernie Varacalli   | 381 Mansfield Avenue<br>Greentree Commons, Suite 300<br>Pittsburgh, PA 15220 | 412-733-2500   | Yes  |
| (14) University of Pittsburgh   | Career Services  | 224 William Pitt Union<br>Pittsburgh, PA 15260                               | 412-648-7130   | Yes  |
| (15) University of Pittsburgh Greensburg<br><a href="mailto:pgintern@pitt.edu">pgintern@pitt.edu</a>          | Offices of Career Services   | 219 Chambers<br>150 Finoli Drive<br>Greensburg, PA 15601                     | 724-836-7575   | Yes  |
| (16) Community College of Allegheny<br>City   | Robert Kmetz   | 800 Allegheny Avenue<br>Pittsburgh, PA 15233                                 | 412-237-3100   | Yes  |
| (17) Life Path  | Ann Marie Surovy   | 22 Almont Road<br>Sellersville, PA 18960                                     | 215-257-0471   | Yes  |
| (18) Waynesburg University  | Marie Coffman  | 51 West College Street<br>Waynesburg, PA 15370                               | 724-582-3399   | Yes  |
| (19) College of Communications Penn<br>State  | Robert Martin  | 208D Carnegie Building<br>University Park, PA 16802                          | 412-648-7130   | Yes  |
| (20) Council of Three Rivers American<br>Indian   | K. Jevsevar  | 120 Charles Street<br>Dorseyville, PA 15328                                  | 412-782-4457   | Yes  |
| (21) Grove City College   | Linda Reash  | 200 Campus Drive<br>Grove City, PA 16127                                     | 724-458-3371   | Yes  |
| (22) Robert Morris  | Beth Miller  | 6001 University Blvd<br>Moon Twp., Pa 15108                                  | 412-262-8224   | Yes  |
| (23) LaRouche College   | Pam Golubski   | 9000 Babcock Blvd.<br>East Campus AB-211<br>Pittsburgh, PA 15237             | 412-367-9300   | Yes  |
| (24) Seton Hill University<br><a href="mailto:gcarter@setonhill.edu">gcarter@setonhill.edu</a>                | None   | Seton Hill Drive<br>Greensburg, PA 15601-1599                                | 724-552-4390   | Yes  |
| (25) Indiana University of PA   | Dir. of Career Services  | Pratt Hall, Room 302<br>900 Maple Street<br>Indiana, PA 15701                | <a href="http://iup.edu/sec">iup.edu/sec</a>                       | Yes  |
| (26) Edinboro State University<br><a href="mailto:mclem@edinboro.edu">mclem@edinboro.edu</a>                  | Monica Clem<br>Center for Career Services                                    | 106 McNeerney Hall<br>Edinboro, PA 16444                                     | 814-732-2781   | Yes  |
| (27) Duquesne University  | Career Services  | G1 Rockwell Hall<br>600 Forbes Avenue<br>Pittsburgh, PA 15282-0104           | <a href="mailto:Careerservices@duq.edu">Careerservices@duq.edu</a> | Yes  |
| (28) Point Park University<br><a href="http://pointpark.erecruiting.com">http://pointpark.erecruiting.com</a> | None   | 201 Wood Street<br>Pittsburgh, PA 15222                                      | 412-391-4100   | Yes  |
| (29) Carlow College   | Erin Bridgen   | 3333 Fifth Avenue<br>Pittsburgh, PA 15213                                    | 412-578-6196   | Yes  |
| (30) Chatham University   | Monaca Ritter  | 106 Woodland Road<br>Pittsburgh, PA 15232                                    | 412-365-1209   | Yes  |
| (31) N.E.E.D.<br>Law & Finance Building<br><b>WEBSITES/EMAILS</b>   | Dr. Marcia Sturdivant PHD  | 429 4 <sup>th</sup> Avenue 20 <sup>th</sup> Floor<br>Pittsburgh, PA 15219    | 412-566-7397   | Yes  |
| (32) PBMF<br>Pittsburgh Black Media Federation  | Mr. Ervin Dyer   | P.O. Box 22091<br>Pittsburgh, PA 15222-0091                                  |  | Yes  |
| (33) Media Association of Pittsburgh  | <a href="mailto:mediaofpittsburgh@gmail.com">mediaofpittsburgh@gmail.com</a> | P.O. Box 25319<br>Pittsburgh, PA 15220                                       |  |  |

