

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period June 1, 2013 to May 31, 2014.

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
Traffic Coordinator	1 – 58; 62 – 68	56
Account Executive – WWJ-TV	1 – 60; 62 – 68	66
Account Executive – WKBD-TV	1 – 60; 62 - 68	63
Engineering Technician	1 – 58; 61; 63 – 68	66 (Promotion)
National Sales Manager	1 – 59; 62 – 68	66 (Promotion)
Engineering Technician	1 – 58; 62 - 67	65
Traffic Coordinator	1 – 58; 62 - 67	66
Digital & Sales Marketing Manager		No external Recruitment - Promotion

II. MASTER RECRUITMENT SOURCE LIST UTILIZED DURING REPORTING PERIOD

CODE #	RECRUITMENT SOURCE	ADDRESS	CONTACT	PHONE	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	Alma College	614 W. Superior, Alma, MI 48801	Anna Grajek – Center for Student Development	989-463-7225	N	
4	Alpha Capital Management	3011 W. Grand Blvd. Fisher Bldg. Ste. 1516 Detroit MI	Dorothy Burrell	313-874-5079	N	
5	Arab Chaldean Social Service	28551 Southfield Road, Suite 204, Lathrup Village, MI 48076	Shadia Batayeh	248-559-1990	N	
6	Catholic Social Services of Wayne County	9851 Hamilton Ave., Detroit, MI 48202	Ueneil Smith	313-883-2391	N	
7	Central Michigan University	340 Moore Hall, Mt. Pleasant, MI 48859	Broadcast & Cinematic Arts – Peter Orlik		Yes	
8	Davenport University	19499 Victor Pkwy., Livonia, MI 48152	Paul Jones – Career Services	734-943-2846	N	
9	Detroit Association of Black Organizations	12048 Grand River Ave. Detroit, MI 48204	Diana Solomon-Sheffield	313-491-0003	N	
10	Detroit Unity Temple	17505 Second Ave., Detroit, MI 48203	Diane Golden Lawson	313-345-4848	N	
11	Detroit Urban League	15770 James Couzens Detroit, MI 48238	Sonya Cook, Workforce Career Development Center	313-863-0300 x227	N	
12	Detroit Workforce Development Board	City of Detroit Employment & Training Dept. 707 West Detroit, MI 48202	Shirley Manus	313-876-0674	Yes	
13	Dorsey Business Schools	30775 Barrington, Ste. 100, Madison Hts., MI 48071	Keith Franklin	248-585-9200	Yes	
14	Evangel Ministries	13660 Stansbury Detroit, MI 48227	Aaron Richardson	313-836-7732	Yes	
15	Focus Hope	Human Resources, 1355 Oakman Blvd., Detroit, MI 48238	Beverly Triplett	313-494-4567	Yes	
16	Grand Valley State University	1 Campus Drive, Allendale, MI 49401	Career Services	616-331-3311	N	
17	Henry Ford Community College	5101 Evergreen Road, Dearborn, MI 48128	Chad Austin	313-845-9860	Yes	
18	ITT Technical Institute	1980 Metro Court, S. Wyoming, MI 49519	Rebecca Willis, Career Services Specialist	1-800-632-4676 x1237	Yes	
19	Jewish Vocational Center	29699 Southfield Rd., Southfield, MI 48076	Linda Baker	248-233-4481	Yes	
20	Jewish Vocational Center	29699 Southfield Rd., Southfield, MI 48076	Walter Tarrow	248-233-4231	N	
21	LDS Employment	37634 Enterprise Court, Farmington, MI 48331	Doug Mallory	248-553-0405	Yes	
22	Madonna University	36600 Schoolcraft Rd. Livonia, MI 48150	Career Services – Chris Brant	734-432-5620	N	
23	Marygrove College	8425 West McNichols Rd., Detroit, MI 48221	Ce'An Manuel – Job Development Coord.	313-927-1478	Yes	
24	Michigan Association of Broadcasters	819 N. Washington, Lansing, MI 48906	Job Bank – online www.michmab.com	517-484-5810	N	1
25	Michigan Association of Educational Broadcasters	Plymouth Salem High School, 46181 Joy Road, Canton, MI 48187	Bill Keith	734-416-7732	N	

