

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

**This Report covers full-time vacancy recruitment data for the period April 1, 2020 to March 31, 2021.**

- 1) Employment Unit: ViacomCBS 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)**

Job Title	Recruitment Source Notified of Job Vacancy	Recruitment Source of Hiree
Producer	1-51, 53	ViacomCBS Career site
Assistant News Director	1-51, 53	ViacomCBS Career site
Reporter	1-51, 53	ViacomCBS Career site

( ) 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/Paul Kubrick	1815 Metropolitan Avenue Pittsburgh, PA 15233	412-323-4000	Yes
(2) Goodwill of South Western PA	Robert S. Foltz Building/Andrew Sabo	118 52nd Street Pittsburgh, PA 15201	412-632-1736	Yes
(3) NAACP Pittsburgh	T Carlisle	2203 Wylie Avenue Pittsburgh, PA 15219	412-471-1024	Yes
(4) NAACP Greensburg	None	1011 Old Salem Road, Suite 207 Greensburg, PA 15601	724-838-9146	Yes
(6) National Black MBA's	Ms. Kyshira S. Moffett/Secretary	P.O. Box 3502 Pittsburgh, PA 15230	412-741-9320	Yes
(6) Renewal, Inc.	Denise 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 . Deb Wanamaker	332 Fifth Ave, Fl 4 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. Ed O'Rourke	1323 Forbes Avenue Pittsburgh, PA 15219	412-471-2600	Yes
(11) Bradford School	None	125 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 Vocational Rehab Supervisor	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>	Offices of Career Services	219 Chambers 150 Finoli Drive Greensburg, PA 15601	724-836-7575	Yes
(16) Community College of Allegheny City	Robert Kmetz	800 Allegheny Avenue Pittsburgh, PA 15233	412-237-3100	Yes
(17) Life Path	Ann Marie Surovy	22 Almont Raod 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) LaRoche College	Pam Golubski	9000 Babcock Blvd. East Campus AB-211 Pittsburgh, PA 15237	412-367-9300	Yes
(24) Seton Hill University <a href="mailto:gcarter@setonhill.edu">gcarter@setonhill.edu</a>	None	Seton Hill Drive Greensburg, PA 15601-1599	724-552-4390	Yes
(25) Indiana University of PA	Dir. of Career Services	Pratt Hall, Room 302 900 Maple Street Indiana, PA 15701	Iup.edu/sec	Yes
(26) Edinboro State University <a href="mailto:mclm@edinboro.edu">mclm@edinboro.edu</a>	Monica Clem Center for Career Services	106 McNeerney Hall Edinboro, PA 16444	814-732-2781	Yes
(27) Duquesne University	Career Services	G1 Rockwell Hall 600 Forbes Avenue Pittsburgh, PA 15282-0104	<a href="mailto:Careerservices@duq.edu">Careerservices@duq.edu</a>	Yes
(28) 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
(29) Carlow College	Erin Bridgen	3333 Fifth Avenue Pittsburgh, PA 15213	412-578-6196	Yes
(30) Chatham University	Monaca Ritter	106 Woodland Road Pittsburgh, PA 15232	412-365-1209	Yes
(31) 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>				
(32) PBMF Pittsburgh Black Media Federation	Mr. Ervin Dyer	P.O. Box 22091 Pittsburgh, PA 15222-0091		Yes
(33) Media Associaton of Pittsburgh	<a href="mailto:mediaofpittsburgh@gmail.com">mediaofpittsburgh@gmail.com</a>	P.O. Box 25319 Pittsburgh, PA 15220		
(34) 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
(35) Resource Online Publication	Director of Recruitment Services	651 Holiday Drive, 2nd Floor Pittsburgh, PA 15220	412-920-9400 ext. 112	NA
(36) Pittsburgh Career Institute	Ernie Junstrom	421 7 <sup>th</sup> Avenue Pittsburgh, PA 15219	412-281-2600 ext 125	Yes
(37) KDKA-RADIO <a href="http://www.kdkaradio.com">www.kdkaradio.com</a>	None	651 Holiday Drive Pittsburgh, PA 15222	412-575-2501 412-575-2507	NA
(38) Waynesburg University	M Coffman	51 W College St Waynesburg, PA 15370	724-627-8191	Yes
(39) Broadcast Emploeymnt Services <a href="http://www.TVjobs.com">www.TVjobs.com</a>	None	P.O. Box 4116 Oceanside, CA 92052	760-754-8177	Yes
(40) 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
(41) Pgh. Technical College	Darlene Pritt	111 McKee Road Oakdale, PA 15071	412-809-5100	Yes
(42) Nat'l Academy of TV Artists and Sciences	Tara Faccenda, Executive Director	85 Overlook Circle Garnet Valley, PA 19060	610-859-8886	Yes

