

# CBS COVERS HURRICANE IRMA ... LATEST TV AFFILIATION RENEWALS...

## IRMA COVERAGE



**TOP LEFT: Jeff Glor anchors CBS News coverage of Hurricane Irma from around South Florida**

**TOP RIGHT: WFOR Miami chief meteorologist Craig Setzer was a mainstay throughout the station's around-the-clock broadcast.**

**AT LEFT: WCCO-TV Minneapolis-St. Paul was one of several CBS-owned stations that hosted local telethons to raise money for the victims of Harvey and Irma.**

**CBS News** delivered continuous coverage throughout **Hurricane Irma** on all broadcasts and platforms in addition to storm updates and CBS News Special Reports on the CBS Television Network. **Jeff Glor** anchored the coverage from Florida with **Anthony Mason** in New York. CBS THIS MORNING and CBS WEEKEND NEWS also offered expanded coverage throughout the storm with CBS THIS MORNING also airing a special broadcast on Sunday,

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**SINCLAIR BROADCAST GROUP, INC.  
AND CBS ANNOUNCE AFFILIATION  
AGREEMENT RENEWALS**



On Sept. 11, **CBS Corporation** and **Sinclair**

**Broadcast Group, Inc.** announced a multi-year deal that renews three station affiliation agreements that were set to expire at the end of 2018. Additionally, CBS renewed an affiliation that was set to expire at the end of 2018 with a station that Sinclair provides sales and other services to under a joint sales agreement. The owned stations are **KGAN** in Cedar Rapids, Iowa, **KGBT** in Harlingen, Texas and **WGME** in Portland, Maine. The station to which Sinclair provides services is **WTVH** in Syracuse, N.Y. The four agreements have been renewed to be co-terminus with the four CBS affiliations which were renewed earlier this year. The four renewed markets serve approximately 1.5 million households. Sinclair's CBS affiliates cover 8% of the U.S. and serve more than nine million households. Sinclair owns or operates CBS affiliates in 24 markets, including the four listed above. For more information, go to <http://bit.ly/2wVWfDk>.

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Sept. 10 as Irma made landfall. ... CBS News correspondents **David Begnaud, Manuel Bojorquez, John Blackstone, Don Champion, Kenneth Craig, Don Dahler, Tony Dokouphil, Jericka Duncan, Adriana Diaz, Carter Evans, Jeff Glor, Mola Lenghi, Meg Oliver, Elaine Quijano, Mark Strassmann, Kris Van Cleave** and **Jonathan Vigliotti** reported from across Florida, the Carolinas, Georgia and other states in Hurricane Irma's path. ... **CBSN**, CBS News' live 24/7 streaming news service, provided ongoing coverage including on-the-ground reporting from CBS News affiliates and a livestream of CBS News' Special Reports.



Several **CBS-owned Television Stations** dispatched reporters and news gathering resources to Florida and supported

**WFOR-TV** in Miami-Fort Lauderdale with its continuous Irma coverage. WFOR's around-the-clock reporting on Irma began at 5:00 AM on Friday, Sept. 8 and continued uninterrupted until Sunday, Sept. 10 at 11:30 PM. Reporters were positioned throughout the

**MICHELLE MARTIN NAMED "ASPIRING LEADER"  
BY LEADING HR INDUSTRY ASSOCIATION**



The Cable and Telecommunications Human Resources Association (CTHRA) has presented **Michelle Martin**, CBS Vice President of Specialty Services, Human Resources, with the organization's Aspiring Leader award. The

honor recognizes an emerging HR professional whose fresh perspective, inventive ideas and innovative approach have positively impacted the leadership and culture of the organization. Noted the CTHRA: "Michelle Martin personifies these characteristics. Her initiatives on mental health, caregiving and the Veterans Network are just a few things that show her compassion and understanding of employees' needs, needs across workplace and real life."

viewing area, from northeast Broward County to Florida City. Portions of WFOR's coverage were simulcast on CBS-owned Miami sister station **WBFS-TV** and public television station **WPBT-TV**, CBS RADIO's **WQAM-AM**, **WPOW-FM** and **WKIS-FM**, as well as additional radio partners in the Florida Keys. ... As was the case with Hurricane Harvey, every CBS-owned station across the country supported Hurricane Irma fundraising efforts. At press time, the CBS Television Stations had raised nearly \$6 million for victims of Harvey and Irma by hosting local telethons. In addition, stations across the country used their on-air, online and mobile platforms to share information with viewers on how they could contribute to various local and national relief organizations. An example of the station's Hurricane Irma coverage can be viewed here: <http://tinyurl.com/yblpujkh>



CBS RADIO's three music stations in Miami mostly took live coverage from our TV colleagues at CBS4 through the weekend. The three music stations in Orlando took a live simulcast from the CBS affiliate, **WKMG-TV**, channel 6. Today, they are

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## CBS TELEVISION DISTRIBUTION HOLDS FIRST ANNUAL VOLUNTEER DAY IN NYC



On August 24, **CBS Television Distribution** hosted their first annual Volunteer Day in New York. They had 22 volunteers split between **Citymeals on Wheels** and the newly renovated **Ronald McDonald House**. The volunteers had a great time and came back motivated by the important work of these two organizations. The volunteers at Citymeals (photo above right) were sent to Midtown, to deliver nonperishable meals that would get the elderly through the upcoming holiday weekend, because during that time they will not be getting their normal hot meal delivery. The Ronald McDonald volunteers (photo above left) spent the day scrubbing one of the house kitchens clean, so that once renovations are complete, the families will be able to use the kitchen as soon as they move in.

