

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period February 1, 2014 to January 31, 2015.

1) Employment Unit: CBS Broadcasting Inc.

2) Unit Members (Stations and Communities of License): WCBS-TV, New York, NY

3) EEO Contact Information for Unit Member:

Mailing Address: WCBS-TV / WLNY-TV Finance Dept. – 3 rd Floor 524 West 57 th Street New York, NY 10019	Telephone Number: 212-975-2200
	Contact Person: Lisa Hakim
	E-mail Address: Lhakim@cbs.com

**I. FULL TIME VACANCIES DURING REPORTING PERIOD – Jobs Filled
(See Master Recruitment Source List for recruitment source data)**

Job Title	Recruitment Source Notified of Job Vacancy	Recruitment Source of Hiree
Producer	1-29; 32-38	Employee Referral
Reporter	1-38	Lindner & Associates
Sales Assistant	1-29; 32-38	CBS Website
Associate Producer	1-29; 32-38	CBS Website
Web Producer	1-29; 32-38	CBS Website
Producer	1-29; 32-38	Per Diem to Staff
Digital Sales Manager	1-29; 32-38	CBS Website
Account Executive	1-29; 32-38	Direct Contact
Producer	1-29; 32-38	Employee Referral
Sales Assistant	1-29; 32-38	CBS Website
Assignment Editor	1-29; 32-38	Per Diem to Staff
Master Control Technician 403g	1-29; 32-38	Employee Referral
Executive Producer	1-29; 32-38	Internal Employee/Promotion
Producer	1-29; 32-38	Internal Employee/Promotion
Reporter	1-38	Internal Employee/Promotion
Master Control Technician 403g	1-29; 32-38	CBS Website

II. MASTER RECRUITMENT SOURCE LIST UTILIZED DURING REPORTING PERIOD

CODE #	RECRUITMENT SOURCE	ADDRESS	CONTACT	PHONE	REQUESTED NOTIFICATION (Y/N)	NUMBER OF INTERVIEWEES REFERRED
1	CBS Corporation.com	524 West 57 th Street New York, NY 10019	Website posting via corporate website (CBS Applicant Tracking System via Kenexa Brassring)	Varies by posting	No	33
2	The Bridge to Independence & Career Opportunity (TBICO)	22 Eagle Road Danbury, CT 06810	Carole DeRoberts Tbico1@aol.com	203-743-6695	Yes	
3	Black United Fund of New Jersey	132 South Harrison St. East Orange, NJ 07018	Sondra Clark sclark@aafnj.org	973-676-5283	Yes	
4	Community Resource Database of Long Island	101 Eastwood Blvd. Centereach, NY 11720-2745	Loretta Piscatella crdli@mcpl.lib.ny.us	631-585-9393	Yes	
5	The New York Urban League	204 West 136 th Street New York, NY 10030	Diana Coleman dcoleman@nyul.org	212-926-8000	Yes	
6	One Hundred Black Men of New York	299 Park Avenue New York, NY 10171	Steven Board Ohbm.org	212-777-7070	Yes	
7	One Hundred Black Men of New Jersey, Inc.	3587 Highway 9 Unit 529 Freehold, NJ 07728	Jerrid Douglas 100bmnj.org	732-735-0412	Yes	
8	Statewide Hispanic Chamber of Commerce of NJ	One Gateway Center Suite 903 Newark, NJ 07102	Erica Horton chamber@shccnj.org	973-900-5886	Yes	
9	New York Association of Black Journalists- NY Chapter	P.O. Box 234 2214 Frederick Douglass Blvd. New York, NY 10026	Michael Fenney nyabj@yahoo.com	212-252-5332	Yes	
10	National Association of Hispanic Journalists- NY Chapter		Geraldine Cols-Azocar Nahjnyc.tumblr.com		Yes	
11	Asian American Journalists Federation- NY Chapter		aajanyjobs@googlegroups.com		Yes	
12	National Lesbian & Gay Journalist Association		info@nlgia.org		Yes	
13	The Harlem Business Alliance	275 Lenox Avenue New York, NY 10027	Regina Smith rsmith@hbany.org	212-665-7010	Yes	
14	Job Path	22 West 38 th St #11 New York, NY 10018	Aimee Althoff aalthoff@jobpathnyc.org	212-944-0564	Yes	