|  |   |  |                              |     |
|--|---|--|------------------------------|-----|
| (34) Dept. of Veterans Affairs<br><a href="mailto:Samuel.green@va.gov">Samuel.green@va.gov</a>   | Samuel Green, MS  | 1010Delafield Raod<br>Building 69, 122B-A<br>Pittsburgh, PA 15215            | 412-822-1248                 | Yes |
| (35) Resource Online Publication<br><a href="mailto:Lisa.sawich@cbstradio.com">Lisa.sawich@cbstradio.com</a>                           | Sarah Orris<br>Director of Recruitment Services                                       | 651 Holiday Drive, 2nd Floor<br>Pittsburgh, PA 15220                         | 412-920-9400 ext.<br>112     | NA  |
| (36) Pittsburgh Career Institute   | Ernie Junstrom  | 421 7 <sup>th</sup> Avenue<br>Pittsburgh, PA 15219                           | 412-281-2600 ext 125         | Yes |
| (37) KDKA-RADIO<br><a href="http://www.kdkaradio.com">www.kdkaradio.com</a>  | Marianne Hurley   | 651 Holiday Drive<br>Pittsburgh, PA 15222                                    | 412-575-2501<br>412-575-2507 | NA  |
| (38) KDKA-TV / WPCW-TV Internal<br><a href="http://www.kdka.com">www.kdka.com</a> <a href="http://www.wpcwvtv.com">www.wpcwvtv.com</a> | J Tamburo/Geri Ewing  | 420 Ft.Duquesne Blvd. Suite 100<br>Pittsburgh, PA 15222                      | 412-575-2501<br>412-575-2507 | NA  |
| (39) Broadcast Emploeymnt Services<br><a href="http://www.TVjobs.com">www.TVjobs.com</a>   | None  | P.O. Box 4116<br>Oceanside, CA 92052   | 760-754-8177                 | Yes |
| (40) Media Line<br><a href="http://www.medialine.com">www.medialine.com</a>  | Mark Shilstone, Manager<br><a href="mailto:mark@medialine.com">mark@medialine.com</a> | P.O. Box 51909<br>Pacific Grove, CA 93950                                    | 800-237-8073                 | Yes |
| (41) Pgh. Technical Institute  | Darlene Pritt   | 111 McKee Road<br>Oakdale, PA 15071  | 412-809-5100                 | Yes |
| (42) Nat'l Academy of TV Artists and Sciences  | Tara Faccenda, Executive Director   | 85 Overlook Circle<br>Garnet Valley, PA 19060                                | 610-859-8886                 | Yes |
| (43) The Leadership Institute  | Patricia Simpson  | 1101 N.Highland Street<br>Arlington, VA 22201                                | 703-247-2001                 | Yes |
| <b>FOR GRAPHIC POSITIONS ONLY</b>  |   |  |                              |     |
| <b>FOR SALES/MANAGEMENT POSITIONS ONLY</b>   |   |  |                              |     |
| (45) Spot N Dot's  | None  | 1744 Patirots Way NW<br>Kennesaw, GA 30152                                   |                              |     |
| (46) TV Week   | Chuck Ross<br><a href="mailto:chkross@tvweek.com">chkross@tvweek.com</a>              | 5500 Stansbury Ave<br>Sherman Oaks, CA 91401                                 |                              | Yes |
| (47) Broadcasting & Cable  | None  | 28 East 28 <sup>th</sup> Street 12 <sup>th</sup> Floor<br>New York, NY 10016 | 212-378-0400                 | Yes |
| <b>FOR TALENT POSITIONS ONLY</b>   |   |  |                              |     |
| (48) Collective Talent<br><a href="mailto:info@michaelsmedia.com">info@michaelsmedia.com</a>   | Michael Billie  | 1721 Richardson Place<br>Tampa, FL 33606                                     | 813-254-9695                 | Yes |
| <b>FOR ENGINEERING POSITIONS ONLY</b>  |   |  |                              |     |
| (49) Triangle Tech   | Brian Dayton-Career Advisor   | 1940 Perrysville Avenue<br>Pittsburgh, PA 15214                              | 412-359-1000<br>Ext. 7189    | Yes |
| <b>FOR MARKETING POSITIONS ONLY</b>  |   |  |                              |     |
| (50) Graeme Newell 602 Communications  | Sandy Lizik   | 1011 Lyndhurst Falls Lane<br>Knightdale, NC 27545                            | 919-217-4438                 | Yes |
| <b>MISCELLANEOUS SOURCES</b>   |   |  |                              |     |
| (51) Employee Referral   |   |  |                              |     |
| (52) Industry Referral   |   |  |                              |     |
| (53) 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.

