

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

**This Report covers full-time vacancy recruitment data for the period April 1, 2021 to March 31, 2022.**

- 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, Director Planning and Operations Finance**

Mailing Address:  420 Fort Duquesne Blvd, Ste 100 One Gateway Center Pittsburgh, PA 15222	Telephone Number: 412-575-2200
	Contact Person: J Tamburo
	E-mail Address: <a href="mailto:jtamburo@kdka.com">jtamburo@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>
Director	1-37	ViacomCBS Career site
Account Executive	1-37	ViacomCBS Career site
Producer	1-37	Per-diem converted to permanent
Account Executive	1-37	ViacomCBS Career site
Reporter	1-37	Per-diem converted to permanent
Photographer	1-37	Per-diem converted to permanent
Director Digital Media	1-37	ViacomCBS Career site
Producer	1-37	Per-diem converted to permanent
Digital News Video Producer	1-37	Per-diem converted to permanent
Producer	1-37	Talent Dynamics
Producer	1-37	ViacomCBS Career site
Digital Sales Manager	1-37	Referred by ViacomCBS Employee
Associate Producer	1-37	ViacomCBS Career site
Producer	1-37	ViacomCBS Career site
Assignment Editor	1-37	ViacomCBS Career site
Local Sales Manager	1-37	ViacomCBS Career site
Sales Coordinator	1-37	ViacomCBS Career site
Account Executive	1-37	ViacomCBS Career site
Anchor Weather	1-37	ViacomCBS Career site
Community Impact Producer	1-37	ViacomCBS Career site
Local Sales Manager	1-37	Internal promotion
Executive Producer	1-37	Internal 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.	Jeanne Barnes	1815 Metropolitan Avenue Pittsburgh, PA 15233	412-323-4000	No
(2) Goodwill of South Western PA	Robert S. Foltz Building/Andrew Sabo	118 52nd Street Pittsburgh, PA 15201	412-481-9005	No
(3) NAACP Pittsburgh	T Carlisle	2203 Wylie Avenue Pittsburgh, PA 15219	412-471-1024	No
(4) NAACP Greensburg/Jeannette		1011 Old Salem Road, Suite 207 Greensburg, PA 15601	724-838-9146	No
(5) National Black MBA's		P.O. Box 71213 Pittsburgh, PA 15213		No
(6) Renewal, Inc.	Denise Deroba	601 Grant Street Pittsburgh, PA 15219	412-690-2445	No
(7) Saint Vincent College		300 Fraser Road Latrobe, PA 15650	724-532-6600	No
(8) Urban League of Pittsburgh	Employment & Training Dept Deb Wanamaker	332 Fifth Ave, Fl 4 Pittsburgh, PA 15222-2222	412-227-4802	No
(9) Urban League of Shanago Valley	Erin Houston	601 Indiana Avenue Farrell, PA 16121	724-981-5310	No
(10) Life's Work	Career Connections	2403 Sidney Street, Ste 500 Pittsburgh, PA 15203	412-471-2600	No
(11) Bradford School		125 West Station Square Drive Suite 129 Pittsburgh, PA 15219-2602	412-391-6710	No
