

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

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

- 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: Stella M. Banas, Controller/HR Manager**

Mailing Address:	Telephone Number: 412-575-2501
One Gateway Center Pittsburgh, PA 15222	Contact Person: Stella M. Banas/Geri Ewing
	E-mail Address: Banas@kdka.com Geri@kdka.com

**4) FULLTIME 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
Sales Service Manager	No External Recruitment - Promotion	Employee Promotion
National Sales Assistant	1-50, 58 & 60	Inside Temporary Worker
Digital Operation Coord.	1-50, 58 & 60	CBS Jobs Website
Sports Anchor Reporter	1-50, 55, 58 & 60	KDKA Radio Per Diem
P.T. Production Asst.	1-50, 58 & 60	Colleague
Producer	1-50, 58 & 60	CBS Jobs Website
Producer	1-50, 58 & 60	Current News Apprentice
Director	No External Recruitment – Promotion	Employee Promotion
Technician	1-50, 58 & 60	Current Per Diem
Sales Assistant	1-50, 58 & 60	Indeed
Producer	1-50, 58 & 60	CBs Jobs Website
Technician	1-50, 58 & 60	Current Per Diem
Reporter	1-50, 55, 58 & 60	Current Per Diem
Account Executive	1-50, 58 & 60	Employee Referral
Asst.News Director	No External Recruitment-Promotion	Employee Promotion
Managing Editor	No External Recruitment-Promotion	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) Entertainment Employment Journal	Mr. Gregorio Carbajal	P.O. Box 60163 Corpus Christi, TX 78466	818-776-2800	Yes
(3) Goodwill of South Western PA	Robert S. Foltz Building	118 52nd Street Pittsburgh, PA 15201	412-481-9005	Yes
(4) NAACP Pittsburgh	Ms. M. Gayle Moss	2203 Wylie Avenue Pittsburgh, PA 15219	412-471-1024	Yes
(5) NAACP Greensburg	Rev. Dr. Jack Sullivan, Jr.	1011 Old Salem Road, Suite 207 Greensburg, PA 15601	724-838-9146	Yes
(6) Natl. Assoc. of Hispanic Journalists	Mr. Kevin Olivas	1050 Connecticut Ave. NW 10 th Floor Washington, DC 20036	202-622-7145	Yes
(7) National Black MBA's	Ms. Tracy M. Gist-Freeman	P.O. Box 3502 Pittsburgh, PA 15230	412-741-9320	Yes
(8) Renewal, Inc.	Debuse Deroba	601 Grant Street Pittsburgh, PA 15219	412-690-2445	Yes
(9) Saint Vincent Collete	None	300 Fraser Road Latrobe, PA 15650	724-532-6600	Yes
(10) Urban League of Pittsburgh	Employment & Training Dept.	1610 Wood Street Pittsburgh, PA 15222-2222	412-227-4802	Yes
(11) Urban League of Shanago Valley	Erin Houston	601 Indiana Avenue Farrell, PA 16121	724-981-5310	Yes
(12) Life's Work, Career Connections	Mr. David Wisner	1323 Forbes Avenue Pittsburgh, PA 15219	412-471-2600	Yes
