

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period from March 22, 2008, through March 22, 2009.

- 1) **Employment Unit Location/Name:** CBS Radio / Pittsburgh
- 2) **Unit Members (List all station call signs and communities of license):** KDKA-AM/Pittsburgh
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address:  KDKA Radio One Gateway Center Pittsburgh, PA 15222	Telephone Number: 412-575-2552
	Contact Person/Title: Marianne Hurley/Market Controller
	E-mail Address: Marianne.Hurley@cbsradio.com

- 4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

	<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1.	<u>Account Executive</u>	<u>Employee Referral</u>
2.	<u>Account Executive</u>	<u>Employee Referral</u>
3.	<u>Local Sales Manager</u>	<u>Internal Posting</u>
4.	<u>Promotions Director</u>	<u>Internal Posting</u>
5.	<u>Producer</u>	<u>Internal Posting</u>
6.	<u>News Reporter</u>	<u>Employee Referral</u>
7.	<u>Air Talent</u>	<u>Internal Promotion</u>

**5. The following organizations were contacted by the Employment Unit for Job Titles 1-5.**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Bethel AME Church	Reverend McLemore	2720 Webster Ave Pittsburgh, PA 15219	412-683-2160	0	Yes
Bidwell Training Center	Paula Kubrick	1650 Metropolitan Ave Pittsburgh, PA 15233	412-323-4000	0	Yes
Boyd School Division	John Pollick	1111 McKee Road Oakdale, PA 15071	412-809-5200	0	Yes
Bradford School	Diane Dougherty	707 Grant Street Gulf Tower Pittsburgh, PA 15219	412-391-6710	0	Yes
Carlow College	Cindy Kaufold	3333 Fifth Avenue Pittsburgh, PA 15213	412-578-6196	0	Yes
Chatham University	Monica Ritter	106 Woodland Road Lindsay Hall – 2nd Floor Pittsburgh, PA 15232	412-365-1280	0	Yes
College of Communications	Nicole Wilson	Penn State University 201 Carnegie Building University Park, PA 16802-4674	814-865-8801	0	Yes
Community College of Allegheny County	Robert Kmetz	800 Allegheny Avenue Pittsburgh, PA 15233	412-323-2323	0	Yes
Council of 3 Rivers American Indian Center	Sonya French-Begay	120 Charles Street Dorseyville, PA 15238	412-782-4457	0	Yes
Duquesne University Career Services Center	Kim Pierce	600 Forbes Avenue Pittsburgh, PA 15282	412-396-6042	0	Yes
Ebenezer Baptist Church	Reverend Winsett	2001 Wylie Avenue Pittsburgh, PA 15219	412-281-6583	0	Yes
Grove City College	Linda Reash	200 Campus Drive Grove City, PA 16127	724-458-3371	0	Yes
First Emmanuel Tabernacle	Reverend Jones	671 Bryn Mawr Road Pittsburgh, PA 15219	412-681-6090	0	Yes
ICM School of Business	Jennifer Kelly	10 Wood Street – 3 <sup>rd</sup> Floor Pittsburgh, PA 15222	412-261-4644	0	Yes
LaRoche College	Pam Golubski	9000 Babcock Boulevard	412-536-1788	0	Yes

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		East Campus AB-211 Pittsburgh, PA 15237			
Life's Work of Western PA- Career Connections	Wayne Adams	1323 Forbes Avenue Pittsburgh, PA 15219	412-471-2600	0	Yes
Macedonia Church	Ama Baltimore	2225 Beford Avenue Pittsburgh, PA 15219	412-281-8437 ext 15	0	Yes
Monumental Baptist Church	Reverend Smith	2240 Wylie Avenue Pittsburgh, PA 15219	412-281-3384	0	Yes
NAACP	Debra Ayers	PO Box 215 Leechburg, PA 15656	724-842-5061	0	Yes
National Association of Broadcasters Education Foundation	Michael McKinley	1771 N Street NW Washington DC, 20036	202-429-5498	0	Yes
Pennsylvania State University	Davida Cavallo	1 University Drive Route 119- Williams Building Uniontown, PA 15401	800-548-5466	0	Yes
Pittsburgh Post Gazette	Debra Midgley	34 Boulevard of the Allies Pittsburgh, PA 15222	412-263-1404	0	No
Point Park College	Carol Greco	201 Wood Street Room 706- Lawrence Hall Pittsburgh, PA 15108	412-392-3861	0	Yes
Renewal, Inc	Charles Sullivan	339 Boulevard of the Allies Pittsburgh, PA 15222	(412) 690-2445	0	Yes
Robert Morris University	Beth Miller	6001 University Boulevard Moon Township, PA 15108	412-262-8224	0	Yes
Urban League of Pittsburgh	Darlene Wanamaker	1 Smithfield Street – 3 <sup>rd</sup> Floor Pittsburgh, PA 15222	412-227-4150	0	Yes
Waynesburg University	Marie Coffman	51 W College Street Waynesburg, PA 15370	724-582-3399	0	Yes
Monster.com/Career Builder		www.monster.com		2	No
KDKARadio.com	Marianne Hurley	One Gateway Center, Pittsburgh, PA 15222	412-575-5552	1	Yes
CBSRadio.com	Marianne Hurley	One Gateway Center, Pittsburgh, PA 15222	412-575-2552	1	Yes