Name of Hiree

Name of Recruitment Source

- |                |                  |
|----------------|------------------|
| (1) [REDACTED] | CBS Jobs Website |
| (2) [REDACTED] | CBS Jobs Website |
| (3) [REDACTED] | Company Transfer |
| (4) [REDACTED] | CBS Jobs Website |
| (5) [REDACTED] | CBS Jobs Website |

- (6) [REDACTED] Current Employee
- (7) [REDACTED] LinkedIn
- (8) [REDACTED] Current Employee
- (9) [REDACTED] Former Employee Referral
- (10) [REDACTED] Employee Referral

**7) Total # of Interviewees Referred by Each Source:** For the period from April 1, 2018 to March 31, 2019, this Employment Unit interviewed 60 interviewees for full time and part time job vacancies.

| <u>Recruitment Source</u>                    | <u>Number of Interviewees Referred</u> |
|--|--|
| (1) Current F.T. Employee                    | 11                                     |
| (2) Inside Temporary Worker/Stivers Staffing | 0                                      |
| (3) CBS Jobs Website                         | 44                                     |
| (4) LinkedIn                                 | 1                                      |
| (5) CBS Company Referral                     | 0                                      |
| (6) Former Consultant                        | 1                                      |
| (7) Company Transfer                         | 1                                      |
| (8) Current Per Diem                         | 1                                      |
| (9) Current Employee Referral                | 1                                      |
| (10) Company Referral Radio                  | 0                                      |
| (11) Agency Referral                         | 0                                      |
| (12) Current Temp Agency Worker              | 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 proceeding twelve (12) months for the following four (4) recruitment activities.

**(a) Job Fairs**

| Description of Recruitment Measure:  | Date:  | Personnel Involved:<br>(Name and Position) |
|--|--------|--|
| The Pittsburgh Promise's 2018 Career Launch<br>Hotel Monaco, Pittsburgh, PA<br><br>Career fair to connect with prospective interns and entry-level professionals | 8/2/18 | Dan Braddock, Marketing Manager            |

|   |          |  |
|---|----------|--|
| <p>Work Matters Summit<br/>Pittsburgh Office of Vocational Rehabilitation<br/>Westin Hotel Convention Center – Pittsburgh, PA<br/>Developed to recruit employees with disabilities.</p>   | 11/7/18  | <p>Jorgeann Tamburo, Controller/HR Director<br/>Geri Ewing, Payroll/HR Analyst</p>   |
| <p>Junior Achievement Career Fair<br/>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> | 11/28/18 | <p>Rick Dayton, Anchor<br/>Erin Massie, Apprentice<br/>Dan Braddock, Marketing Manager<br/>Adam Grant, Commercial Production</p> |
| <p>Internship and Job Fair<br/>Point Park University – Pittsburgh, PA</p> <p>Connecting students from the sports, news, arts and entertainment management departments to employers</p>  | 2/7/19   | <p>Dan Braddock, Marketing Manager<br/>Jorgeann Tamburo, Controller/HR Director<br/>Geri Ewing, Payroll/HR Analyst</p>           |
| <p>University of Pittsburgh Spring Career + Internship Fair<br/>Pittsburgh, PA<br/>Meeting with students about opportunities in news, entertainment and sports broadcasting</p>   | 2/15/19  | <p>Jorgeann Tamburo, Controller/HR Director<br/>Geri Ewing, Payroll/HR Analyst</p>   |

**(b) Internship**

| Description of Recruitment Measure:   | Date:                   | Personnel Involved:<br>(Name and Position)  |
|---|-------------------------|---|
| <p>KDKA TV and WPCW-TV offer Internships during school semesters. The students selected are college juniors, seniors. Selected 2 interns for summer semester and 2 interns for spring semester.</p> | Spring and Summer 2018  | <p>Jorgeann Tamburo, Controller/HR Director<br/>Anne Linaberger, former News Director</p> |
| <p>Apprentice Program</p> <p>News Apprentice Program to help candidate develop strong newsroom leadership skills in the behind the scenes editorial opportunities.</p>                              | June thru December 2018 | <p>Anne Linaberger, former News Director<br/>Jorgeann Tamburo, Controller/HR Director</p> |
| <p>Emma L. Bowen Foundation Internship Diversity Initiative Participation where students earn an hourly salary as well as matching funds for scholarships</p>                                       | Summer 2018             | <p>Anne Linaberger, former News Director<br/>Jorgeann Tamburo, Controller/HR Director</p> |

