

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2009 – March 22, 2010.

- 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: CBS Radio One Gateway Center Pittsburgh, PA 15222	Telephone Number: 412-920-9400 x 132
	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:**

Job Title	Recruitment Source Referring Hiree
1. Evening Talent	www.CBSRadio.com/Careers
2. Account Executive	www.CBSRadio.com/Careers
3. Account Executive	Industry Referral
4. Account Executive	Industry Referral
5. Local Sales Manager	Employee Referral

5. Position #1: Evening Talent**Referral Source: CBSRadio.com website**

For this position, the following organizations were notified by the Employment Unit of employment opportunities available at www.cbsradio.com/careers.

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	No
Bidwell Training Center	Paula Kubrick	1650 Metropolitan Ave Pittsburgh, PA 15233	412-323-4000	0	No
Boyd School Division	John Pollick	1111 McKee Road Oakdale, PA 15071	412-809-5200	0	No
Bradford School	Diane Dougherty	707 Grant Street Gulf Tower Pittsburgh, PA 15219	412-391-6710	0	No
Carlow College	Cindy Kaufold	3333 Fifth Avenue Pittsburgh, PA 15213	412-578-6196	0	No
Chatham University	Monica Ritter	106 Woodland Road Lindsay Hall – 2nd Floor Pittsburgh, PA 15232	412-365-1280	0	No
College of Communications	Nicole Wilson	Penn State University 201 Carnegie Building University Park, PA 16802-4674	814-865-8801	0	No
Community College of Allegheny County	Robert Kmetz	800 Allegheny Avenue Pittsburgh, PA 15233	412-323-2323	0	No
CSB School of Broadcasting	R. Hamilton	3824 Northern Pike One Monroeville Center, Suite 330 Monroeville, PA 15145	800-887-2346	0	Yes
Council of 3 Rivers American Indian Center	Sonya French-Begay	120 Charles Street Dorseyville, PA 15238	412-782-4457	0	No
Duquesne University Career Services Center	Kim Pierce	600 Forbes Avenue Pittsburgh, PA 15282	412-396-6042	0	No
Ebenezer Baptist Church	Reverend Winsett	2001 Wylie Avenue Pittsburgh, PA 15219	412-281-6583	0	No
Grove City College	Linda Reash	200 Campus Drive	724-458-3371	0	No

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		Grove City, PA 16127			
First Emmanuel Tabernacle	Reverend Jones	671 Bryn Mawr Road Pittsburgh, PA 15219	412-681-6090	0	No
ICM School of Business	Jennifer Kelly	10 Wood Street – 3 rd Floor Pittsburgh, PA 15222	412-261-4644	0	No
LaRoche College	Pam Golubski	9000 Babcock Boulevard East Campus AB-211 Pittsburgh, PA 15237	412-536-1788	0	No
Life's Work of Western PA- Career Connections	Wayne Adams	1323 Forbes Avenue Pittsburgh, PA 15219	412-471-2600	0	No
Macedonia Church	Ama Baltimore	2225 Beford Avenue Pittsburgh, PA 15219	412-281-8437 ext 15	0	No
Monumental Baptist Church	Reverend Smith	2240 Wylie Avenue Pittsburgh, PA 15219	412-281-3384	0	No
NAACP	Debra Ayers	PO Box 215 Leechburg, PA 15656	724-842-5061	0	No
National Association of Broadcasters Education Foundation	Michael McKinley	1771 N Street NW Washington DC, 20036	202-429-5498	0	No
Pennsylvania State University	Davida Cavallo	1 University Drive Route 119- Williams Building Uniontown, PA 15401	800-548-5466	0	No
Point Park College	Carol Greco	201 Wood Street Room 706- Lawrence Hall Pittsburgh, PA 15108	412-392-3861	0	No
Renewal, Inc	Charles Sullivan	339 Boulevard of the Allies Pittsburgh, PA 15222	(412) 690-2445	0	No
Robert Morris University	Beth Miller	6001 University Boulevard Moon Township, PA 15108	412-262-8224	0	No
Urban League of Pittsburgh	Darlene Wanamaker	1 Smithfield Street – 3 rd Floor Pittsburgh, PA 15222	412-227-4150	0	No
Waynesburg University	Marie Coffman	51 W College Street Waynesburg, PA 15370	724-582-3399	0	No
Monster.com/Career Builder		www.monster.com		0	No
Industry Referral	N/A	N/A	N/A	4	No

