

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 22, 2007 – March 21, 2008.

- 1) **Employment Unit Location/Name:**    CBS Radio Pittsburgh/KDKA Newsradio 1020
- 2) **Unit Members:**                    KDKA – AM Pittsburgh
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address: One Gateway Center Pittsburgh, PA 15220	Telephone Number: 412-575-2552
	Contact Person: Marianne Hurley
	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. Account Executive	Call-In
2. Account Executive	Career Builder.com
3. Account Executive	Employee Referral
4. Account Executive	Industry Referral
5. Account Executive	Re-Hire
6. Account Executive	Employee Referral
7. Executive Assistant	Pittsburgh Post Gazette
8. News Reporter	Employee Referral
9. Producer	Internal Posting
10. Promotions Director	Employee Referral
11. Traffic Manager	Industry Referral
12. Reporter	AllAccess.com
13. On-Air Talent	Employee Referral

Station KDKA Newsradio 1020 is an Equal Opportunity Employer.

**5a) The following organizations were contacted by the Employment Unit for the full-time vacancies listed as 1-12, in Section 4.**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Bethal AME Church	Reverend McLemore	2720 Webster Avenue Pittsburgh PA 15219	412-683-2160	0	Yes
Bidwell Training Center	Lynnette Taylor-Criego	1815 Metropolitan Avenue Pittsburgh PA 15233	412-323-4000	0	Yes
Boyd School Division	Carol Brooks	1111 McKee Road Oakdale PA 15071	412-809-5200	0	Yes
Carlow College	Cindy Smith careerservices@carlow.edu	3333 Fifth Avenue Pittsburgh PA 15213	412-578-6196	0	Yes
Chatham College	Monica Ritter www.collegecentral.com/chatham	Pace Center, 3 <sup>rd</sup> Floor JKM Library Woodland Rd Pittsburgh, PA 15232	412-365-1280	0	Yes
College of Communications	Nicole Wilson <a href="http://www.collegecentral.com/psubeaver">www.collegecentral.com/psubeaver</a> (Gets posted on all campus sites)	Penn State University 201 Carnegie Building University Park PA 16802-4674	814-865-8801	0	Yes
Community Action Commission		1514 Derry Street Harrisburg PA 17104	717-232-9757	0	Yes
Community College of Allegheny County	ccaresani@ccac.edu;	800 Allegheny Avenue Pittsburgh PA 15233	412-323-2323	0	Yes
Duquesne University Career Services Center	Sandy Skriba	600 Forbes Avenue Rockwell Building Pittsburgh PA 15282	412-396-6042	0	Yes
Ebenezer Baptist Church	Reverend J Van Alfred Winsett	PO Box 53049 Pittsburgh PA 15219	412-281-6583	0	Yes
Grove City College	Diane Zahniser careerservice@duq.edu		724-458-3371	0	Yes
First Emmanuel Tabernacle	Reverend Bishop Wade Jones	761 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	Marie Deem Ecampusrecruiter/laroche.edu	900 Babcock Boulevard East Campus AB-211 Pittsburgh PA 15237		0	Yes
Life's Work of Western PA - Career Connections	Wayne Adams	1323 Forbes Avenue Pittsburgh PA 15219	412-471-2600	0	Yes
Monumental Baptist Church	Reverend Thomas Smith	2240 Wylie Avenue Pittsburgh PA 15219	412-281-3384	0	Yes

National Association of Broadcasters Education Foundation	Karen Hunter www.nabef.org	1771 N. Street NW Washington, DC 20036	202-429-5498	0	Yes
New Pittsburgh Courier	<a href="mailto:ads@newpittsburghcourier.com">ads@newpittsburghcourier.com</a>	315 E. Carson St. Pittsburgh, PA 15219	412-481-8302	0	Yes
Pittsburgh Post Gazette	Debra Midgley	34 Boulevard of the Allies Pittsburgh, PA 15222	412-263-1404	9	Yes
PRTC – The Signal	Claire Devereux	11 Television Hill Pittsburgh, PA 15214	412-237-1258	0	Yes
Urban League of Pittsburgh	Darlene Wanamaker dwanamaker@ulpgh.org	1 Smithfield St 3 <sup>rd</sup> Floor Pittsburgh, PA 15222	412-227-4150	0	Yes
National Association for Multi-Ethnicity in Communications	<a href="http://www.namic.com">http://www.namic.com</a>	336 W. 37th Street Suite 302 New York, NY 10018	(212) 594-5985	0	No
University of Pittsburgh	kellir@pitt.edu	224 William Pitt Union Pittsburgh, PA 15260	412 648-7130	1	No
Monster.com/Career Builder	<a href="http://www.monster.com">www.monster.com</a>			5	No

**5b) The following organizations were contacted by the Employment Unit for the full-time vacancy listed as 13, in Section 4.**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or 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	2	No
Carlow College	Cindy Smith careerservices@carlow.edu	3333 Fifth Avenue Pittsburgh PA 15213	412-578-6196	0	Yes
Chatham College	Monica Ritter www.collegecentral.com/chathe m	Pace Center, 3 <sup>rd</sup> Floor JKM Library Woodland Rd Pittsburgh, PA 15232	412-365-1280	0	Yes
College of Communications	Nicole Wilson <a href="http://www.collegecentral.com/psubeaver">www.collegecentral.com/psubeaver</a> (Gets posted on all campus sites)	Penn State University 201 Carnegie Building University Park PA 16802-4674	814-865-8801	0	Yes
Community College of Allegheny County	ccaresani@ccac.edu;	800 Allegheny Avenue Pittsburgh PA 15233	412-323-2323	0	Yes
Duquesne University Career Services Center	Sandy Skriba	600 Forbes Avenue Rockwell Building Pittsburgh PA 15282	412-396-6042	0	Yes