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**The following organizations were contacted by the Employment Unit for Job Title 6.**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Carlow College	Cindy Kaufold	3333 Fifth Avenue Pittsburgh, PA 15213	412-578-6196	0	Yes
Chatham University	Monica Ritter	106 Woodland Road Lindsay Hall – 2nd Floor Pittsburgh, PA 15232	412-365-1280	0	Yes
College of Communications	Nicole Wilson	Penn State University 201 Carnegie Building University Park, PA 16802-4674	814-865-8801	0	Yes
Duquesne University Career Services Center	Kim Pierce	600 Forbes Avenue Pittsburgh, PA 15282	412-396-6042	0	Yes
Grove City College	Linda Reash	200 Campus Drive Grove City, PA 16127	724-458-3371	0	Yes
LaRoche College	Pam Golubski	9000 Babcock Boulevard East Campus AB-211 Pittsburgh, PA 15237	412-536-1788	0	Yes
Pittsburgh Post Gazette	Debra Midgley	34 Boulevard of the Allies Pittsburgh, PA 15222	412-263-1404	0	No
Monster.com/Career Builder		www.monster.com		0	No
Inside Radio	Gene McKay	365 Union Street Littleton, NH 03561	603-444-5720	0	No
AllAccess.com		28955 Pacific Coast Highway Suite 210 Malibu, CA 90265	310-457-6616	6	No
KDKARadio.com	Marianne Hurley	One Gateway Center, Pittsburgh, PA 15222	412-575-5552		Yes
CBSRadio.com	Marianne Hurley	One Gateway Center, Pittsburgh, PA 15222	412-575-2552		Yes

**No organizations were contacted by the Employment Unit for Job Title 7, which was filled through an internal promotion.**

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**6) Total # of Interviewees Referred:** For the period from March 22, 2008 through March 22, 2009, this Employment Unit interviewed 35 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Measures.**

1. Participation in Job Fairs

**Western Pennsylvania Career Services Association – 4/3/08**

The Director of Sales and Recruitment Sales Manager attended this job fair at the Expomart in Monroeville, PA to meet with students and recent graduates from 44 colleges in Western Pennsylvania. They were able to discuss internship and employment opportunities with job seekers, as well as distribute recruitment literature and schedule interviews.

**Pittsburgh Radio Organization Job Fair – 1/6/09**

Our Employment Unit attended a career fair held at Duquesne University which focused on the Broadcasting industry. In attendance were the Promotions Directors, Programming Directors, Director of Sales, General Sales Manager, and Local Sales Managers. These company representatives staffed a booth, spoke to interested candidates about the company and employment opportunities, and directed them to apply online at [www.cbsradio.com/careers](http://www.cbsradio.com/careers).

2. Hosting of Job Fairs

**On-Air Career Fair- The Inside Story With Marty Griffin – 2/27/09**

Executive Vice President Bill Flanagan from the Allegheny Conference on Community Development joined Marty Griffin on the air and talked about the job sector and the wealth of career in the Pittsburgh Market. During the program Marty invited local companies onto the program that were looking to employ people. Following the show the companies were posted on Marty's page of our website and the show was podcast on our website and listeners were encouraged to apply. The Allegheny Conference also posted a link on their home page of Marty's program. Hiring representatives from seven companies participated in the on-air job fair. During the program, Marty encouraged listeners to visit [CBSRadio.com](http://CBSRadio.com) for a complete listing of available positions with CBS Radio Pittsburgh.