(13) Bradford School	Katherine Banaszak Director of Placement	126 West Station Square Drive Suite 129 Pittsburgh, PA 15219-2602	412-391-6710	Yes
(14) Department of Labor and Industry Office of Vocational Rehabilitation	Shannon Austin Employment Representative	531 Penn Avenue Pittsburgh, PA 15222	412-392-5490	Yes
(15) Lee Hecht Harrison	Bernie Varacalli	381 Mansfield Avenue Greentree Commons, Suite 300 Pittsburgh, PA 15220	412-733-2500	Yes
(16) University of Pittsburgh	Career Services	224 William Pitt Union Pittsburgh, PA 15260	412-648-7130	Yes
(17) Sanford Brown Institute	Patty O'Rourke	421 7 th Avenue Pittsburgh, PA 15222	412-281-2600	Yes
(18) University of Pittsburgh Greensburg pgintern@pitt.edu	Jen Jones, Internship Coordinator	219 Chambers 150 Finoli Drive Greensburg, PA 15601	724-836-7575	Yes
(19) Community College of Allegheny City	Robert Kmetz	800 Allegheny Avenue Pittsburgh, PA 15233	412-237-3100	Yes
(20) Life Path	None	22 Almont Raod Sellersville, PA 18960	215-257-0471	Yes
(21) Waynesburg University	Marie Coffman	51 West College Street Waynesburg, PA 15370	724-582-3399	Yes
(22) Carnegie Mellon University	Career Center	5000 Forbes Avenue Warner Hall, Room 19 Pittsburgh, PA 15213	412-268-7839	Yes
(23) College of Communications Penn State	Robert Martin	208D Carnegie Building University Park, PA 16802	412-648-7130	Yes
(24) Council of Three Rivers American Indian	K. Jevsevar	120 Charles Street Dorseyville, PA 15328	412-782-4457	Yes
(25) Grove City College	Linda Reash	200 Campus Drive Grove City, PA 16127	724-458-3371	Yes
(26) Robert Morris	Beth Miller	6001 University Blvd Moon Twp., Pa 15108	412-262-8224	Yes
(27) Syracuse University	Career Services	235 Schine Student Center 303 University Place Syracuse, NY 13244	315-443-3616	Yes
(28) LaRouche College	Pam Golubski	9000 Babcock Blvd. East Campus AB-211 Pittsburgh, PA 15237	412-367-9300	Yes
(29) Seton Hill University gcarter@setonhill.edu	George R. Carter III	Seton Hill Drive Greensburg, PA 15601-1599	724-552-4390	Yes
(30) Indiana University of PA	Dir. of Career Services	Pratt Hall, Room 302 900 Maple Street Indiana, PA 15701	lup.edu/sec	Yes
(31) Edinboro State University ickes@edinboro.edu	Ms. Sue Ickes Center for Career Services	106 McNemey Hall Edinboro, PA 16444	814-732-2781	Yes
(32) Duquesne University	Sandy Skriba Career Services	G1 Rockwell Hall 600 Forbes Avenue Pittsburgh, PA 15282-0104	Careerservices@duq.edu	Yes
(33) Point Park University http://pointpark.erecruiting.com	None	201 Wood Street Pittsburgh, PA 15222	412-391-4100	Yes