26	Michigan Jewish Institute	25401 Coolidge Highway, Oak Park, MI 48237	Rebecca Peters	248-414-6900	N	
27	Michigan Rehab Services	Livonia Michigan Works Office	Danetta Carr, Employment Specialist	734-524-2427	Yes	
28	Michigan State University	290 Spartan Way, E. Lansing, MI 48823	Kim Kowalski	517-884-1300	N	
29	Michigan Works	Oak Park Career Center, 22180 Parklawn, Oak Park, MI 48237	Patricia Edmonds	248-691-8437 x223	Yes	
30	Michigan Works	Southfield Career Center, 21030 Indian, Southfield, MI 48034	Denise Van Hee	248-796-4580	Yes	
31	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Janette Coneff	248-823-5101	Yes	
32	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Cheryl Schubeck	248-823-5247	Yes	
33	Michigan Works	Dearborn Service Center, 6451 Schaefer, 2 nd Floor, Dearborn, MI 48126	Mustapha Mounajed	313-945-8159 x259	Yes	
34	Michigan Works	144 E. Manchester, Highland Park, MI 48230	Fatima Anthony	313-826-0299	Yes	
35	NAACP – Detroit Branch	8220 Second Ave., Detroit, MI 48202	Kamilia Landrum	313-871-2087	N	
36	National Indian Council on Aging, Inc.	19678 Harper Ave., Ste. 104, Grosse Pte. Woods, MI 48236	Sharon J. Dukes, Michigan Project Director	313-882-4604	Yes	
37	Oakland County Michigan Works	Workforce Development Division, 1200 N. Telegraph Rd., Ste. 202, Pontiac, MI 48341	Debbie Lake	248-858-5520	N	
38	On My Own Michigan	2145 Crooks Road, Ste. 103, Troy, MI 48084	Bruce P. Benson	248-649-3739	N	
39	Operation Able	4750 Woodward, Ste. 201, Detroit, MI 48201	Nancy O'Malley	313-832-4925	Yes	
40	Payne Pulliam School	2345 Cass, Detroit, MI 48201	Freddie Lindsay-Payne	313-963-4710	N	
41	Saint Marys College of Ava Maria University (Madonna University)	36600 Schoolcraft Rd., Livonia, MI 48150	Career Services	734-432-5620	N	
42	Salvation Army	20775 Pembroke Ave., Detroit, MI 48219	Barbara Mitchell	313-537-2130	N	
43	Salvation Army	1627 W. Fort St., Detroit, MI 48216	Sue Hatcher-Wilson	313-962-5960	N	
44	Schoolcraft College	18600 Haggerty Rd., Livonia, MI 48152	Kathy Cox	734-462-4421	N	
45	Specs Howard School of Media Arts	19900 West 9 Mile Rd., Southfield, MI 48075	Anjetta Hicks	248-358-9000	N	
46	State of Michigan Department of Career Development	3026 W. Grand Blvd., Ste. 2-750, P.O. Box 02988, Detroit, MI 48202-2988	Ruthann Okun	313-965-5705	Yes	
47	University of Detroit Mercy	Career Education Ctr. (Reno Hall Rm 143) 4001 W. McNichols Rd., Detroit, MI 48202	Tracey Knowles	313-933-1017	N	
48	University of Detroit Mercy	4001 W. McNichols Rd., Detroit, MI 48202	Karen Martin	313-993-1036	N	
49	University of Michigan Dearborn	4091 Evergreen, Dearborn, MI 48128	Kathy Cordon	313-593-5020	N	

50	Wayne County Community College	9551 Greenfield, Detroit, MI 48228	Danny Martinez	313-943-4061	N	
51	Wayne State University	656 Reuther Mall, Detroit, MI 48202	Arlinda Pringle	313-577-3390	N	
52	Broadcast Compliance Services (additional outreach service offered through MI Assoc. of Broadcasters)	www.bcs-ok.com	Email blast to multiple Regional organizations		N/A	
53	TV Jobs.com	Online Job Bank	Website posting		N/A	1
54	National Association of Television Arts and Sciences	Online Job Bank	Website posting		N/A	
55	America's Job Exchange		Website posting via CBS Applicant Tracking System		N/A	
56	Indeed.com	Online Job Bank	Website posting via CBS Applicant Tracking System (AJE)		N/A	3
57	Pure Michigan Talent Connect	Job Bank	Website posting – State of Michigan Career Site		N/A	
58	Women In Communications – Detroit Chapter	Job Bank	Website posting		N/A	
59	Spots-n-Dots	Job Bank	Online website posting		N/A	3
60	MediaRecruiter.com	Job Bank	Online website posting		N/A	
61	Society for Broadcast Engineers	Job Bank	Online website posting		N/A	
62	Monster.com	Job Bank	Online website posting		N/A	
63	WKBD-TV CW50 Detroit website posting	Job Bank	Online website posting		N/A	1
64	WWJ-TV CBS 62 Detroit	Job Bank	Online website posting		N/A	
65	CBS Applicant Tracking System	Brassring/Kenexa	Kenexa posting		N/A	20
66	Internal Posting		Bulletin Board		N/A	9
67	Employee Referral	CBS Television Stations			N/A	3
68	Industry				N/A	4

TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD

45

III. Supplemental Recruitment Measures.

(a) Job Fairs.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Participated in the Michigan Association of Broadcasters Foundation Regional Broadcast Media Career & Networking Fair held at Specs Howard School of Media Arts.</p> <p>This Career Fair was attended by a diverse group of approximately 120 students and business-minded professionals. Applicants included undergraduate and graduate students, as well as recent college graduates from Specs Howard and other Universities & Colleges throughout Southeastern Michigan. The Stations were also two of the media sponsors for this event.</p>	10/2/13	Julia Burt – Manager of Administration
<p>2. Participated in the Wayne State University Journalism Day Internship Fair.</p> <p>This Internship Fair was attended by approximately 200 WSU students interested in obtaining internships within the media industry.</p>	10/22/13	Julia Burt – Manager of Administration Kris Kelly – Community Affairs Manager
<p>3. Participated in the Michigan Collegiate Career Fair and were the television media sponsor for the event.</p> <p>This Career Fair was attended by approximately 500 students and alumni from around the state of Michigan seeking internship and career opportunities. The stations were the official Television Media Sponsor for this event.</p>	11/15/13	Julia Burt – Manager of Administration Kris Kelly – Community Affairs Manager
<p>4. Participated in the Michigan Collegiate Career Fair and were the television media sponsor for the event.</p> <p>This Career Fair was attended by approximately 700 students and alumni from around the state of Michigan seeking internship and career opportunities. The stations were also the official Television Media Sponsor for this event.</p>	3/21/14	Julia Burt – Manager of Administration Kris Kelly – Community Affairs Manager

(b) Internship

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Station Internship Program Interns Assisted with screening of public service announcements; maintenance of community leader files; topic research and development for public affairs show "Street Beat". Interns were also exposed to all areas of Sales & Marketing, Commercial Production including commercial shoots, attending client meetings, sitting in on edit sessions, and acting as "talent" in commercials. In addition, Interns were also given the opportunity to be involved with the Digital Media department where they wrote and appeared in online web diaries. Interns were also given the opportunity to participate in on and off-site casting calls for Survivor, Big Brother, and America's Next Top Model as well as numerous other production shoots which involved celebrity and political figures. Interns were mentored by various staff members.</p>	<p>6/1/13 – 5/31/14 7 Interns</p>	<p>Kris Kelly – Community Affairs Manager Pam Baumann – Director of Creative Services Greg Shattuck – Promotion Manager Melissa Rowe – Marketing Specialist Tim French – Senior News Producer</p>
<p>1. Emma Bowen Foundation Intern The Emma Bowen Foundation is committed to creating career opportunities in the media industry for minority youth through a program that focuses on scholastic achievement, direct work experience and professional development. Foundation staff coordinates student recruitment and screening and once selected, the Foundation monitors students' academic and work performance throughout their time in the program and tracks graduates' career progress.</p>	<p>5/30/12 – Maria Benjamin began a 4 year commitment with the stations. 6/11/12 - Sydney Bowden began a 4 year commitment with the stations.</p>	<p>Kris Kelly – Community Affairs Manager Julia Burt – Manager of Administration Pam Baumann – Director of Creative Services Greg Shattuck – Promotion Manager Melissa Rowe – Sales/Marketing Manager Brian Watson – V.P./Director of Sales</p>