(43) The Leadership Institute	Patricia Simpson	1101 N.Highland Street 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 Patriots Way NW Kennesaw, GA 30152		
(46) TV Week	Chuck Ross <a href="mailto:chkross@tvweek.com">chkross@tvweek.com</a>	5500 Stansbury Ave Sherman Oaks, CA 91401		Yes
(47) 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>				
(48) Collective Talent <a href="mailto:info@michaelsmedia.com">info@michaelsmedia.com</a>	Michael Billie	1721 Richardson Place Tampa, FL 33606	813-254-9695	Yes
<b>FOR ENGINEERING POSITIONS ONLY</b>				
(49) Triangle Tech	Brian Dayton-Career Advisor	1940 Perrysville Avenue Pittsburgh, PA 15214	412-359-1000 Ext. 7189	Yes
<b>FOR MARKETING POSITIONS ONLY</b>				
(50) Graeme Newell 602 Communications	Sandy Lizik	1011 Lyndhurst Falls Lane 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.

<u>Name of Hiree</u>	<u>Name of Recruitment Source</u>
(1) ██████████	ViacomCBS Career site
(2) ██████████	ViacomCBS Career site
(3) ██████████	ViacomCBS Career site

**7) Total # of Interviewees Referred by Each Source:** For the period from April 1, 2020 to March 31, 2021, this Employment Unit interviewed 25 interviewees for full time vacancies.

<u>Recruitment Source</u>	<u>Number of Interviewees Referred</u>
(1) Current F.T. Employee	1
(2) Inside Temporary Worker	0
(3) CBS Jobs Website	16
(4) Indeed	2

(5)	ViacomCBS Company Referral	3
(6)	Former Consultant	0
(7)	Company Transfer	0
(8)	Current Per Diem	0
(9)	Current Employee Referral	1
(10)	Job Board	2
(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: (Name and Position)
NABJ Career Fair Virtual  Career fair to connect minority candidates for careers in broadcasting	11/21/2020	Kathy Hostetter, News Director
Junior Achievement: Inspires Career Fair Virtual  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	2/26/2021	Kristine Sorensen, Anchor Meghan Schiller, Reporter/Anchor Royce Jones, Reporter Ray Petelin, Meteorologist

**(b) Internship**

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)

**(b) Participation in Events**

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
Carnegie Science Pittsburgh, PA Earthweek weather lesson	4/23/2020	Ray Petelin, Meteorologist
Mary of Nazareth Catholic School White Oak, PA (virtual) Weather and weather related experiments	5/19/2020	Ray Petelin, Meteorologist
Carnegie Science Pittsburgh, PA Earth's Powerful Pressure: meteorology lesson	5/19/2020	Ray Petelin, Meteorologist
CCAC North Campus Pittsburgh, PA (virtual) Panel discussion: Broadcast journalism and online media	6/19/2020	CJ Malm, Digital Line Producer
Change Exchange Virtual Panel Town Hall Panel discussion: cultural equality and moving forward in the workplace	7/15/2020	Olga George, Assignment Editor
Point Park University Pittsburgh, PA (virtual) Workshop: Broadcasting careers and opportunities	7/3/2020	Olga George, Assignment Editor
Point Park University Pittsburgh, PA (virtual) Workshop: Broadcast writing and reporting	7/30/2020	Olga George, Assignment Editor
NABJ/NAHJ Convention Virtual online platform Journalism education, career development, and networking	8/5- 8/6/2020	Kathy Hostetter, News Director
Pittsburgh Technical College Pittsburgh, PA (virtual) Classroom presenter: how to become a videographer	9/30/2020	Tim Long, Commercial Videographer
NABJ 2020ONE Virtual Regional Conference Virtual online platform Conference with focus on professional development and training for careers in broadcasting	11/21/2020	Kathy Hostetter, News Director
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	11/30/2020	Lisa Edmonds, Local Sales Manager Mikey Hood, Reporter Heather Abraham, Co-host David Highfield, Co-host Ron Smiley, Meteorologist
Pittsburgh Technical College Pittsburgh, PA (virtual) Interview Prep: Practiced mock interviews with students	1/7/2021	Tim Long, Videographer

Biddeford Middle School Biddeford, Maine (virtual) Speaker Career Day: Why strong english and writing skills are important for a broadcast career	3/22/2021	Erin Shea, Producer
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**d) Training Management Personnel.**

Description of Training:	Personnel Involved: (Name and position)	Describe Training:
Employee Business Practice 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 ViacomCBS'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.
Business Integrity Training	On-line training program for all managers and full-time employees.	Reviewing guidelines for our code of conduct and our commitment to strong ethical behavior and rigorous standards of business conduct.
Information Security Awareness	On-line training program for all managers and full-time employees	Training provided to educate on the importance of information security and data protection. Guidelines on protecting sensitive systems and information from being stolen, damaged or misused.
Influential Communication Workshop	On-line training program for supervisors.	Learning to become more influential by building a questions-first culture in which colleagues are eager to hear one another's perspectives.