15	Native American Journalists Association	395 W. Lindsey St. Norman, OK 73019-4201		405-325-1649	Yes	
16	Bronxnet	250 Bedford Park Blvd. West Bronx, NY 10468	Marisa White marisa@bronxnet.org	718-960-8769	Yes	
17	Community Association of Progressive Dominicans	3940 Broadway 2 nd Floor New York, NY 10032	Acdp.org	212-781-5500	Yes	
18	Long Island University-CW Post	720 Northern Blvd. Brookville, NY 11548	Jason Cascone Jason.cascone@liu.edu	516-299-2259	Yes	
19	Borough of Manhattan Community College	199 Chambers St. New York, NY 10007	Valeria Diaz vdiaz@bmcc.cuny.edu	212-220-8170	Yes	
20	State University of New Jersey-Rutgers	100 Somerset St. New Brunswick, NJ 08901	Career Services Careers.rutgers.edu	848-932-7997	Yes	
21	Columbia University School of Journalism	116 th Street & Broadway	Career Services Jrn.columbia.edu	212-854-9198	Yes	
22	St. John's University	8000 Utopia Parkway Jamaica, NY 11439	Michael Rizzo rizzom@stjohns.edu	718-990-7390	Yes	
23	Lehman College	250 Bedford Park Blvd. West Bronx, NY 10468	Career Services Bascillia Toussaint Bascillia.Toussaint@lehman.cuny.edu	718-960-8557	Yes	
24	New York University	133 East 13th St. 2nd Floor New York, NY 10003	Career Development career.development@nyu.edu	212-998-4730	Yes	
25	New York Institute of Technology	1855 Broadway New York, NY 10023	Career Services ose@nyit.edu	212-261-1537	Yes	
26	School of Visual Arts	136 West 21 St. New York, NY 10011	Career Development cd@sva.edu	212-592-2370	Yes	
27	Long Island University-CW Post	720 Northern Blvd. Brookville, NY 11548	Employer Relations https://pep.liu.edu/liu/employer/	516-299-2259	Yes	
28	Hofstra University	1000 Fulton Ave. Hempstead, NY 11550	Career Center https://hofstra-csm.symplicity.com/employers/	516-463-6600	Yes	
29	Berkeley College	44 Rifle Camp Rd Woodland Park, NJ 07424	Career Services jib@BerkeleyCollege.edu	866-433-1086	Yes	

30	Ken Lindner & Associates, Inc.	2029 Century Park East Suite 1000 Los Angeles, CA 90067		310-277-9223	No	1
31	IF Management	152 West 57th St. #14 New York, NY 10019	contact@ifmanagement.com	212- 265-7711	No	1
32	America's Job Exchange		Website posting via CBS Applicant Tracking System		N/A	
33	Indeed.com		Website posting via CBS Applicant Tracking System		N/A	
34	Internal Staff Promotions/Transfers				N/A	6
35	Per Diem to Staff Promotions/Transfers				N/A	3
36	Employee Referral				N/A	10
37	Industry Referral				N/A	
38	Direct Contact				N/A	3

TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD

57

III. Supplemental Recruitment Measures.

(a) Job Fairs.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. IRTS Multicultural Career Fair/Workshop HR representatives spoke to and met with individuals who are interested in career opportunities (both full time and internships) within media and digital media. It provided networking opportunities for job seekers and connected them to employers. More than 300 applicants attended.</p>	3/7/2014	Margaret Marion (HR Director, CBS Radio; WCBS-TV/WLNY-TV Representative), Katie Curcio (Director, News Associate & Internship Programs, CBS News), Mark Frankel (HR Manager, CBS Local Media)
<p>2. Penn State "Success in the City" Career Fair This career/internship fair was attended by over 200 Penn State students seeking internships or employment after graduation.</p>	4/25/2014	Kathleen Kelly (HR Manager, WCBS/WLNY-TV)
<p>3. CBS Diversity Council Open House The CBS Diversity Council arranged for all divisions of CBS to meet with employees from around the company to discuss our divisions, what we do, what we look for when hiring and how best to network internally. This event also provided the opportunity for current employees to inquire about specific open jobs within each division and to connect with the correct HR representative.</p>	6/26/2014	Kathleen Kelly (HR Manager, WCBS/WLNY-TV), Tony Yee (Research Director, WCBS/WLNY-TV), Joanne Calabria (VP, Public Affairs, KYW-TV)
<p>4. Out to Work LGBT Job Fair HR representatives spoke to 100+ people to discuss employment opportunities, both full time and part time within the various divisions of CBS.</p>	9/29/2014	Kathleen Kelly (HR Manager, WCBS/WLNY-TV), Cindy Chen (HR Director, Showtime), Melissa McKeon (HR Manager, CBS TV Network), Suzanne Rynne (HR Director, Showtime/CBS TV Network)
<p>5. St. John's University Career Fair Students from around the college attend this career fair to discuss upcoming internships and the potential of full-time staff jobs if they are preparing for graduation.</p>	10/2/2014	Kathleen Kelly (HR Manager, WCBS/WLNY-TV)
<p>6. Monmouth University Career Fair Students from around the college and from various majors attended this internship/career fair to discuss the possibility of interning and/or career opportunities upon graduation</p>	10/15/2014	Kathleen Kelly (HR Manager, WCBS/WLNY-TV)

