

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period June 1, 2020 to May 28, 2021.

1) **Employment Unit:** CBS Broadcasting Inc.; Detroit Television Station WKBD Inc.

2) **Unit Members (Stations and Communities of License):** WWJ TV/WKBD TV Detroit

3) **EEO Contact Information for Unit Member:**

Mailing Address: 26905 West Eleven Mile Rd. Southfield, MI 48033	Telephone Number: 248-355-7036
	Contact Person: Julia Burt
	E-mail Address: jaburt@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
I.T. Support Specialist	1 - 31	(26) LinkedIn

II. MASTER RECRUITMENT SOURCE LIST UTILIZED DURING REPORTING PERIOD

CODE #	RECRUITMENT SOURCE	ADDRESS	CONTACT	PHONE/EMAIL	REQUESTED NOTIFICATION (Y/N)	NUMBER OF INTERVIEWEES REFERRED
1	Adrian College	110 S. Madison St., Adrian MI 49221	Director of Career Services	517-265-5161 x4392	N	
2	Albion College	4900 Kellogg Center, Albion, MI 49224	Office of Career Development	517-629-0332	N	
3	Alpha Capital Management	3011 W. Grand Blvd. Fisher Bldg. Ste. 1516 Detroit MI	Dorothy Burrell	313-874-5079	N	
4	Catholic Social Services of Wayne County	9851 Hamilton Ave., Detroit, MI 48202	B Livingston	blivingston@csswayne.org rcampbell@csswayne.org	N	
5	Central Michigan University	340 Moore Hall, Mt. Pleasant, MI 48859	Broadcast & Cinematic Arts – Peter Orlik	careers@cmich.edu	Yes	
6	Detroit Unity Temple	17505 Second Ave., Detroit, MI 48203	Diane Golden Lawson	313-345-4848	N	
7	Detroit Urban League	15770 James Couzens, Detroit, MI 48238	Workforce Career Development Center	313-863-0300 ext. 227	N	
8	Eastern Michigan University		Bonnie Wethington	Bonnie.wethington@emich.edu	N	
9	Grand Valley State University	1 Campus Drive, Allendale, MI 49401	Career Services	616-331-3311	N	
10	Henry Ford Community College	5101 Evergreen Road, Dearborn, MI 48128	Chad Austin	313-845-9860	Yes	
11	Jewish Vocational Human Services	29699 Southfield Rd., Southfield, MI 48076	Linda Baker	248-223-4481	Yes	
12	LDS Employment	37634 Enterprise Court, Farmington, MI 48331		248-553-0405 LDSJobs.org	Yes	
13	Michigan Association of Broadcasters	820 N Capitol Ave., Lansing, MI 48906	Job Bank – online www.michmab.com	517-484-5810	N	
14	Michigan Rehab Services	Livonia Michigan Works Office	Keisha Hall Dilligard Business Relations Consultant	734-524-2427 halldilligard@michigan.gov	Yes	
15	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Janette Coneff	248-823-5101 JConeff2@troy.k12.mi.us	Yes	
16	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Cheryl Schubeck	248-823-5247	Yes	
17	NAACP – Detroit Branch	8220 Second Ave., Detroit, MI 48202	Kamilia Landrum	313-871-2087 klandrum@detroitnaacp.org jmoore@detroitnaacp.org	N	
18	On My Own Michigan	2145 Crooks Road, Ste. 103, Troy, MI 48084	Bruce P. Benson	248-649-3739 bbensonmom@aol.com	N	
19	Operation Able	4750 Woodward, Ste. 201, Detroit, MI 48201	Mary McDougal	313-832-0922 ability@operationable.org	Yes	
20	University of Detroit Mercy	Career Education Ctr. (Reno Hall Rm 143) 4001 W.	Tracey Knowles	313-933-1017 hr@udmercy.edu	N	