(HURRICANE COVERAGE, continued from page 2)

back on-air with local programming with frequent hurricane updates.



**Simon & Schuster** has announced that it is extending relief assistance to public and school libraries and bookselling retailers that have been damaged in the aftermath of Hurricane Irma. The program is similar to the assistance offered by Simon & Schuster following **Hurricane Harvey**, and is intended to help libraries, schools and booksellers in Florida and other affected states and U.S. Caribbean territories, to replenish their libraries and book stores in the wake of the flooding and destruction throughout the region.

CBS was part of the big celebrity “Hand to Hand” telethon that aired Sept. 12 on all the networks in support of relief for both hurricanes.

## INTERACTIVE



**CBS Interactive** and **VICE Media** announced in early September a partnership in which the two media companies will collaborate to produce original tech-focused multiplatform content. Sponsored by **Microsoft**

**Surface** globally and **Audi of America** in the U.S., the series, titled “Dear Future,” will shine a light on major innovations shaping the world around us, such as space travel, genome editing, internet freedom, the future of virtual reality, robotics, artificial intelligence and the future of transportation. The “Dear Future” series will run on CBS Interactive’s **CNET**, the world’s largest consumer news and reviews tech site, and VICE’s award-winning tech outlet **Motherboard**. The first collaboration, which launched on Sept. 11, is providing a look at the future of mind-controlled computers (<http://tinyurl.com/yamdvgwj>). “Dear Future” content will be available on both CNET and Motherboard, as well as via their respective mobile and social platforms. For more information, go to <http://bit.ly/2gY36mC>.

## PEOPLE



**Swain**

**Audra Swain** has been named Vice President and General Manager of **WJZ-TV**, the CBS-owned station in Baltimore. She has 15 years of experience in station management, most recently having served as General Manager of KSNV-TV (NBC) and KVCW-TV (The CW) in Las Vegas since

2010. She joined the Nevada duopoly seven years ago as General Manager of KVCW, then was promoted to serve as General Manager of both stations in 2014. Swain succeeds **Jay Newman**, who will be retiring from the station at the end of September following 19 years with WJZ and 34 years with CBS.

CBS RADIO Dallas SVP/Market Manager

**Brian Purdy** has received the Texas Association of Broadcasters "Broadcaster of the Year" award. Noted the TAB:

"Under (Purdy's) leadership, the CBS Radio stations in DFW enjoyed one of their best years ever in 2016, in terms of ratings growth and community service.

Revenues increased, but more importantly, his stations raised more than \$1.26 million during their Christmas for Children Radiothon."



**Purdy**



**Calhoun**

**Erin Calhoun** has joined Showtime Networks in the role of Senior Vice President, Corporate Communications, with responsibility for the strategic planning and execution of all corporate public relations initiatives, including corporate communications, distributor relations, marketing, digital media, film and documentary acquisitions, international sales, consumer products, streaming and new business development initiatives. She will also interface with various industry and government constituents and manage the analysis and dissemination of the network's subscriber, ratings and research data to the national media. Calhoun comes to SHOWTIME from NBCUniversal Cable Entertainment, where she served as Vice President of Corporate Communications.

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## PEOPLE, Cont.



**Fairy Godmother panelists: (L-R) Dana Miller, Kate Augustine, Hildy Kuryk and Josie Thomas**

**Josie Thomas**, EVP, Chief Diversity and Inclusion Officer, CBS Corporation, was featured on The Fairy Godmother panel at the 2017 **ColorComm** conference.

Godmother is a term coined at ColorComm, describing powerful women who strategically have an impact on your overarching journey. The panel was moderated by **Kate Augustine**, Global Head of Talent, **Hill + Knowlton Strategies**. Other panelists included: **Dana Miller**, EVP Marketing and Brand Development, *The Hollywood Reporter* and *Billboard*, and **Hildy Kuryk**, former Executive Director of Communications and Chief Spokesperson to **Anna Wintour** at *Vogue* and Founder of **Artemis Strategies**. ColorComm is an organization for women of color in all areas of communications, including public relations, corporate communications, advertising print media, broadcast, digital and more. For additional information, go to [www.cbsdiversity.com](http://www.cbsdiversity.com)

## CAUTIONARY STATEMENTS REGARDING FORWARD-LOOKING STATEMENTS

**This newsletter may include "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933 and section 21E of the Securities Exchange Act of 1934. Forward-looking statements inherently involve risks and uncertainties that could cause actual factual results to differ materially from the forward- looking statements, including those due to changes in economic, business, competitive, technological, strategic and/or regulatory factors, and other factors affecting the operations of the businesses of the CBS Corporation. CBS Corporation's news releases and filings with the Securities and Exchange Commission including but not limited to its most recent Form 10-K, Form 10-Q and 8-Ks, contain a description of factors that could affect future results. The forward-looking statements are made only as of the date of this document and we do not undertake to update any forward-looking statements to reflect subsequent events or circumstances. For more information about CBS Corporation, see the Company's news releases and filings with the Securities and Exchange Commission which can be found on the CBS Corporation website, [www.cbscorporation.com](http://www.cbscorporation.com), in the "News" and "Investor Relations" sections, respectively.**