

CBS SPORTS HOLDS MEDIA DAY ... WOMEN'S HISTORY MONTH LAUDED

NCAA DIVISION I MEN'S BASKETBALL CHAMPIONSHIP MEDIA DAY IN NEW YORK



Jim Nantz addresses the throng of reporters at the CBS/Turner NCAA Tournament Media Day held on March 6 in New York City as Turner Sports host Ernie Johnson, Turner Sports President David Levy and CBS Sports Chairman Sean McManus get ready to answer questions from the assembled media.

On March 6, CBS Sports and Turner Sports held the annual **NCAA Division I Men's Basketball Championship Media Day** in New York. The event, hosted by **Sean McManus**, Chairman of CBS Sports, and **David Levy**, President of Turner Sports, provided nearly 50 members of the press, including affiliates, with the opportunity to hear from great basketball minds and key production and sales executives, prior to CBS Sports and Turner Sports tipping off their eighth year together broadcasting the NCAA Division I Men's Basketball Championship.

For the eighth consecutive year, Turner Sports and CBS Sports will provide live coverage of all 67 games from the 2018 NCAA Division I Men's Basketball Championship across four national tele-

vision networks – CBS, TBS, TNT and truTV – and via **NCAA March Madness Live**. CBS will broadcast 21 games throughout the tournament, including the Elite 8®, Sweet 16® and the first and second rounds. CBS Sports' **Jim Nantz**, **Bill Raftery**, **Grant Hill** and reporter **Tracy Wolfson** will call the Final Four National Semifinals and National Championship for the fourth consecutive year. CBS will broadcast the NCAA Final Four National Semifinals, the National Championship and the Selection Show in 2019, with the events alternating between CBS and Turner each year throughout the partnership.

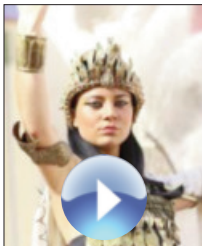
NCAA Tournament game action tips off with the NCAA First Four™ on truTV presented by **Northwestern Mutual** on Tuesday, March 13 and Wednesday, March 14, with coverage beginning at 6:00 PM both nights. For more information, go to www.cbssports.com

TELEVISION

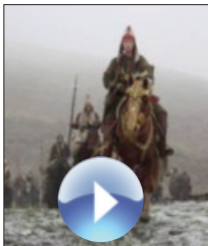


● **CBS** has ordered **TKO** (working title), an obstacle course series with a twist, from executive producer **Mark Burnett** (**SURVIVOR**) and **MGM Television**. The 10-episode series will premiere in summer 2018. **TKO** features one player racing through daunting obstacles while the other contestants are manning battle stations along the course, firing over-the-top projectiles in an attempt to knock them off and slow them down. It's a physical and funny "us versus them" scenario, with the top two players advancing to the final showdown to face off for a cash prize.

● On Feb. 28, days before American heavyweight Deontay Wilder defended his WBC title against Luis Ortiz, **SHOWTIME Sports** expanded on its digital platform its position at the intersection of combat sports and culture with a first-of-its-kind, sports talk show: **BELOW THE BELT**, hosted by **Brendan Schaub**. The twice-monthly, 30-minute show explores the latest news in combat sports and pop culture, with Schaub delivering candid thoughts in his unique and unfiltered style. **BELOW THE BELT** features interviews with the biggest names in combat sports and entertainment, road trips, fight camp visits, sketches, animation and pop-culture spoofs.



CLEOPATRA



EPIC WOMEN

● This March, the **Smithsonian Channel** is celebrating **Women's History Month** with two new series featuring the real-life stories



of women who are symbols of empowerment, independence and strength. **EPIC**

WARRIOR WOMEN, narrated by **Lynda Carter**, television's iconic Wonder Woman, showcases history's most iconic female fighters from the Roman Empire to Central Asia and West Africa. It premieres Monday, March 19 at 8:00 PM, ET/PT. **CLEOPATRA**, which examines the life of Egypt's most famous ruler, premiered March 5 at 8:00 PM, ET/PT. For an **EPIC WARRIOR** sneak peek, go to

CBS NEWS RADIO'S "WORLD NEWS ROUNDUP," AMERICA'S LONGEST-RUNNING NEWSCAST, CELEBRATES 80 YEARS OF BROADCASTING



CBS News Radio's **WORLD NEWS ROUNDUP**, America's longest-running newscast, will celebrate 80 years on the air with special programming on Tuesday, March 13. To mark the event, the programming will explore the first broadcast in 1938, its significance to the history of radio at the time, and how the **WORLD NEWS ROUNDUP** has evolved to remain relevant today. **CBS THIS MORNING**, the **CBS EVENING NEWS WITH JEFF GLOR**, **CBSN** and CBSNews.com will all feature reports on the milestone.