(b) Internship

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Station Internship Program Interns are exposed to all areas of the WCBS/WLNY Newsroom. They assist on the Assignment Desk; work with Producers/Writers to research story ideas; observe reporters/photographers in the field; observe/make suggestions to editors on packages; collaborate on station promos and public service announcements; create graphics for the newscasts and promos; assist with station tours; research potential clients with the sales team and put together sales presentations, both for traditional TV sales and digital sales. The interns are also tasked with putting together a final project, which is a newscast that they write, produce and report.</p>	<p>3 times per year (Spring, Summer and Fall semester)</p>	<p>Kathleen Kelly (HR Manager, WCBS/WLNY-TV)</p>
<p>2. Emma Bowen Foundation Internship The Emma Bowen Foundation is committed to creating career opportunities in the media industry for minority youth through a program that focuses on scholastic achievement, direct work experience and professional development. Foundation staff coordinates student recruitment and screening and once selected, the Foundation monitors students' academic and work performance throughout their time in the program and tracks graduates' career progress. The students rotate from department to department each summer of the internship to learn the inner workings of a television station.</p>	<p>Summer Program (late May – late August). One student is selected and that student returns each summer from the summer after high school graduation until the summer after his/her junior year of college.</p>	<p>Kathleen Kelly (HR Manager, WCBS/WLNY-TV)</p>
<p>3. News Apprentice Program WCBS-TV / WLNY-TV hosts an apprentice program to hire 1 person for a 6-12 month period and train that individual on the workings of a newsroom, with the potential outcome being that the person is hired into a full-time position at the end of the training period.</p>	<p>June/July of current year and continues for up to 12 months from start date of the apprentice.</p>	<p>Kathleen Kelly (HR Manager, WCBS/WLNY-TV) David Friend (SVP, News/News Director, WCBS/WLNY-TV)</p>
<p>4. Veteran Intern Program WCBS/WLNY-TV worked with the CBS Corporate Talent Acquisition team and the CBS Chief Veteran Officer to recruit, identify and hire one veteran to work at the stations. This intern worked in the creative services department, collaborating on writing, creating and editing promos and public service announcements.</p>	<p>September – December 2014</p>	<p>Kathleen Kelly (HR Manager, WCBS/WLNY-TV) Justine Flax (HR Specialist, Corporate Talent Acquisition) Lee Grossman (Executive Producer, Promos, WCBS/WLNY-TV)</p>

