

TV STATIONS MOBILIZE TO COVER MAJOR LOCAL NEWS

CBS TELEVISION STATIONS IN PITTSBURGH, LOS ANGELES, SAN FRANCISCO AND SACRAMENTO PROVIDE NATION WITH COMPREHENSIVE COVERAGE OF RECENT MAJOR NEWS EVENTS



UPDATE wishes to recognize employees at **CBS Television Stations** in Pittsburgh, Los Angeles, San Francisco and Sacramento who

have worked tirelessly to provide comprehensive news coverage of the mass shootings at the **Tree of Life Synagogue** in Squirrel Hill on Oct. 27 and **Borderline Bar and Grill** in Thousand Oaks, on Nov. 7, as well as the **Camp, Woolsey and Hill Fires** in Northern and Southern California.



● An Oct. 30 headline in the *Pittsburgh Post-Gazette* read: “On a very dark day, KDKA-TV news shined with its Tree of

Life coverage.” Said **Peter Dunn**, President, CBS Television Stations in an Oct. 29 memo to Pittsburgh employees: “It is at times like this when people in the communities we serve count on us the most. As I watched your coverage, I was so impressed and thankful for everything you did to provide your viewers with

(Continued on page 2)

DAVID POLTRACK TO RETIRE IN JUNE 2019 AS CBS’ CHIEF RESEARCH OFFICER, AND PRESIDENT, CBS VISION



After an illustrious 50-year career in research at CBS, **David Poltrack**, Chief Research Officer and President, CBS Vision, has announced his plans to retire from the Company effective June 30,

2019. As Chief Research Officer, Poltrack has been responsible for all research operations at CBS, encompassing audience measurement, market research, program testing, advertising research and monitoring of the national and international video marketplace. During his transi-

“Dave is a legend in the field of research and our business overall. Back in 2014, Dave came forward and said he wanted to step aside in his 50th year at CBS. With today’s news, I am pleased to say he has reached this remarkable milestone...and what an extraordinary 50 years it’s been.”
-- Joe Ianniello, President and Acting CEO, CBS Corporation

tion period, Poltrack will focus on research initiatives including media consumption and brand equity of broadcast networks in new media, as well as the long-term outlook for broadcast networks.

(Continued on page 2)

(CBS TELEVISION STATIONS, continued from page 1)

a level-headed presentation of the facts as the story unfolded. It is a terrible event, but I know it means a lot to everyone who watched on TV and online that you have covered it so thoroughly and responsibly.” And **Harry Jessell**, editor, TV NewsCheck, added: “I watched mostly KDKA. On-the-scene reporter **Andy Sheehan** seemed to be ahead of the competition... When I first tuned in, KDKA coverage was anchored by **Heather Abraham** and **Brenda Waters**. In the afternoon, **Ken Rice** stepped in for Waters and **Susan Koeppen** for Abraham, and still later, **Stacy Smith** for Rice. It was a long day. The KDKA anchors were impressive, avoiding speculation, slowly building the story with each retelling as the facts were painstakingly established and orchestrating reports from the field.”



KQED Sacramento anchor Christina Janes reports live from Butte County on Nov. 9

- In Northern California, employees at CBS’ Sacramento and San Francisco stations have been providing continuous coverage of the Camp Fire in Butte County since it began on Nov. 8. **KQED** Sacramento anchors reported from the field during the station’s afternoon and evening newscasts on Nov. 9. Stations have been providing their viewers with information on how to contribute to fire relief efforts.

- In Southern California, **KCBS** and **KCAL** have provided non-stop coverage of the shootings at the Borderline Bar and Grill in Thousand Oaks as well as the Woolsey and Hill Fires in



KCBS-KCAL reporter Tom Wait interviews witnesses at the Borderline Bar and Grill on Nov. 8

Los Angeles and Ventura Counties. The stations partnered with the **National Football League’s Los Angeles Rams** (who have their training facility in Thousand Oaks and have many employees with homes in the fire evacuation areas) to hold a day-long Nov. 13 fundraiser for the **United Way of Los Angeles** Disaster Relief Fund.

(POLTRACK, continued from page 1)

Moving forward, **Radha Subramanyam**, Executive Vice President, Chief Research and Analytics Officer, CBS Television Network, will be responsible for overseeing all research operations, including audience measurement, analytics, market research, program testing and advertising research for the Company. A full biography of Poltrack will appear at the time of his retirement.



