

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period February 1, 2017 to January 31, 2018.

1) Employment Unit: CBS Broadcasting Inc.

2) Unit Members (Stations and Communities of License): WCBS-TV/WLNY-TV, New York, NY

3) EEO Contact Information for Unit Member:

Mailing Address: WCBS-TV / WLNY-TV Finance Dept. – 3 rd Floor 524 West 57 th Street New York, NY 10019	Telephone Number: 212-975-2200
	Contact Person: Lisa Hakim
	E-mail Address: Lhakim@cbs.com

I. FULL TIME 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
Account Executive	1-29; 33-41	Former Employee
Creative Services Writer/Producer	2	Internal Employee
Graphic Designer/Chyron Specialist	1-29; 33-41	State Unemployment Office
Associate Producer/Coordinator	1-29; 33-41	Per Diem to Staff
Producer/Writer	1-29; 33-41	Internal Employee
Design Director	1-29; 33-41	Direct Contact
Associate Producer/Coordinator	2	Internal Employee
Sales Assistant	1-29; 33-41	Employee Referral
Executive Producer	1-29; 33-41	Former Employee
Reporter	2	Per Diem to Staff
Producer/Writer	1-29; 33-41	Per Diem to Staff

II. MASTER RECRUITMENT SOURCE LIST UTILIZED DURING REPORTING PERIOD

CODE #	RECRUITMENT SOURCE	ADDRESS	CONTACT	PHONE	REQUESTED NOTIFICATION (Y/N)	NUMBER OF INTERVIEWEES REFERRED
1	CBS Corporation.com	524 West 57 th Street New York, NY 10019	Website posting via corporate website (CBS Applicant Tracking System via Avature)	Varies by posting	No	13
2	CBS & You Internal Job Posting	524 West 57 th Street New York, NY 10019	Website posting for current employees only via CBS intranet site		No	2
3	The Bridge to Independence & Career Opportunity (TBICO)	22 Eagle Road Danbury, CT 06810	Carole DeRoberts Tbico1@aol.com	203-743-6695	Yes	
4	Black United Fund of New Jersey	132 South Harrison St. East Orange, NJ 07018	Sondra Clark sclark@aafnj.org	973-676-5283	Yes	
5	Community Resource Database of Long Island	101 Eastwood Blvd. Centereach, NY 11720-2745	Loretta Piscatella crdli@mcpl.lib.ny.us	631-585-9393	Yes	
6	The New York Urban League	204 West 136 th Street New York, NY 10030	Diana Coleman dcoleman@nyul.org	212-926-8000	Yes	
7	One Hundred Black Men of New York	299 Park Avenue New York, NY 10171	Steven Board Ohbm.org	212-777-7070	Yes	
8	One Hundred Black Men of New Jersey, Inc.	P.O. Box 1206 Newark, NJ 07101	Jerrid Douglas 100bmnj.org	732-735-0412	Yes	
9	Statewide Hispanic Chamber of Commerce of NJ	One Gateway Center Suite 903 Newark, NJ 07102	Erica Horton chamber@shccnj.org	973-900-5886	Yes	
10	New York Association of Black Journalists- NY Chapter	P.O. Box 234 2214 Frederick Douglass Blvd. New York, NY 10026	Michael Fenney nyabj@yahoo.com	212-252-5332	Yes	
11	National Association of Hispanic Journalists- NY Chapter		Geraldine Cols-Azocar gerymca@gmail.com		Yes	
12	Asian American Journalists Federation- NY Chapter		aajanyjobs@googlegroups.com		Yes	
13	National Lesbian & Gay Journalist Association		info@nlgia.org		Yes	
14	The Harlem Business Alliance	275 Lenox Avenue New York, NY 10027	Regina Smith rsmith@hbany.org	212-665-7010	Yes	