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CBSRadio.com website	Carrie Zahniser	651 Holiday Drive, Pittsburgh, PA 15220	(412) 920-9400	2	No
Employee referrals	N/A	N/A	N/A	2	No

5. Positions #2, 3, 4: Account Executives (3 positions)

Referral Source: CBSRadio.com website, Industry Referrals

For these positions, the following organizations were notified by the Employment Unit of employment opportunities available at www.cbsradio.com/careers. Three positions were filled from one posting.

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Bethel AME Church	Reverend McLemore	2720 Webster Ave Pittsburgh, PA 15219	412-683-2160	0	No
Bidwell Training Center	Paula Kubrick	1650 Metropolitan Ave Pittsburgh, PA 15233	412-323-4000	0	No
Boyd School Division	John Pollick	1111 McKee Road Oakdale, PA 15071	412-809-5200	0	No
Bradford School	Diane Dougherty	707 Grant Street Gulf Tower Pittsburgh, PA 15219	412-391-6710	0	No
Carlow College	Cindy Kaufold	3333 Fifth Avenue Pittsburgh, PA 15213	412-578-6196	0	No
Chatham University	Monica Ritter	106 Woodland Road Lindsay Hall – 2nd Floor Pittsburgh, PA 15232	412-365-1280	0	No
College of Communications	Nicole Wilson	Penn State University 201 Carnegie Building University Park, PA 16802-4674	814-865-8801	0	No
Community College of Allegheny County	Robert Kmetz	800 Allegheny Avenue Pittsburgh, PA 15233	412-323-2323	0	No
CSB School of Broadcasting	R. Hamilton	3824 Northern Pike One Monroeville Center, Suite 330 Monroeville, PA 15145	800-887-2346	0	Yes
Council of 3 Rivers American Indian	Sonya French-Begay	120 Charles Street	412-782-4457	0	No

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Center		Dorseyville, PA 15238			
Duquesne University Career Services Center	Kim Pierce	600 Forbes Avenue Pittsburgh, PA 15282	412-396-6042	0	No
Ebenezer Baptist Church	Reverend Winsett	2001 Wylie Avenue Pittsburgh, PA 15219	412-281-6583	0	No
Grove City College	Linda Reash	200 Campus Drive Grove City, PA 16127	724-458-3371	0	No
First Emmanuel Tabernacle	Reverend Jones	671 Bryn Mawr Road Pittsburgh, PA 15219	412-681-6090	0	No
ICM School of Business	Jennifer Kelly	10 Wood Street – 3 rd Floor Pittsburgh, PA 15222	412-261-4644	0	No
LaRoche College	Pam Golubski	9000 Babcock Boulevard East Campus AB-211 Pittsburgh, PA 15237	412-536-1788	0	No
Life's Work of Western PA- Career Connections	Wayne Adams	1323 Forbes Avenue Pittsburgh, PA 15219	412-471-2600	0	No
Macedonia Church	Ama Baltimore	2225 Beford Avenue Pittsburgh, PA 15219	412-281-8437 ext 15	0	No
Monumental Baptist Church	Reverend Smith	2240 Wylie Avenue Pittsburgh, PA 15219	412-281-3384	0	No
NAACP	Debra Ayers	PO Box 215 Leechburg, PA 15656	724-842-5061	0	No
National Association of Broadcasters Education Foundation	Michael McKinley	1771 N Street NW Washington DC, 20036	202-429-5498	0	No
Pennsylvania State University	Davida Cavallo	1 University Drive Route 119- Williams Building Uniontown, PA 15401	800-548-5466	0	No
Point Park College	Carol Greco	201 Wood Street Room 706- Lawrence Hall Pittsburgh, PA 15108	412-392-3861	0	No
Renewal, Inc	Charles Sullivan	339 Boulevard of the Allies Pittsburgh, PA 15222	(412) 690-2445	0	No
Robert Morris University	Beth Miller	6001 University Boulevard Moon Township, PA 15108	412-262-8224	0	No
Urban League of Pittsburgh	Darlene Wanamaker	1 Smithfield Street – 3 rd Floor	412-227-4150	0	No

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		Pittsburgh, PA 15222			
Waynesburg University	Marie Coffman	51 W College Street Waynesburg, PA 15370	724-582-3399	0	No
Monster.com/Career Builder		www.monster.com		0	No
Industry Referral	N/A	N/A	N/A	2	No
CBSRadio.com website	Carrie Zahniser	651 Holiday Drive, Pittsburgh, PA 15220	(412) 920-9400	3	No

5. Position #5: Local Sales Manager

Referral Source: Employee referral

For this position, the following organizations were notified by the Employment Unit of employment opportunities available at www.cbsradio.com/careers.