(12) Department of Labor and Industry Office of Vocational Rehabilitation	Vocational Rehab Supervisor John Miller	531 Penn Avenue Pittsburgh, PA 15222	412-392-4950	No
(13) Lee Hecht Harrison	Bernie Varacalli	381 Mansfield Avenue Greentree Commons, Suite 300 Pittsburgh, PA 15220	412-733-2500	No
(14) PA Career Link	Elizabeth Suter	304 Wood Street Pittsburgh, PA 15222	412-552-7100	No
(15) TV Jobs	Broadcast Employment Services	PO Box 4116 Oceanside, CA 92052		No
(16) Community College of Allegheny County	R Metz	800 Allegheny Avenue Pittsburgh, PA 15233	412-237-3100	No
(17) Life Path	Ann Marie Surovy	2 Life Mark Drive Sellersville, PA 18960	215-257-0471	No
(18) Waynesburg University	Marie Coffman	51 West College Street Waynesburg, PA 15370	724-627-8191	No
(19) Council of Three Rivers American Indian	K.Jevsevar	120 Charles Street Dorseyville, PA 15328	412-782-4457	No
(20) Grove City College		100 Campus Drive Grove City, PA 16127	724-458-2000	No
(21) Robert Morris		6001 University Blvd Moon Twp., Pa 15108	412-397-3000	No
(22) LaRoche College	Rebecca Rosswog	9000 Babcock Blvd Pittsburgh, PA 15237	412-367-9300	No
(23) Edinboro State University	Monica Clem Center for Career Services	219 Meadville Street Edinboro, PA 16444	814-732-2000	No
(24) Duquesne University	Career Services	600 Forbes Avenue Pittsburgh, PA 15282-0104	412-396-6632	No
(25) Point Park University		201 Wood Street Pittsburgh, PA 15222	412-391-4100	No
(26) Carlow College		3333 Fifth Avenue Pittsburgh, PA 15213	412-578-6000	No
(27) Chatham University		106 Woodland Road Pittsburgh, PA 15232	412-365-1100	No
(28) N.E.E.D.	Dr. Marcia Sturdivant PHD	429 4 <sup>th</sup> Avenue 20 <sup>th</sup> Floor Pittsburgh, PA 15219	412-566-2760	No
(29) PBMF Pittsburgh Black Media Federation		P.O. Box 292 Pittsburgh, PA 15230	412-339-0730	No
(30) Media Associaton of Pittsburgh		P.O. Box 25391 Pittsburgh, PA 15220		No
(31) Dept. of Veterans Affairs	Samuel Green, MS	1010 Delafield Raod Pittsburgh, PA 15215	412-822-2222	No
(32) Pittsburgh Career Institute	Ernie Junstrom	421 7 <sup>th</sup> Avenue Pittsburgh, PA 15219	412-281-2600	No
(33) Nat'l Academy of TV Artists and Sciences	Tara Faccenda, Executive Director	85 Overlook Circle Garnet Valley, PA 19060	610-859-8886	No
(34) The Leadership Institute	Patricia Simpson	1101 N.Highland Street Arlington, VA 22201	703-247-2000	No
(35) Triangle Tech	Brian Dayton-Career Advisor	1940 Perrysville Avenue Pittsburgh, PA 15214	412-359-1000	No
(36) Graeme Newell 602 Communications	Sandy Lizik	1011 Lyndhurst Falls Lane Knightdale, NC 27545	919-280-8224	No
(37) ViacomCBS Career Portal				NA