(c) Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Nelson R. Mandela/Dr. Hosea Zollicoffer H.S. CBS 2/WLNY-TV Weather Anchor/Meteorologist, Elise Finch, was the keynote speaker at the High School that day; she discussed her career in broadcasting during the school's Black History Month Program.</p>	2/27/2014	Elise Finch – Weather Anchor/Meteorologist
<p>2. Marine Park Intermediate School 278K Lonnie Quinn, CBS 2/WLNY-TV Weather Anchor/Chief Meteorologist, conducted a presentation on weather forecasting.</p>	2/28/2014	Lonnie Quinn – Weather Anchor/Chief Meteorologist
<p>3. Michael Arthur Clarke Foundation Annual Scholarship Brunch CBS 2/WLNY-TV Weather Anchor/Meteorologist, Elise Finch, represented the Stations and encouraged attendees to pursue their dreams; she also discussed her dreams and her career path.</p>	3/8/2014	Elise Finch – Weather Anchor/Meteorologist
<p>4. Teaneck High School CBS 2/WLNY-TV Anchor, Maurice Dubois, participated in the school's assembly and spoke to honor roll students about the importance of education and the skills needed to be a journalist.</p>	5/20/2014	Maurice Dubois - Anchor
<p>5. Boys & Girls High School CBS 2/WLNY-TV Weather Anchor/Chief Meteorologist, Lonnie Quinn, conducted a presentation to a science class regarding his career in meteorology.</p>	5/22/2014	Lonnie Quinn – Weather Anchor/Chief Meteorologist
<p>6. CBS Radio's Working Women Luncheon Kristine Johnson, CBS 2/WLNY-TV Anchor, was a featured speaker during the luncheon's Q&A session. The event is geared toward women in the workforce and college students. Kristine discussed the many jobs she has held within a newsroom before becoming an anchor.</p>	5/22/2014	Kristine Johnson - Anchor
<p>7. NY Association of Black Journalists CBS 2/WLNY-TV Anchor, Dana Tyler, received the Lifetime Achievement Award from the NYABJ. During the annual scholarship and awards banquet, Dana spoke to students and working journalists about the standard of excellence that is needed when pursuing a career in journalism.</p>	9/30/2014	Dana Tyler - Anchor
<p>8. Women with Solutions: STEM Leadership in Media Elise Finch, CBS 2/WLNY-TV Weather Anchor/Meteorologist, was an honoree during the event. The reception was hosted by the Alliance for Women in Media. Elise was recognized for her leadership on-camera, which has increased awareness and access to Science, Technology, Engineering and Math. Elise discussed her career path and the importance of giving young women the opportunity to participate in STEM programs.</p>	10/28/2014	Elise Finch – Weather Anchor/Meteorologist
<p>9. Fair Media Council's Annual Connection Day Richard Rose, WLNY Bureau Chief & WCBS-TV/WLNY-TV Reporter, and Mark Mason, VP of Content, CBS Digital, participated in FMC's Connection Day. The series of workshops presented on Connection Day help attendees learn from the media, network, pitch stories and establish relationships.</p>	10/24/2014	Richard Rose – WLNY Bureau Chief & WCBS-TV/WLNY-TV Reporter Mark Mason – VP, Content, CBS Digital

(d) Training Management Personnel.

Description of Recruitment Measure:	Personnel Involved: (Name and position)	Describe Training:
<p>1. 2014 version of the CBS Corporation Business Conduct Statement (BCS), which summarizes the most important policies and rules that apply to CBS and its employees, including Equal Employment Opportunity and Harassment-Free Workplace Environment; September 2014.</p>	<p>Distributed to all current employees and new hires</p>	<p>Reading material, which requires employees to affirm their individual commitment to the highest standards of business ethics and workplace behavior as set forth in the CBS Corporation Business Conduct Statement. Must be completed by all Full-Time employees on a bi-annual basis and at the time of hire for new employees.</p>
<p>2. CBS Corporation Web-Based Training Modules distributed to all Full-Time and New Hire Employees covering the “CBS Business Conduct Statement”, which trains employees on the CBS Television Stations “important policies and rules that apply to CBS Corporation, its employees, and the members of its Board of Directors and to help us maintain a lawful, honest, and ethical environment in our Company.” Courses included “Addressing Sexual Harassment in the Workplace”, “Anti-Harassment/Discrimination Courses”, “Information Security”, “The American with Disabilities Act”, etc.</p>	<p>All Full Time Staff Employees and Full Time New Hire Employees are required to complete these online training modules and print out their “Certificate of Completion”</p>	<p>A series of online training courses for the purpose of reviewing the company’s policies which include ensuring that our conduct is lawful and ethical and that our workplace is free of unlawful discrimination and harassment and conducive to the work we need to accomplish. Training also outlines steps employees should take if they believe unlawful practices occur in the workplace. These policies are also outlined in the CBS Human Resources Policy Guide which is accessible to all CBS Employees on the CBS & You website portal. The CBS Business Conduct Statement is also accessible to all CBS employees via the online CBS and You website portal as well.</p>
<p>3. New Hire Orientation Meetings Company and EEO Policy Dissemination and Review</p>	<p>Barbara Lavacca (Director, HR, CBS Corporation); Marlene Baez (Director, HR, CBS Corporation); Melissa McKeon (Manager, HR, CBS Corporation)</p>	<p>This training is ongoing and provided to all new full-time staff employees; this training is held at our corporate offices. The Company’s EEO Policies, which include “Addressing Sexual Harassment in the Workplace” and “Anti-Harassment/Discrimination” policies are reviewed with all new employees.</p>