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	No
Bidwell Training Center	Paula Kubrick	1650 Metropolitan Ave Pittsburgh, PA 15233	412-323-4000	0	No
Boyd School Division	John Pollick	1111 McKee Road Oakdale, PA 15071	412-809-5200	0	No
Bradford School	Diane Dougherty	707 Grant Street Gulf Tower Pittsburgh, PA 15219	412-391-6710	0	No
Carlow College	Cindy Kaufold	3333 Fifth Avenue Pittsburgh, PA 15213	412-578-6196	0	No
Chatham University	Monica Ritter	106 Woodland Road Lindsay Hall – 2nd Floor Pittsburgh, PA 15232	412-365-1280	0	No
College of Communications	Nicole Wilson	Penn State University 201 Carnegie Building University Park, PA 16802-4674	814-865-8801	0	No
Community College of Allegheny County	Robert Kmetz	800 Allegheny Avenue Pittsburgh, PA 15233	412-323-2323	0	No

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CSB School of Broadcasting	R. Hamilton	3824 Northern Pike One Monroeville Center, Suite 330 Monroeville, PA 15145	800-887-2346	0	Yes
Council of 3 Rivers American Indian Center	Sonya French-Begay	120 Charles Street Dorseyville, PA 15238	412-782-4457	0	No
Duquesne University Career Services Center	Kim Pierce	600 Forbes Avenue Pittsburgh, PA 15282	412-396-6042	0	No
Ebenezer Baptist Church	Reverend Winsett	2001 Wylie Avenue Pittsburgh, PA 15219	412-281-6583	0	No
Grove City College	Linda Reash	200 Campus Drive Grove City, PA 16127	724-458-3371	0	No
First Emmanuel Tabernacle	Reverend Jones	671 Bryn Mawr Road Pittsburgh, PA 15219	412-681-6090	0	No
ICM School of Business	Jennifer Kelly	10 Wood Street – 3 rd Floor Pittsburgh, PA 15222	412-261-4644	0	No
LaRoche College	Pam Golubski	9000 Babcock Boulevard East Campus AB-211 Pittsburgh, PA 15237	412-536-1788	0	No
Life's Work of Western PA- Career Connections	Wayne Adams	1323 Forbes Avenue Pittsburgh, PA 15219	412-471-2600	0	No
Macedonia Church	Ama Baltimore	2225 Beford Avenue Pittsburgh, PA 15219	412-281-8437 ext 15	0	No
Monumental Baptist Church	Reverend Smith	2240 Wylie Avenue Pittsburgh, PA 15219	412-281-3384	0	No
NAACP	Debra Ayers	PO Box 215 Leechburg, PA 15656	724-842-5061	0	No
National Association of Broadcasters Education Foundation	Michael McKinley	1771 N Street NW Washington DC, 20036	202-429-5498	0	No
Pennsylvania State University	Davida Cavallo	1 University Drive Route 119- Williams Building Uniontown, PA 15401	800-548-5466	0	No
Point Park College	Carol Greco	201 Wood Street Room 706- Lawrence Hall Pittsburgh, PA 15108	412-392-3861	0	No
Renewal, Inc	Charles Sullivan	339 Boulevard of the Allies Pittsburgh, PA 15222	(412) 690-2445	0	No

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Robert Morris University	Beth Miller	6001 University Boulevard Moon Township, PA 15108	412-262-8224	0	No
Urban League of Pittsburgh	Darlene Wanamaker	1 Smithfield Street – 3 rd Floor Pittsburgh, PA 15222	412-227-4150	0	No
Waynesburg University	Marie Coffman	51 W College Street Waynesburg, PA 15370	724-582-3399	0	No
Monster.com/Career Builder		www.monster.com		0	No
Employee Referral	N/A	N/A	N/A	1	No
CBSRadio.com website	Carrie Zahniser	651 Holiday Drive, Pittsburgh, PA 15220	(412) 920-9400	0	No

6) Total # of Interviewees Referred: For the period from March 23, 2009, through March 22, 2010, this Employment Unit interviewed 14 interviewees for full-time job vacancies.