**(b) Participation in Events.**

| Description of Recruitment Measure:   | Date:                     | Personnel Involved:<br>(Name and Position)  |
|---|---------------------------|---|
| Pittsburgh Business Show<br>Convention Center, Pittsburgh, PA<br>Key event sponsor that provided platform to educate businesses on advertising media: how to position and grow your business.   | April 25 – 26, 2018       | Lisa Edmonds, Local Sales Manager   |
| Haine Middle School Seneca Valley<br>CIRC Center (Creativity, Innovation and Research Center)<br>Meteorologist spoke to students regarding career in meteorology  | 5/23/18                   | Ron Smiley, Weather Anchor  |
| Pittsburgh Black Media Federation’s Frank Bolden Urban Journalism Workshop – A highly competitive training program for minority high school students. The workshop is held in five sessions 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 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. . Many businesses and community organizations donate time, money and effort to ensure the success of the workshop. | August 1 – August 8, 2018 | Olga Geroge, Assignment Desk Editor   |
| The Pittsburgh Promise’s 2018 Career Launch<br>Hotel Monaco, Pittsburgh, PA<br>Participated in networking circle platform for college students to discuss opportunities in media broadcasting,  | 8/2/18                    | Dan Braddock, Marketing Manager   |
| Talk Minority Action Group<br>Salute to Minority Achievers<br>Keynote address topic: career in broadcasting as a reporter<br>Keynote speaker: Lynne Hayes-Freeland  | 9/14/18                   | Lynne Hayes-Freeland, Reporter and Host of LHF Show   |
| STEM Fest<br>Mall at Robinson, Pittsburgh, PA<br>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 being a Meteorologist.  | 9/22/18                   | Lisa Edmonds, Local Sales Manager<br>Dan Braddock, Marketing Manager<br>Ron Smiley, Meteorologist<br>Kristen Emery, Meteorologist |
| Broadcast News Writing<br>Point Park University School of Communication<br>Hosted students to experience and learn about the behind the scenes efforts for our lifestyle show, Pittsburgh Today Live  | 9/27/18                   | Celina Pompeani, Traffic Anchor and Lifestyle Reporter<br>Jill Neely, PTL Producer<br>Heather Abraham, PTL Host                   |
| Communications Media Alumni Networking Event<br>Indiana University of Pennsylvania<br>Communications Media students to participate in learning about opportunities in the media field.  | 10/5/18                   | Joe Dimpfl, Director  |
| Mass Communications Class, Point Park University<br>KDKA-TV Station, Pittsburgh, PA<br>Topic: Broadcast media as part of an overview of mass communications practices and procedures  | 10/9/18                   | Olga George, Assignment Desk  |

|  |          |  |
|--|----------|--|
| Junior Achievement of Western PA – Pittsburgh, PA<br>Guest Speaker – Careers in Broadcasting<br>Inspiring young people for a career in sales and broadcasting  | 11/28/18 | Rick Dayton, Anchor<br>Erin Massie, Apprentice<br>Dan Braddock, Marketing Manager<br>Adam Grant, Commercial Production |
| Media and Public Policy<br>Carnegie Mellon University, Pittsburgh, PA<br>Media and Public Policy students joined our in-studio staff with Q&A afterwards regarding our evolving media business.                  | 11/29/18 | Jon Delano, Political Reporter<br>Jay Howell, General Manager<br>Kathy Hostetter, News Director                        |
| Society of Professional Journalists<br>Point Park University, Pittsburgh, PA<br>Hosted Journalism Society students in-studio to experience career opportunities and learn about television broadcast operations. | 2/13/19  | Kathy Hostetter, News Director<br>Ron Smiley, Meteorologist<br>Kristine Sorensen, Anchor<br>Stacy Smith, Anchor        |

**(d) Training Management Personnel.**

| Description of Training:  | Personnel Involved:<br>(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. |
| Compliance Up Close: Managers' Minute                                 | On-line training program for all managers.  | Guidance for Managers on the hiring process  |
| Information Security Awareness (December 2018)                        | 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.                                 |