(34) Carlow College	Erin Bridgen	3333 Fifth Avenue Pittsburgh, PA 15213	412-578-6196	Yes
(35) Chatham University	Monaca Ritter	106 Woodland Road Pittsburgh, PA 15232	412-365-1209	Yes
(36) N.E.E.D. Law & Finance Building	Dr. Marcia Sturdivant PHD	429 4 th Avenue 20 th Floor Pittsburgh, PA 15219	412-566-7397	Yes
WEBSITES/EMAILS				
(37) PBMF Pittsburgh Black Media Federation	Mr. Ervin Dyer	P.O. Box 22091 Pittsburgh, PA 15222-0091		Yes
(38) Pennsylvania Assoc. of Broadcasters rwycckoff@pab.org	Richard Wyckoff, Pres. Pennsylvania Assoc. of Broadcasters	8501 Paxton Street Hummelstown, PA 17036	717-482-4820	Yes
(39) Media Association of Pittsburgh	VPC communication@mediapittsburgh.com	P.O. Box 10666 Pittsburgh, PA 15235		
(40) Team Pennsylvania Careerlink http://www.cwds.state.pa.us	None	425 6th Avenue, 22nd Floor Pittsburgh, PA 15219	412-552-7100	Yes
(41) Resource Online Publication Lisa.sawich@cbsradio.com	Sarah Orris and Michelle Basta Director of Recruitment Services	651 Holiday Drive, 2nd Floor Pittsburgh, PA 15220	412-920-9400 ext. 112	NA
(42) Television Bureau of Advertising	Tiphany Jones	3 East 54th Street New York, NY 10022	212-486-1111	Yes
(43) KDKA-RADIO www.kdkaradio.com	Marianne Hurley	651 Holiday Drive Pittsburgh, PA 15222	412-575-2501 412-575-2507	NA
(44) KDKA-TV / WPCW-TV Internal www.kdka.com www.wpcw.com	Stella Banas/Geri Ewing	420 Ft. Duquesne Blvd. Suite 100 Pittsburgh, PA 15222	412-575-2501 412-575-2507	NA
(45) Broadcast Employment Services www.tvjobs.com	None	P.O. Box 4116 Oceanside, CA 92052	760-754-8177	Yes
(46) Media Line www.medialine.com	Mark Shilstone, Manager mark@medialine.com	P.O. Box 51909 Pacific Grove, CA 93950	800-237-8073	Yes
(47) Pgh. Technical Institute	Sharon Hosaflook Hosaflook.sharon@pti.edu	111 McKee Road Oakdale, PA 15071	412-809-5100	Yes
(48) Nat'l Academy of TV Artists and Sciences	Tara Faccenda, Executive Director	85 Overlook Circle Garnet Valley, PA 19060	610-859-8886	Yes
(49) ITT Technical Institute		5460 Campbells Run Road Pittsburgh, PA 15205	412-856-5920	Yes
(50) The Leadership Institute	Alyssa Condrey	1101 N. Highland Street Arlington, VA 22201	703-247-2001	Yes
FOR GRAPHIC POSITIONS ONLY				
(51) The Art Institute of Pittsburgh ddboson@aii.edu	Dominique Dobson Student Employment Advisor	420 Blvd of The Allies Pittsburgh, PA 15219	412-263-3805	Yes
FOR SALES/MANAGEMENT POSITIONS ONLY				
(52) Spot N Dot's	None	1744 Patriots Way NW Kennesaw, GA 30152	888-884-2630	Yes
(53) TV Week	Chuck Ross chkross@tvweek.com	5500 Stansbury Ave Sherman Oaks, CA 91401		Yes
(54) Broadcasting & Cable	None	28 East 28 th Street, 12 th Floor New York, NY 10016	212-378-0400	Yes
FOR TALENT POSITIONS ONLY				
(55) Collective Talent info@michaelsmedia.com	Michael Bilie	1721 Richardson Place Tampa, FL 33606	813-254-9695	Yes
FOR ENGINEERING POSITIONS ONLY				
(56) Triangle Tech	Brian Dayton-Career Advisor	1940 Perrysville Avenue Pittsburgh, PA 15214	412-359-1000 ext. 7189	Yes
FOR MARKETING POSITIONS ONLY				
(57) Graeme Newell 602 Communications	Sandy Lizik	1011 Lyndhurst Falls Lane Knightdale, NC 27545	919-217-4438	Yes
MISCELLANEOUS SOURCES				
(58) Employee Referral	CBS TELEVISION STATIONS			
(59) Industry Referral				
(60) CBS Applicant Tracking System	Brassing Kenexa			