7) Supplemental Recruitment Measures.

Supplemental Recruitment Initiatives:

1. Participation in Job Fairs

Pittsburgh Radio Organization Job Fair – 1/5/10

Two Promotions Directors, a Program Director and two Sales Managers attended the Pittsburgh Radio Organization Career Fair on January 5, 2010. It was held at Duquesne University and focused exclusively on the Broadcasting industry. Our 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.

2. Participation in Events Sponsored by Groups Interested in Broadcast Employment Issues

Robert Morris University Creativity at Work Conference – 3/31/09

An Account Executive from our employment unit spoke at Robert Morris University’s Creativity at Work Conference on March 31st, 2009 as part of a Creative Careers panel. She spoke about opportunities in the radio industry and tips for preparing to enter the workforce.

Penn State New Kensington Communications Futures Panel Discussion – 4/16/09

The Market Manager of our employment unit spoke at the Penn State New Kensington branch on April 16, 2009. The event was open to the public, and he addressed community members as well as students during a panel discussion regarding the outlook of future job opportunities in the radio industry.

3. Participation in Career Events Sponsored by Educational Institutions

Robert Morris University Journalism Symposium – 3/30/09

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The Promotions Director attended an intern/job fair at Robert Morris University on Monday, March 30, 2009 as part of their Journalism Symposium. The main focus of this intern/career fair was Media/Journalism, so all of the students there were only looking for those options. She spoke with several about options with internships at NewsRadio 1020 KDKA and also indicated that we had career opportunities and that they were listed at CBSradio.com/careers. She specifically spoke with them about part-time Promotions Assistant positions that fall under her department.

Point Park University Internship & Career Fair – 10/22/09

The Promotions Director and Assistant Program Director attended the Point Park University Internship and Career Fair on Thursday, October 22, 2009 from 10:30am until 3:30pm at Lawrence Hall on the Point Park Campus. They spoke with interested candidates about internships at KDKA within promotions, programming, news and sports. They also directed people to CBSradio.com/careers to apply for part-time promotions assistant or other positions.

Waynesburg University Internship/Career Fair – 3/4/10

The Promotions Director attended the Waynesburg University Internship/Career Fair on Thursday, March 4, 2010 from 10:00am-1:00pm. She talked with candidates about internships in promotions, sales, news and programming at KDKA. She discussed opportunities as a Promotions Assistant and directed candidates to apply online at CBSradio.com/careers. She also indicated there were other jobs within the companies posted on that site.

4. Internship Program

Ongoing

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.

The Promotions department had six interns during the reporting period. The promotions interns were students at Bethany College, Penn State University, University of Pittsburgh, Kent State University, Indiana University of Pennsylvania, and LaRoche College. Primary responsibilities of the promotions interns include: Helping promote the radio stations 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 Employment Unit's sales department had three interns during the reporting period. One from Robert Morris University, one from Penn State University, and one from University of Pittsburgh. The Sales Interns for the Employment Unit work closely with the Sales Assistants in assisting approximately 30 Account Executives and Sales Managers with their daily radio sales needs. This includes everything from media kit and proposal design to writing commercial scripts and contacting potential clients by phone. They also attend sales meetings and on occasion, client presentations. They work in Power Point, Word and Excel.

The Programming department had two interns, one from Carlow University and one from Gannon University. The Sports department had five interns, hailing from Pennsylvania State University,

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Point Park University, University of Pittsburgh and Clarion University. 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.

5. Training of Management-Level Personnel

CBS Radio EEO Webinar training in equal employment and anti-discrimination practices - 3/16/10 & 3/17/10

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

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

Ongoing

All of the Employment Unit’s open positions have been posted at CBSRadio.com/careers. Listeners to the stations are regularly directed to visit 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 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 the station by calling (insert name of Market Controller).”