15	Job Path	22 West 38 th St. #11 New York, NY 10018	Aimee Althoff aalthoff@jobpathnyc.org	212-944-0564	Yes	
16	Native American Journalists Association	395 W. Lindsey St. Norman, OK 73019-4201		405-325-1649	Yes	
17	Bronxnet	250 Bedford Park Blvd. West Bronx, NY 10468	Marisa White Marisa@bronxnet.org	718-960-8769	Yes	
18	Community Association of Progressive Dominicans	3940 Broadway 2 nd Floor New York, NY 10032	Acdp.org	212-781-5500	Yes	
19	Long Island University-CW Post	720 Northern Blvd. Brookville, NY 11548	Jason Cascone Jason.cascone@liu.edu	516-299-2259	Yes	
20	Borough of Manhattan Community College	199 Chambers St. New York, NY 10007	Valeria Diaz vdiaz@bmcc.cuny.edu	212-220-8170	Yes	
21	State University of New Jersey-Rutgers	100 Somerset St. New Brunswick, NJ 08901	Career Services Careers.rutgers.edu	848-932-7997	Yes	
22	Columbia University School of Journalism	116 th Street & Broadway New York, NY	Career Services Jrn.columbia.edu	212-854-9198	Yes	
23	St. John's University	8000 Utopia Parkway Jamaica, NY 11439	Michael Rizzo rizzom@stjohns.edu	718-990-7390	Yes	
24	Lehman College	250 Bedford Park Blvd. West Bronx, NY 10468	Career Services Bascillia Toussaint Bascillia.Toussaint@lehman.cuny.edu	718-960-8557	Yes	
25	New York University	133 East 13 th St. 2 nd Floor New York, NY 10003	Career Development career.development@nyu.edu	212-998-4730	Yes	
26	New York Institute of Technology	1855 Broadway New York, NY 10023	Career Services osa@nyit.edu	212-261-1537	Yes	
27	School of Visual Arts	136 West 21 St. New York, NY 10010	Career Development cd@sva.edu	212-592-2370	Yes	
28	Hofstra University	1000 Fulton Ave. Hempstead, NY 11550	Career Center https://hofstra-csm.symplicity.com/employers/	516-463-6600	Yes	
29	Berkeley College	44 Rifle Camp Rd Woodland Park, NJ 07424	Career Services jib@BerkeleyCollege.edu	866-433-1086	Yes	

30	Ken Lindner & Associates, Inc.	2029 Century Park East Suite 1000 Los Angeles, CA 90067		310-277-9223	No	
31	IF Management	152 West 57th St. #14 New York, NY 10019	contact@ifmanagement.com	212- 265-7711	No	
32	United Talent Agency (N.S. Bienstock)	250 West 57 th St. Suite 333 New York, NY 10107	shinm@unitedtalent.com	212-765-3040	No	
33	Direct Employers Association		Website posting via CBS Applicant Tracking System		N/A	
34	Indeed.com		Website posting via CBS Applicant Tracking System		N/A	2
35	Glassdoor.com		Website posting via CBS Applicant Tracking System		N/A	
36	Internal Staff Promotions/Transfers				N/A	3
37	Former Employee				N/A	3
38	Per Diem to Staff Promotions/Transfers				N/A	3
39	Employee Referral				N/A	3
40	Industry Referral				N/A	
41	Direct Contact				N/A	3

TOTAL INTERVIEWEES FOR THE 12-MONTH PERIOD

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III. Supplemental Recruitment Measures.

(a) Job Fairs.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Penn State “Success in the City” Career Fair This career/internship fair was attended by over 200 Penn State students seeking internships or full-time employment after graduation.</p>	4/7/2017	Kathleen Kelly (HR Director, CBS 2/WLNY-TV); Shawntrice Jackson (HR Director, CBS Corporation)
<p>2. National Association of Hispanic Journalists Job Fair (NY Chapter) Various CBS employees met and spoke with 100+ candidates seeking broadcasting employment opportunities at CBS 2 / WLNY-TV and CBS News.</p>	5/5/2017	Kathleen Kelly (HR Manager, CBS 2/WLNY-TV)
<p>3. Emma Bowen Foundation Career Fair The Foundation prepares minority students for careers in the media industry. This career fair provides networking opportunities for the students with the various companies that support the foundation and its initiatives.</p>	6/29/2017	Rich Monastersky (VP, Talent Acquisition, CBS Corporation); Shawntrice Jackson (Talent Acquisition Director, CBS Corporation); Prudence Sihlangu (Talent Acquisition Director, CBS Corporation); Linda Bucca (Talent Acquisition Director, CBS Corporation); Casey Winkler (Sr. Recruiter, Talent Acquisition, CBS Corporation); Justine Flax (Talent Acquisition Manager, CBS Corporation)
<p>4. St. John’s University Career Fair Students and Alumni from various academic disciplines from St. John’s attend this career fair to discuss internships and potential full-time staff openings.</p>	9/28/2017	Kathleen Kelly (HR Manager, CBS 2/WLNY-TV)