CBS News Radio made broadcasting history on March 13, 1938 when it aired a riveting 38-minute program anchored by **Robert Trout** that reported the Nazi invasion of Austria. Revolutionizing news coverage, **THE WORLD NEWS ROUNDUP** gave listeners access to live reports from multiple correspondents on the field, including a young **CBS** executive making his on-air debut in Vienna that night, **Edward R. Murrow**.

In the decades that followed, legendary **CBS** journalists, including **Douglas Edwards**, **Dallas Townsend** and **Christopher Glenn**, anchored the program. Today, **WORLD NEWS ROUNDUP** (weekdays at 8:00 AM, ET) is anchored by **Steve Kathan** and is produced by **Paul Farry**. **Dave Barrett** anchors the late edition of the **WORLD NEWS ROUNDUP** (7:00 PM, ET), which is produced by **James Hutton**. The program is also available as a daily podcast. **CBS News Radio** has a weekly audience of more than 16 million listeners and is carried by more than 450 radio stations across the country.

WORLD NEWS ROUNDUP has won six Radio Television Digital News Association's **Edward R. Murrow Awards** for Best Newscast in the past eight years, including the past four years in a row. The program was inducted into the **National Radio Hall of Fame** in 1995.

<https://appbox.sho.com/swphea2h>. For a sneak peek at **CLEOPATRA**, go to <https://appbox.sho.com/sytqkok4>

**CBS CORPORATION AND THE ASSOCIATION OF NATIONAL ADVERTISERS'
#SEEHER INITIATIVE CELEBRATE WOMEN'S HISTORY MONTH
WITH SPECIAL CBS CARES PSA CAMPAIGN**



This March, in honor of Women's History Month, CBS Corporation and the **Association of National**

Advertisers (ANA) #SeeHer initiative will pay tribute to 12 trailblazing women who have contributed to the fields of science, technology, engineering and math (STEM), by airing a series of CBS Cares PSAs in primetime on the CBS Television Network. The spots feature CBS stars **Maria Bello** (NCIS), **Téa Leoni** and **Sara Ramirez** (MADAM SECRETARY), **Aisha Tyler** (CRIMINAL MINDS) and **Julie Chen, Eve, Sara Gilbert, Sharon Osbourne** and **Sheryl Underwood** (THE TALK), celebrating the accomplishments of activists and pioneers in engineering, medicine, aeronautics and genetics, among other fields. These PSAs will also be featured on www.cbscares.tv.

<https://www.SeeHer.com> and other CBS websites and shared on social media. In support of #SeeHer and Women's History Month, several member companies of the ANA will be sponsoring these extended PSAs.

Working with the ANA, CBS produced these PSAs as part of an ongoing partnership to support #SeeHer and its mission to portray girls and women in media accurately. The women in the spotlight of this campaign are prime examples of what it means to challenge and overcome stereotypes and biases in their industries – and of what it means to succeed. The women to be honored in the 2018 Women's History Month CBS Cares PSA campaign include: **Erica Baker**, Engineer; **Aisha Bowe**, Aerospace Engineer; **Rumman Chowdhury**, PhD, Data Scientist; **Patricia D'Amore**, PhD, Research Scientist; **Knatokie Ford**, PhD, Biomedical Scientist; **Olivia Hallisey**, Inventor; **Jo Handelsman**, PhD, Molecular Biologist; **Grace Hopper**, Computer Scientist; **Rosalyn LaPier**, Ethnobotanist; **Amy Orsborn**, Bioengineer; **Pardis Sabeti**,

PhD, Computational Geneticist; and **Diana Trujillo**, NASA Engineer.