		McNichols Rd., Detroit, MI 48202				
21	University of Michigan Dearborn	4091 Evergreen, Dearborn, MI 48128	Patti Martin	313-593-5188 pdjones@umich.edu umd-careersv@umich.edu	N	
22	Wayne County Community College	9551 Greenfield, Detroit, MI 48228	Danny Martinez	313-943-4061 dmartin1@wcccd.edu	N	
23	Wayne State University	656 Reuther Mall, Detroit, MI 48202	Arlinda Pringle	313-577-3390 ac200@wayne.edu	N	
24	ViacomCBS Career Site	Avature online recruitment	Avature posting	https://cbcorporation.jobs/jobs/	N/A	2
25	Job Syndication Alliances	Direct Employers (DE) via CBS Applicant Tracking System	DirectEmployers.org	https://de.nlx.org/pdfs/JobAlliancesList.pdf	N/A	
26	LinkedIn	Job Bank	Direct Employers.org	https://www.linkedin.com/	NA	4
27	Pure Michigan Talent Connect	Job Bank	Website posting – State of Michigan Career Site	www.mitalent.org	N/A	
28	WKBD-TV CW50 Detroit website posting	Job Bank	Online website posting	https://cwdetroit.cbslocal.com/jobs/	N/A	
29	WWJ-TV CBS 62 Detroit	Job Bank	Online website posting	https://detroit.cbslocal.com/cbs-62-jobs/	N/A	
30	Internal Posting		Bulletin Board	www.cbsandyou.com	N/A	
31	Employee Referral	CBS Television Stations			N/A	
32	Industry				N/A	

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)
1. Participated in the University of Detroit Mercy Virtual Spring Career and Co-Op Fair. I met and spoke with students and alumni about career and internship opportunities with our WWJ-TV / WKBD-TV stations.	2/24/2021	Julia Burt – Human Resources Manager
2. Participated in the University of Michigan – Dearborn 2021 Virtual Spring Career Fair – I spoke with students about potential Fall, 2021 internship opportunities available with our WWJ-TV / WKBD-TV stations, once we return to our offices. I also spoke with some students about other staff positions and qualifications necessary.	3/4/2021	Julia Burt – Human Resources Manager
3. Participated in the Michigan Association of Broadcasters Foundation Virtual Media Career & Networking Fair during the “Un-Conventional Great Lakes Media Show!”. We spoke with students and business minded professionals regarding positions in the broadcast industry, as well as opportunities available with our WWJ-TV / WKBD-TV stations.	3/9/21 & 3/10/21	Julia Burt Paul Pytlowany Matt Christopherson

4. Internship

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)

5. Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Ojibwa Elementary, Macomb, MI WWJ-TV/WKBD-TV First Forecast Chief Meteorologist, Karen Carter, spoke with Girl Scout Troop 70025 about how the Great Lakes affect the weather, via a virtual ZOOM session. Karen spoke with the Girl Scouts about her job as a Meteorologist, what she studied in college to help with her career, and what it's like to be a female in this field, as well as how far women have come in the field of meteorology since Karen began her career. Karen also spoke about wind, temperature change and storm systems that are affected by the Great Lakes.</p>	7/22/2020	Karen Carter – First Forecast Chief Meteorologist
<p>2. Ojibwa Elementary, Macomb, MI WWJ-TV/WKBD-TV First Forecast Chief Meteorologist, Karen Carter, spoke with Brownie Troop 70018 about how the Great Lakes affect the weather, via a virtual ZOOM session. Karen spoke with the Brownie Troop about her profession as a Meteorologist, and what she studied in college to help with her career. She also answered questions about what it's like to be a female in this field, as well as how far women have come in the field of meteorology since she began her career. Karen also spoke about wind, temperature change and storm systems that are affected by the Great Lakes.</p>	7/27/2020	Karen Carter – First Forecast Chief Meteorologist
<p>3. Kolbe Academy School Visit WWJ-TV/WKBD-TV First Forecast Chief Meteorologist, Karen Carter, gave a virtual PowerPoint weather presentation to students of Kolbe Academy. Kolbe Academy is an all-inclusive virtual school for homeschoolers, co-op, and those looking to stay at home during the pandemic. The students hail from across the country as well as here in Michigan, including the Detroit area. The students were very engaged during the presentation and learned about weather as well as Karen's job as a meteorologist.</p>	2/10/2021	Karen Carter – First Forecast Chief Meteorologist
<p>4. Adrafter Magazine Event – AdCon Advertising Career Conference Sponsorship WWJ-TV/WKBD-TV Vice President / General Manager, Brian Watson, participated as a Guest Panelist during this event. He spoke with and answered questions from career minded students interested in Media, Marketing, and Sales. Brian spoke about his own background and career path, as well as different careers in the television broadcast industry, skills necessary to perform specific jobs, technologies and advertising mediums currently in use that are not yet taught in school, challenges he faces day-to-day, and the best and worst parts of his job.</p>	1/30/2021	Brian Watson – Vice President / General Manager
<p>5. Michigan Community College Press Association Volunteer Judge – Photo Essay Category WWJ-TV/WKBD-TV Commercial Writer/Producer, Charlie Forbes participated as a Volunteer Judge for the MCCPA, which represents student run newspapers from across the State of Michigan. This is an annual seminar and competition for students to enter their work in various categories.</p>	3/16/2021	Charlie Forbes – Commercial Writer/Producer