(b) Internship

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Station Internship Program Interns are exposed to all areas of the CBS 2/WLNY Newsroom. They assist on the Assignment Desk; work with Producers/Writers to research story ideas; observe reporters/photographers in the field; observe/make suggestions to editors on packages; collaborate on station promos and public service announcements; create graphics for the newscasts and promos; assist with station tours; research potential clients with the sales team and put together sales presentations, both for traditional TV sales and digital sales. The interns are also tasked with putting together a final project, which is a newscast that they write, produce and report.</p>	<p>Summer program (June-August 2017)</p>	<p>Kathleen Kelly (HR Director, CBS 2/WLNY-TV)</p>
<p>2. Emma Bowen Foundation Internship The Emma Bowen Foundation is committed to creating career opportunities in the media industry for minority youth through a program that focuses on scholastic achievement, direct work experience and professional development. Foundation staff coordinates student recruitment and screening and once selected, the Foundation monitors students' academic and work performance throughout their time in the program and tracks graduates' career progress. The students rotate from department to department each summer of the internship to learn the inner workings of a television station.</p>	<p>Summer Program (late May – late August). One student is selected and that student returns each summer from the summer after high school graduation until the summer after his/her junior year of college.</p>	<p>Kathleen Kelly (HR Director, CBS 2/WLNY-TV)</p>
<p>3. News Apprentice Program CBS 2 / WLNY-TV provide an apprentice program to hire 1 person for a 6-12 month period and train that individual on the workings of a newsroom, with the potential outcome being that the person is hired into a full-time position at the end of the training period.</p>	<p>June/July of current year and continues for up to 12 months from start date of the apprentice.</p>	<p>Kathleen Kelly (HR Director, CBS 2/WLNY-TV) David Friend (SVP, News/News Director, CBS 2/WLNY-TV)</p>
<p>4. Veteran Internship Program CBS 2/WLNY is committed to recruiting and hiring 1 summer intern who is a US veteran. The stations exposed the intern to all areas of our Newsroom, providing the intern the opportunity to research story ideas and write scripts, observe reporters in the field, observe/make suggestions to editors on packages, etc. In the summer of 2017, we brought 2 veterans in our internship program.</p>	<p>Summer program (June – August 2017)</p>	<p>Kathleen Kelly (HR Director, CBS 2/WLNY-TV)</p>