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Grove City College	Diane Zahniser careerservice@duq.edu		724-458-3371	0	Yes
LaRoche College	Marie Deem Ecampusrecruiter/laroche.edu	900 Babcock Boulevard East Campus AB-211 Pittsburgh PA 15237		0	Yes
Life's Work of Western PA - Career Connections	Wayne Adams	1323 Forbes Avenue Pittsburgh PA 15219	412-471-2600	0	Yes
National Association of Broadcasters Education Foundation	Karen Hunter www.nabef.org	1771 N. Street NW Washington, DC 20036	202-429-5498	0	Yes
Pittsburgh Post Gazette/PG.Com	Debra Midgley	34 Boulevard of the Allies Pittsburgh, PA 15222	412-263-1404	14	Yes
Urban League of Pittsburgh	Darlene Wanamaker dwanamaker@ulpgh.org	1 Smithfield St 3 <sup>rd</sup> Floor Pittsburgh, PA 15222	412-227-4150	0	Yes
National Association for Multi-Ethnicity in Communications	<a href="http://www.namic.com">http://www.namic.com</a>	336 W. 37th Street Suite 302 New York, NY 10018	(212) 594-5985	0	No
Monster.com	<a href="http://www.monster.com">www.monster.com</a>			7	No

- 6) **Total # of Interviewees Referred:** For the period from March 22, 2007 through March 21, 2008, this Employment Unit interviewed **99** interviewees for full-time job vacancies.

**Recruitment Source**

**Total Number of Interviewees Referred**

Re-Hire	1
Call-In	4
Monster.com	11
Career Builder.com	1
Employee Referral	15
Industry Referral	25
Pittsburgh Post Gazette	25
Internal Posting	7
AllAccess.Com	2
Eresource.com	5
Indeed.com	1
University of Pittsburgh	1
CBS.com	1

## 7) Supplemental Recruitment Measures.

### 1. Participation in Job Fairs

**Pittsburgh Post Gazette/NAACP Diversity Job Fair – 8/21/07** – The job fair was sponsored by the Pittsburgh Post Gazette and the NAACP. The job fair was dedicated to helping exhibitors find employees while promoting equal opportunity to all individual with an emphasis on minority job and career opportunities. Attendees included: General Sales Managers, Local Sales Managers, Program Directors, General Manager and News Director.

**Pennsylvania Association of Broadcasters – 1/4/08** – The job fair was sponsored by the Pennsylvania Association of Broadcasters. The Employment Unit staffed a booth, accepted resumes for open positions and spoke to interested candidates about the company and the different employment opportunities. The booth was staffed by: General and Local Sales Managers.

### 2. Participation in Career Events Sponsored by Educational Institutions

**Indiana University of Pennsylvania – 2/21/07** – The Market Manager spoke with a group of Communications Media students that are involved in the campus radio station and also spoke to a Broadcast Management class regarding what employers in the broadcasting industry look for in applicants.

**Point Park University – 4/19/07** – Journalism and Mass Communication Department sponsored an Internship fair for candidates interested in the media field. The Employment Unit spoke to interested candidates about what an internship at CBS Radio would entail. The booth was attended by: Events Manager and Assistant Events manager.

**Robert Morris University – 9/27/07** – The Employment Unit staffed a booth, accepted resumes for open positions and spoke to interested candidates. The booth was staffed by: Program Director, Assistant Program Directors/ On Air staff and Local Sales Managers.

### 3. Internship Program

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

KDKA had seven interns during the reporting period. The students represented the following schools; Syracuse, Point Park University (2) Clarion University (2) Penn State, University of Pittsburgh, & Ohio University. Intern responsibilities include the following: Covering games around the area, editing local and national interviews, conducting interviews, assisting in setting up guests, finding local and national stories, assisting in producing shows.

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

**New website launch [www.mynewjob247.com](http://www.mynewjob247.com) 1/14/08-** MyNewJob247.com is a new recruitment website created by CBS Radio to focus on Pittsburgh and surrounding counties for active and passive jobseekers. The website is filled with the most current positions and educational resources from local Pittsburgh and surrounding county employers. CBS Radio created this website to be a viable tool for Pittsburgh and surrounding county job seekers. The goal is to keep the website fresh, fast and easy to get information needed to help jumpstart users in their career search. To give the website diversity, every week, each CBS Radio Station talks to loyal listeners and promotes MyNewJob247.com to drive job seekers to the website to download resumes and explore open positions available in both Employment and Education. CBS Radio Station commercials run in prime time morning drive and are spread out in other day parts to ensure consistency. Each month for one week, CBS Radio Stations promote online career and education week and encourage job seekers to log on and click the online career fair button and enter a more organized room. In this online career fair room, CBS Radio has its logo, a brief description about the organization and all of the company's open positions. The jobseekers can apply through the MyNewJob247.com website for any job they are interested in. Throughout the month (in our MyNewjob247.com radio commercials), CBS Radio Stations highlight companies and continue to drive jobseekers to the website.

The Employment Unit has made significant contributions to the **CBS radio career website** which contains information designed to inform the general public of the numerous and varied career opportunities available in the broadcasting industry and of the job skills necessary to compete for them.