6. Training Personnel.

Description of Recruitment Measure:	Personnel Involved: (Name and position)	Describe Training:
<p>1. Train Hiring Executives in the recruitment process for openings within their respective departments. (Ongoing)</p>	<p>Julia Burt – Human Resources Manager, Department Heads, and all Hiring Managers</p>	<p>Train management level personnel regarding methods for ensuring equal employment opportunity and preventing discrimination.</p>
<p>2. New Hire Orientation Meetings - Company EEO and Anti-Harassment Policy Dissemination and Review (Ongoing)</p>	<p>Julia Burt – Human Resources Manager</p>	<p>The ViacomCBS EEO and Anti-Harassment Policy is distributed to all employees annually as a reminder of our commitment to equal opportunity employment, and preventing harassment in the workplace.</p>
<p>3. 2020 ViacomCBS Business Practices Statement (BPS) The BPS summarizes the most important policies and rules that apply to ViacomCBS and its employees. This is a statement/training module of the Company’s rules, ethics, and values. (November 2020)</p>	<p>Distributed to all current employees every other year and new hires upon start date.</p>	<p>Course which requires employees to affirm their individual commitment to the highest standards of business ethics and workplace behavior as set forth in the ViacomCBS Business Practices 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>4. ViacomCBS Web-Based Training Modules distributed to all Full-Time and New Hire Employees: All full-time employees completed online training modules covering the Company’s “important policies and rules that apply to all ViacomCBS employees, and the members of its Board of Directors, to help us maintain a lawful, honest, and ethical environment in our Company.” Training included the following topics:</p> <ul style="list-style-type: none"> • “Preventing Sexual Harassment in the Workplace” December 2020, “Preventing Sexual Harassment” training was updated and sent out to all staff employees. This was a 90-minute training session, and completion was mandatory for staff employees. 	<p>All Full Time Staff Employees are required to complete online training modules within a specified timeframe. Upon course completion, employees can print a “Certificate of Completion”. These courses are presented to employees on a bi-annual basis as a refresher, as well as to New Hires at the time of hire.</p>	<p>Training courses are provided 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 available in the ViacomCBS Human Resources Policy Guide which is accessible to all employees on the ViacomCBS Total Rewards internal website portal.</p>
<p>5. LinkedIn Learning, Get Abstract, and Brainstorm (Ongoing)</p>	<p>Available to All Full-Time Employees</p>	<p>Training programs available to all Full Time Staff Employees designed to enable station personnel to acquire skills that could qualify them for higher level positions within ViacomCBS.</p>
<p>6. ViacomCBS Mentoring Program (Ongoing – Six month intervals)</p>	<p>Available to Full Time Employees</p>	<p>Mentoring Program+ Program is designed for employees to build a lasting relationship as either a Mentor or Mentee, over a six-month period while working on a development goal of choice.</p>
<p>7. Goal Setting and Performance Feedback (Ongoing)</p>	<p>Available to Full Time Employees</p>	<p>Performance Development Program for Employees to drive meaningful and ongoing conversations about impact and growth. Employees establish goals that are clear, high-impact and aligned to priorities and receive feedback from Managers to proactively assist them in their career development.</p>