(c) Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Daniel Hale Williams School (PS 307) CBS Anchor Cindy Hsu was asked to be a guest reader at the school. PS 307 is a Magnet school for STEM studies with classes that range from Pre-K to Grade 5. Cindy spoke to the students about her career and she read several books to the group.</p>	2/28/2017	Cindy Hsu – Anchor/Reporter, CBS 2 / WLNY-TV
<p>2. Television Station Tours Throughout the year, CBS 2 / WLNY-TV hosted tour groups for recipients that obtained tour certificates from various community organizations’ charitable events. The tours included minors at least 16 years of age. The tours consisted of our Newsroom and Control Room. After each tour, the guests would sit in on a broadcast and then speak with the on-air talent about the broadcast industry.</p>	Various	Chris Wragge – Anchor/Reporter, CBS 2 / WLNY-TV; Mary Calvi – Anchor/Reporter, CBS 2 / WLNY-TV; John Elliott – Weather Anchor, CBS 2 / WLNY-TV; Alex Denis – Reporter, CBS 2 / WLNY-TV
<p>3. Brooklyn Public Library’s Annual Summer Reading Program CBS 2 / WLNY-TV serves as a media partner throughout the summer to encourage students to continue reading while school is out of session. The CBS 2 mobile weather lab was on display, during the kick-off, for Vanessa to provide children with information about her career and answer questions about the weather.</p>	6/8/2017	Vanessa Murdock – Weather Anchor/Reporter, CBS 2 / WLNY-TV
<p>4. Ed Bradley Painting Event This event was held at the CBS Broadcast Center; CBS 2 / WLNY-TV’s Communications and Public Relations Department assisted with hosting 60 people from Philadelphia including 30 middle and high school students from three schools. The day started with a tour of the CBS Broadcast Center and conversations related to the various career paths in broadcasting. During the lunch break, CBS 2 Anchor, Dana Tyler, talked to the group. The highlight of the day was painting a portion of the Bradley Mural with the students and the staff of 60 Minutes.</p>	6/20/2017	Rachel Ferguson – Director, Public Affairs, CBS 2 / WLNY-TV; Kelly Hannan – Public Affairs Coordinator, CBS 2 / WLNY-TV; Dana Tyler – Anchor/Reporter, CBS 2 / WLNY-TV

(d) Training Management Personnel.

Description of Recruitment Measure:	Personnel Involved: (Name and position)	Describe Training:
<p>1. 2016 version of the CBS Corporation Business Conduct Statement (BCS), which summarizes the most important policies and rules that apply to CBS and its employees, including Equal Employment Opportunity and Harassment-Free Workplace Environment; September/October 2016.</p>	<p>Distributed to all current employees every other year and new hires upon start.</p>	<p>Reading material, which requires employees to affirm their individual commitment to the highest standards of business ethics and workplace behavior as set forth in the CBS Corporation Business Conduct Statement. Must be completed by all Full-Time employees on a bi-annual basis and at the time of hire for new employees.</p>
<p>2. CBS Corporation Web-Based Training Modules distributed to all Full-Time and New Hire Employees covering the “CBS Business Conduct Statement”, which trains employees on the CBS Television Stations “important policies and rules that apply to CBS Corporation, its employees, and the members of its Board of Directors and to help us maintain a lawful, honest, and ethical environment in our Company.” Courses included “Addressing Sexual Harassment in the Workplace”, “Anti-Harassment/Discrimination Courses”, “Information Security”, “The American with Disabilities Act”, etc.</p>	<p>All Full Time Staff Employees and Full Time New Hire Employees are required to complete these online training modules and print out the “Certificate of Completion”. This training is mandatory every other year for current employees to complete as a refresher.</p>	<p>A series of online training courses for the purpose of reviewing the company’s policies which include ensuring that our conduct is lawful and ethical and that our workplace is free of unlawful discrimination and harassment and conducive to the work we need to accomplish. Training also outlines steps employees should take if they believe unlawful practices occur in the workplace. These policies are also outlined in the CBS Human Resources Policy Guide which is accessible to all CBS Employees on the CBS & You website portal. The CBS Business Conduct Statement is also accessible to all CBS employees via the online CBS and You website portal as well.</p>
<p>3. New Hire Orientation Meetings Company and EEO Policy Dissemination and Review</p>	<p>Kathleen Kelly (Director, HR, CBS Corporation); Francesca Rossi (HR Coordinator, CBS Corporation); Jessica Bravo (HR Coordinator, CBS TV Network); Yahayra Gonzalez (Sr. Benefits Analyst, CBS Corporation); Oriana Acevedo (Sr. Benefits Analyst, CBS Corporation); Andrew Fiederlein (Retirement Plans Manager, CBS Corporation)</p>	<p>This training is ongoing and provided to all new full-time staff employees; this training is held at our corporate offices. The Company’s EEO Policies, which include “Addressing Sexual Harassment in the Workplace” and “Anti-Harassment/Discrimination” policies are reviewed with all new employees.</p>