**6) Total # of Interviewees Referred by Each Source:** For the period from April 1, 2021 to March 31, 2022, this Employment Unit interviewed 103 interviewees for full time vacancies.

<u>Recruitment Source</u>	<u>Number of Interviewees Referred</u>
(1) Current F.T. Employee	11
(2) ViacomCBS Career Portal	72
(3) Indeed	2
(4) Current Per-Diem	11
(5) Current Employee Referral	1
(6) Job Board Linked In	1
(7) Talent Dynamics	5

**7) 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)
Fall National College Media Convention Virtual participation  Industry led convention for students and educators	10/14/2021	Kathy Hostetter, News Director
National Association of Black Journalists NABJ HBCYou Training Conference and Job Fair Virtual participation  Career fair focused on connecting minority candidates in broadcasting	2/26/2022	Kathy Hostetter, News Director
Junior Achievement: Inspires Career Fair Virtual participation  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	2/11/2022	Kristine Sorensen, Anchor Meghan Schiller, Reporter/Anchor Royce Jones, Reporter Ray Petelin, Meteorologist
Point Park University Spring Career Fair Pittsburgh, PA participated  Connecting students from the sports, news, arts and entertainment management departments to employers	3/31/2022	Dan Braddock, Marketing Manager

**(b) Participation in Events**

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
Blackhawk High School Beaver Falls, PA Technology Student Association Virtual State Conference Life skills for careers in communication intersession	4/14-17/2021	Ray Petelin, Meteorologist Royce Jones, Reporter/Anchor Meghan Schiller, Reporter/Anchor Kristine Sorensen, Anchor
Take Your Child to Work Day Virtual platform CBS Pittsburgh Education and activities relating to careers in journalism and broadcasting	4/22/2021	Ray Petelin, Meteorologist Tim Williams, Digital Director Kristine Sorensen, Anchor Meghan Schiller, Reporter/Anchor Jeremy Stockdill, Photographer Aaron Sledge, Photographer Royce Jones, Reporter/Anchor
University of Pittsburgh Pittsburgh, PA Speaker: broadcast journalism class Newsroom journalism during pandemic	4/5/2021	Ken Rice, Anchor
Impactful Women: Women In Media Canonsburg, PA Speaker on women in media	6/30/2021	Kym Gable, Reporter/Anchor
Pittsburgh Technical College Pittsburgh, PA Finding your way into the video production industry	8/18/2021	Tim Long, Commercial Videographer
Point Park University Pittsburgh, PA Center for Media Innovation How Professional Relationships Shape Careers Speakers on mentorship and its importance	9/30/2021	Olga George, Assignment Editor Royce Jones, Reporter/Anchor
STEM Fest Pittsburgh Today Live 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	10/11/2021	Mikey Hood, Reporter Heather Abraham, Co-host David Highfield, Co-host Ron Smiley, Meteorologist

Future of Broadcast Day Point Park University, Pittsburgh, PA To raise awareness of broadcast career opportunities for students	10/27/2021	Eric Williams, Sr Account Executive
University of Pittsburgh Pitt to the Point class Breakout session to walk students through the nuances and aspects of newsroom positions that cannot be found in a book	1/21/2022	Kathy Hostetter, News Director
University of Pittsburgh Pittsburgh, PA Student workshop Spoke to journalism students regarding opportunities in television broadcasting both in front and behind the camera	2/23/2022	Chris Cotugno, General Manager Kathy Hostetter, News Director
Creativity at Work Robert Morris University Moon Township, PA A conference for careers in communication, English and Media Arts Opportunity for students at all levels to network with and hear from professionals in communication, visual arts, writing and advertising fields	3/23/2022	Olga George, Assignment Editor
College of Communications Ohio State University How newsrooms and newsgathering has evolved	3/24/2022	Corey Martin, Managing Editor

**c) Training Management Personnel.**

Description of Training:	Personnel Involved:	Describe Training:
Influential Communication Workshop April 2021	Virtual training program available for all managers and full-time employees	Learning to become more influential by building a questions-first culture in which colleagues are eager to hear one another's perspectives
Essentials of Management Series April 2021 – June 2021	Virtual training program available for all managers	Focused on building the foundational skills for driving team engagement, inclusion and high performance
People Development and Shaping Futures May 2021	Virtual training program available for all managers	Learning how to structure the types of conversations and master how to help employees uncover what is important for their future, and match this to opportunities in the organization
Minus the Bias May 2021	On-line training program available for all managers and full-time employees.	How to recognize your own biases and how to break them so that you can put your conscious mind in the driving seat
The Neuroscience of Better Hiring June 2021	Virtual training for managers	Training provided to educate on making more inclusive, informed and successful people choices by mitigating the impact of cognitive bias throughout the interview and selection process
The Elevated Communicator July 2021	Virtual training program available for all managers and full-time employees	Session to learn how to elevate your communication skills and bring out the best in others
Preventing Sexual Harassment December 2021	On-line training course for all full-time employees	Non-Discrimination and Anti-Harassment Policy required training on preventing and addressing sexual harassment at work
Developing Others for a Strong Tomorrow February 2022	On-line training program available for managers	Developing conversation skills to identify employee's goals and supporting their growth