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) [REDACTED]	Current Employee Promotion
(2) [REDACTED]	Inside Temporary Worker/Stivers Staffing
(3) [REDACTED]	CBS Jobs Website
(4) [REDACTED]	KDKA Radio Per Diem
(5) [REDACTED]	Colleague
(6) [REDACTED]	CBS Jobs Website
(7) [REDACTED]	Current Per Diem
(8) [REDACTED]	Current Employee Promotion
(9) [REDACTED]	CBS Jobs Website
(10) [REDACTED]	Indeed
(11) [REDACTED]	CBS Jobs Website
(12) [REDACTED]	Current Per Diem
(13) [REDACTED]	Current Per Diem
(14) [REDACTED]	Employee Referral
(15) [REDACTED]	Current Employee Promotion
(16) [REDACTED]	Current Employee Promotion

7) Total # of Interviewees Referred by Each Source: For the period from April 1, 2014 to March 31, 2015, this Employment Unit interviewed Seventy One (72) interviewees for full time and part time job vacancies.

<u>Recruitment Source</u>		<u>Number of Interviewees Referred</u>
(1)	Indeed	9
(2)	Current F.T. Employee	5
(3)	Inside Temporary Worker/Stivers Staffing	1
(4)	CBS Jobs Website	30
(5)	News Apprentice	1
(6)	Agent	2
(7)	CBS Radio Per Diem	2
(8)	Internal Candidate	1
(9)	Colleague	1
(10)	Employee Referral	8
(11)	Penn State	1
(12)	Current Per Diem	6
(13)	State Job Bank	1
(14)	Career Builder	1
(15)	TV Jobs	2
(16)	Non Employee Referral	1

(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: (Name and Position)
<p>Co-Sponsor of 2014 Pittsburgh Professional Diversity Networking Career Fair</p> <p>Marriott Pittsburgh City Center – Pittsburgh, PA</p> <p>Promote career opportunities, ongoing education and diversity for qualified job seekers</p>	4/23/14	<p>Stella Banas, Controller/HR Director Dan Braddock, CW Marketing Promo Mgr.</p>
<p>Duquesne University – Pittsburgh, PA</p> <p>Junior Achievement Career Fair</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>	4/30/14	<p>Rick Dayton, Anchor Kristine Sorensen , Anchor</p>

(b) Internship

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>KDKA TV and WPCW-TV offer Internships during the summer, fall and winter/spring semesters. The students selected are juniors, seniors or graduate students. Selected 12 interns for winter/spring 2014, 5 interns for the summer of 2014 and 3 interns for the fall of 2014.</p>	April 2014 to December 2014	<p>Stella Banas, Controller/HR Manager Anne Linaberger, News Director Jill Neely, Producer Bill Shissler, Executive Producer Mike Vukovean, Spots Producer Mike Zappone, Sports Producer Dan Braddock, CW Marketing Promo Mgr. Drew Moniot, Producer/Director Tim Williams, Web Manager Carol Pegnataro, Research Director Doug Allen, Internet Sales Manager Jeff Versyla, Weathercaster</p>
<p>Emma L. Bowen Foundation Internship Diversity Initiative Participation where students earn an hourly salary as well as matching funds for scholarships</p>	6/6/14 – 8/1/14	<p>Anne Linaberger, News Director</p>
<p>News Apprentice – to provide full spectrum of newsroom behind-the-scenes opportunities in news gathering, writing, producing, special projects and news promotions</p>	9/9/13 – 9/8/14	<p>Anne Linaberger, News Director</p>

(c) Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
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.	August 2014	Olga Geroge, Assignment Desk Editor
Robert Morris University – Pittsburgh, PA Guest Speaker – “History of Television” Class Evolution of CW Network and industry career opportunities	3/4/15	Dan Braddock, CW Marketing Manager
KDKA-TV – Pittsburgh, PA Speaker – Point Park University Students (“Survey of Mass Communications” course) Visitation and tour designed to give students a perspective of all of the media (history through present)	October 2014	Olga Geroge, Assignment Desk Editor

(d) Training Management Personnel.

Description of Training:	Personnel Involved: (Name and position)	Describe Training:
1. 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.
2. CBS Privacy by Design (5/20/14 – 6/10/14)	On-line training program for all full-time employees	Outlines employee’s personal role and responsibilities in safeguarding the personal information we hold about individuals, including customers, employees and suppliers.
3. Conducting Legal and Effective Investigations (3/28/14 – 4/1/14)	On-line training program for all full-time employee who conduct employee investigations at CBS Corporation.	How to conduct a lawful investigation – getting organized, process steps, best practices, conducting interviews, preserving privilege, documentation requirements, presenting results and available resources.