(Continued on page 3)

TELEVISION

- **CBS News** took six awards at the 39th News & Documentary Emmys on Oct. 1, more than any other broadcast network. Among the highlights, 60 MINUTES received more than any other broadcast news program with four statuettes, while CBS THIS MORNING was the only broadcast network morning show to win. CBS SUNDAY MORNING also won an Emmy.



CBS DIVERSITY AND INCLUSION ENGAGEMENT



Recently **The Motion Picture Association of America (MPAA)** along with **Empire State Development**, the **New York Latino Film Festival**, and some of the top studios and networks hosted the **New York State Multicultural Creativity Summit**, where CBS was also a sponsor. **Josie Thomas** (far right in photo) EVP, Chief Diversity and Inclusion Officer, CBS Corporation, was a featured speaker on the talent development initiatives panel along with **Melody Cooper**, Director, Talent Acquisition (Viacom), **Julie Ann Crommett**, Vice President, Multicultural Audience Engagement (The Walt Disney Studios) and **Kelly Edwards**, Senior Vice President, Talent Development (HBO). **John Gibson**, Deputy Chief of Staff and Senior Director, Diversity and Inclusion Initiatives (MPAA), served as the moderator.

On Oct. 11, in celebration of **Hispanic Heritage Month**, RAD, the **CBS Diversity and Inclusion Multicultural Employee Resource Group**, hosted a Special Screening of “Shine,” a film about Latinos, by Latinos, for everyone. The screening for the film, which opened in theaters on Oct. 5, was followed by Q&A with the film’s writer/director, **Anthony Nardolillo**, and cast members **Kimberli Alexis Flores**, **Jadi Collado** and **Antonio Doza**. The event included a food tasting and salsa lessons with cast members.



And... On the west coast, in celebration of Hispanic Heritage Month, RAD teamed up with **Simon & Schuster** author **Reyna Grande**, for a book tour at CBS’ Los Angeles and San Francisco offices (photo at left, L-R). Grande shared her newest book, *A Dream Called Home*,

which was released on Oct. 2. It describes her life before and after immigrating from Mexico to the United States. ... This year’s cross-studio mixer, “Engaging the Latino Community Through Digital Platforms,” was hosted at NBCUniversal and attended by CBS employees from throughout the company (photo at right). Also attending were representatives from Universal, HBO, Sony and Warner Brothers.



(TELEVISION, continued from page 2)

- On Oct. 29, CBS THIS MORNING co-host **Gayle King** (second from right) was inducted into the 2018 Broadcasting & Cable Hall of Fame. **Oprah** presented Gayle with the honor, and her co-hosts (L-R) **Bianna Golodryga**, **Norah O’Donnel** and **John Dickerson** were on hand to cheer her accomplishment. (Continued on page 4)



CBS CORPORATION REPORTS THIRD QUARTER 2018 RESULTS



On Nov. 1, **CBS Corporation** reported results for the third quarter of 2018, including record revenues and adjusted diluted earnings per share ("EPS").

In commenting on the results, **Joe Ianniello**, President and Acting Chief Executive Officer, CBS Corporation, said: "CBS continues to deliver for our shareholders and execute our long-term growth strategy. We turned in our best third quarter ever in revenue and EPS. At CBS and SHOWTIME, our must-have programming is driving subscriber increases across all platforms, especially on our own direct-to-consumer streaming services, leading to a new record in total subscribers. We are also significantly expanding our suite of over-the-top services through the recent launch of ET Live and the pending launches of 10 All Access in Australia and CBSN New York, with more international and local outlets on the way.

"Meanwhile, we've just taken another key step in refilling our content pipeline with a new, strong primetime schedule on the CBS Television Network, where we have ownership in five of our six new shows. And at SHOWTIME, we continue to enhance our year-round content slate by adding key programming in entertainment, documentaries, and sports, where we have become the clear industry leader in boxing.

"Up ahead, 2019 looks to be another outstanding year, with the Super Bowl and Final Four back on CBS, strong gains in retrans and reverse comp, and continued growth in our direct-to-consumer streaming services, which are on track to reach a combined eight million subs, a year ahead of our original projections. Overall, we are confident that our strategy of growing CBS' leadership position as a global multiplatform premium content company will lead to even greater creative and financial heights in the years to come."

For more information, go to <https://bit.ly/2zuTedB>

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Dana McClintock: Chief Communications Officer

Richard Wien: Editor

Jen Vafidis: Director, Editorial Services

CAUTIONARY STATEMENTS REGARDING FORWARD-LOOKING STATEMENTS

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