To see the CBS Cares PSAs and learn more about CBS Cares, visit https://www.cbs.com/cbs_cares/

"I'm so pleased to be celebrating these incredible women who have broken barriers and accomplished so much in the science, tech, engineering and math industries. We hope that their success stories help to encourage young girls to become the next generation of female leaders in STEM. By showcasing powerful women in diverse roles, we're truly highlighting the mission of #SeeHer – if you can see her, you can be her."
-- **Jo Ann Ross, President and Chief Advertising Revenue Officer, CBS Corporation**

"This partnership and these messages of empowerment are the latest examples of CBS' long term commitment to diversity and inclusion. This campaign is a continuation of our Company's ongoing efforts to create and promote awareness about the unlimited opportunities for women to impact our society."
-- **Josie Thomas, Executive Vice President, Chief Diversity and Inclusion Officer, CBS Corporation**

(TELEVISION, continued from page 2)

- On Feb. 14, the **CW** announced that for the upcoming 2018-2019 season it will expand its primetime schedule to include Sunday night, growing its line-up of original first-run programming from five nights to six nights. When the new season launches in October 2018, The CW will offer 12 hours of primetime series each week, Sunday-Friday (8:00-10:00 PM, ET/PT). Leading The CW's efforts to expand into Sunday primetime were Chris Brooks,

Executive Vice President, Network Distribution, and Ann Miyagi, Senior Vice President and General Counsel, who worked closely with all of the network's key affiliate partners to secure clearances across the country, including the Sinclair Broadcast Group, Tribune Broadcasting, CBS Television Stations and Nexstar Media Group.

(Continued on page 4)

PEOPLE



Ingrid Ciprian-Matthews

Multiple award-winning journalist **Ingrid Ciprian-Matthews** has been promoted to Executive Vice President of CBS News. Ciprian-Matthews has been with CBS News for 25 years and has served as CBS News' Senior Vice President of News Administration since January 2015.



Mosheh Oinounou

Mosheh Oinounou has been named Executive Producer of the CBS EVENING NEWS WITH JEFF GLOR. Since joining CBS News in 2011, Oinounou has served on the management team that created CBSN, and also contributed to the launch of CBS THIS MORNING upon joining as a senior producer for the program in 2011.



John Arianas

CBS Corporation has named **John Arianas** to Vice President, Social Impact Partnerships, reporting to **Jo Ann Ross**, President and Chief Advertising Revenue Officer, CBS Corporation. In his new role, Arianas will further build upon CBS' efforts to promote Corporate Social Responsibility, with a key emphasis on utilizing CBS' variety of distribution platforms. The addition of Arianas will help CBS expand its innovative advertising offerings in the social impact space, building on the public-private model successfully employed by **CBS' EcoMedia** unit since it was acquired in 2010. Arianas most recently served as Executive Vice President of Advertising & Brand Solutions at Pivot, an independent start-up media network that focused on entertainment content that illuminated issues, sparked conversation and inspired social change.

CBS INTERACTIVE ADVANCED MEDIA PARTNERS WITH LEARFIELD'S SIDARM SPORTS



CBS Interactive Advanced Media and Learfield's



SIDEARM Sports, the leading provider of collegiate athletic web solutions, announced on Feb. 12 a

new partnership to jointly produce and operate more than 1,100 college and high school athletic websites and stream more than 14,000 live events each year. The partnership will offer unrivaled value to the combined group of clients, including 85% of Power Five schools, by bringing SIDEARM Sports' industry-leading content management and delivery systems, innovative mobile platform and creative design solutions together with CBS Interactive Advanced Media's cutting-edge video streaming capabilities and video distribution expertise for live events. Expanded live video reach for clients will include CBS Sports Digital's subscription streaming service, SportsLive, which gives fans unlimited access to thousands of live events and on-demand videos across schools and sports. For more information, go to <http://bit.ly/2EzJFhP>.

PEOPLE, continued



Stephen Espinoza

Stephen Espinoza has been promoted to SHOWTIME's President, Sports and Event Programming. Under Espinoza's leadership as Executive Vice President and General Manager of Showtime Sports, SHOWTIME has become the world's leading outlet for live boxing, producing 33 world championship fights and 71 live bouts in 2017 (twice as many as any other outlet).

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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.cbcorporation.com in the "News" and "Investor Relations" sections, respectively.