3. Participation in Career Events Sponsored by Educational Institutions

**Communication/Journalism Internship/Co-op Networking Event – 2/5/09**

The Assistant Program Director attended this event, hosted by California University of Pennsylvania. Over 20 employers were on hand to meet with students who are interested in pursuing internships and/or employment in the field of broadcasting.

4. Sponsorship of Community Events to Inform Public of Careers in Broadcasting

**Brashear High School's "9<sup>th</sup> Grade Nation" – 5/2/2008**

The Employment Unit's Assistant Program Director and Midday Talent hosted a presentation at Brashear High School for 9<sup>th</sup> grade students. The Talent spoke to the students about careers in broadcasting and what it takes to excel in the field. A question and answer time with the students followed the presentation.

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### **Sto-Rox Middle School Career Fair – 5/16/08**

An Afternoon Talent personality and Producer attended this career fair for 6<sup>th</sup>-8<sup>th</sup> grade students to discuss jobs in broadcasting with an emphasis on the idea that there are many different types of jobs in broadcasting that do not involve being on the air. CBS Radio had a booth that students could visit to gain more information about future career choices.

### **Edgeworth Elementary School Career Day – 4/08**

An Afternoon Talent personality spoke with over 160 students about careers in broadcasting.

#### 5. Internship Program

##### **On-going**

The Employment Unit has an internship program designed to assist members in the community to acquire skills needed for broadcast employment. The program operates at various times during the year and is offered in promotions, programming, sports and news, with responsibilities and duties applicable to each department.

KDKA's Promotions department had three interns during the reporting period. The promotions interns were students at the University of Pittsburgh and West Virginia University. Primary responsibilities of the promotions interns include: Helping promote KDKA-AM at remotes, fundraisers, and station promotional events; Assisting with equipment set-up and tear-down at promotional events; Interacting with clients, listeners and employees of various professional levels; Assisting with the research and preparation of all upcoming promotional events; Conducting research on competing stations in the Pittsburgh market; General clerical duties and assisting in departments other than promotions when/if the opportunity arises.

The Programming department had two interns, one from Pennsylvania State University and one from the University of Pittsburgh. The Sports department had eight interns, hailing from Pennsylvania State University, Point Park University, Slippery Rock University and Duquesne University. The News Department had two interns, one from John Carrol University and one from Grove City College. Interns in all of these departments may be assigned to the following duties: Writing broadcast scripts, cutting up raw tape and network feeds, making "beat checks" of local emergency agencies, pursuing breaking news and other stories by phone, updating stories on the station web site, shadowing and assisting street reporters and other tasks as assigned.

#### 6. Participate in General Outreach Efforts Using Job Banks or Internet Programs

##### **On-going**

All of the Employment Unit's open positions have been posted at [CBSRadio.com/careers](http://CBSRadio.com/careers). Listeners to the stations are regularly directed to visit [CBSRadio.com](http://CBSRadio.com) to view all available job opportunities with CBS Radio Pittsburgh. A recruitment spot runs in every day part, every day on every station, for a total of approximately 35 spots per week on each station, which says "All listeners are encouraged to visit [CBS radio.com](http://CBSradio.com) for an online listing of job opening at all CBS Radio stations." The same spot also states, "We seek the help of local community organizations in referring qualified applicants to our radio stations. Community organizations that wish to receive our vacancy information should contact Station by calling (Market Controller)."

In addition, we maintain an exclusively career-focused website at [www.MyNewJob247.com](http://www.MyNewJob247.com), "Pittsburgh's Source for Employment and Education." This website, created by CBS Radio to focus on Pittsburgh and surrounding communities, caters to active and passive job seekers. The site is filled with the most current positions and educational resources from local employers and is a valuable tool

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for those seeking employment in the region. Our goal is to keep the website fresh, fast and easy to navigate, helping users get the information they need to jumpstart their career search. Each station in the Employment Unit promotes MyNewJob247.com on the air to drive job seekers to the website to upload resumes and explore open positions. MyNewJob247.com has a direct link to CBSRadio.com/careers, to direct job seekers to apply for all open positions with CBS Radio Pittsburgh. CBS Radio Station commercials run in prime time morning drive and are spread out in other day parts to ensure they reach the maximum listening audience.

7. Training of Management-Level Personnel

**EEO Management Training Seminar – 3/16/09**

Representatives from Corporate HR and the Corporate Legal department came on site to discuss EEO regulations and practices with management level personnel. Those in attendance were the Market Controller, Local Sales Managers, Assistant Program Directors, Program Directors, Promotions Directors, Director of Sales, General Sales Manager and Local HR Representative.