(c) Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. "Reading & Rhythm on the Riverfront" Senior Producer Carol Cain participated in this event. The event was presented by General Motors Foundation and hosted by the Detroit RiverFront Conservancy. This interactive and family-oriented program was designed to promote literacy throughout southeastern Michigan while engaging children ages 3 to 10 and their families to experience the beautiful and re-energized Detroit Riverfront.</p>	8/9/13	Carol Cain – Senior Producer and Host of Michigan Matters
<p>2. Wayne State University Community Affairs Manager Kris Kelly was the guest speaker for two media writing classes at Wayne State University. The class is Media Writing and Storytelling and covers writing principles to various forms of copy; continuity, commercials, public service announcements, features, documentary, drama. Kelly's presentation focused on radio and television script/commercial writing.</p>	9/10/13 & 9/12/13	Kris Kelly – Community Affairs Manager
<p>3. Schoolcraft College Community Affairs Manager Kris Kelly was the guest speaker for an advertising and media writing class at Schoolcraft College. Kelly's presentation focused on radio and television script/commercial writing. A tour of the stations for the advertising and media writing class at Schoolcraft College followed up the speaking event in November.</p>	10/3/13 & 11/7/13	Kris Kelly – Community Affairs Manager
<p>4. The Niagara Foundation Awards Ceremony WWJ-TV Senior Producer and Michigan Matters Host Carol Cain emceed this event where 300 people gathered to celebrate those who have helped promote diversity and cultural exchange across Michigan including Ford Motor Company President and CEO Alan Mulally and the Detroit Regional Chamber President and CEO Sandy Baruah.</p>	10/24/13	Carol Cain – Senior Producer and Host of Michigan Matters
<p>5. Plymouth Education Center in Detroit WWJ-TV/WKBD-TV Detroit hosted high school students for a career day field day trip that included a tour of the station and the opportunity for students to meet several members of the staff to discuss careers in the communication field. This alternative school focuses on opening their students' minds to career paths other than entertainment and sports and wants to get a behind-the-scenes look at careers in the communication field.</p>	10/25/13 & 11/1/13	Kris Kelly – Community Affairs Manager and various staff members
<p>6. Oakland University Cinema Studies Professionalization Workshop Community Affairs Manager Kris Kelly was part of a Professionalization Workshop discussing advice and opportunities in the communications field.</p>	11/1/13	Kris Kelly – Community Affairs Manager
<p>7. Gerald R. Ford School of Public Policy at the University of Michigan WWJ-TV Senior Producer and Michigan Matters Host Carol Cain spoke to 75 students about media and politics. Cain's presentation included examples of national guests who have participated in Michigan Matters over the years.</p>	11/6/13	Carol Cain - Senior Producer and Host of Michigan Matters
<p>8. Central Michigan University WWJ-TV/WKBD-TV was host to CMU's Communication Association, a student organization of Communication majors and minors who tour various areas of the state to visit local businesses and explore career options. Approximately 10 students were in attendance.</p>	11/22/13	Kris Kelly – Community Affairs Manager
<p>9. Webber Media Arts Academy from Pontiac, MI Career Day WWJ-TV/WKBD-TV Detroit hosted the Webber Media Arts Academy from Pontiac, MI for a Career Day station tour. Instructor Art McDonald accompanied 8 students who have an interest in the field of communication.</p>	1/22/14	Kris Kelly – Community Affairs Manager
<p>10. Wayne State University Community Affairs Manager Kris Kelly was a guest lecturer at WSU for Joanne Hildebrandt's Media Writing and Storytelling class. The presentation covered commercial writing techniques, PSA's, and internships.</p>	1/23/14	Kris Kelly – Community Affairs Manager

<p>11. Wayne State University Community Affairs Manager Kris Kelly was a guest lecturer at WSU for Jasmine Rivera's Media Writing and Storytelling class. The presentation covered commercial writing techniques, PSA's, and internships.</p>	2/3/14	Kris Kelly – Community Affairs Manager
<p>12. Detroit Historical Society WWJ-TV/WKBD-TV hosted the Detroit Historical Society for a behind the scenes tour of the stations and a look back at television station history in Detroit. Paul Prange, Director of Programming & Community Affairs provided a history of our two television stations. Chief Meteorologist Jim Madaus gave a weather talk to our guests and demonstrated the use of chroma key as well as talked about the early days of weather reporting. Community Affairs Manager Kris Kelly conducted a tour of the stations that focused on the historical perspective.</p>	3/7/14	Paul Prange – Director of Programming & Community Affairs Jim Madaus – Chief Meteorologist Kris Kelly – Community Affairs Manager
<p>13. National Association of Women Business Owners Greater Detroit Chapter's Annual TOP 10 Awards Event WWJ-TV Detroit Senior Producer Carol Cain was the Mistress of Ceremonies at the 20th anniversary of this event held at Laurel Manor.</p>	3/13/14	Carol Cain – Senior Producer & Host of Michigan Matters
<p>14. Niagara Foundation Women's History Month Event titled "Celebrating Women as Community Builders" WWJ-TV Detroit Senior Producer and Michigan Matters host Carol Cain was one of the panelists for this event. Ms. Cain was part of a panel that discussed the role of women as community builders and discussed the contributions of women to society and the challenges that they encounter as scholars, scientists, artists etc. The other two panelists were Southfield Mayor Brenda Lawrence and MI Representative Diane Slavens and the event was moderated by a faculty member in Rochester. The event was held at the Balkan American Cultural Center (1451 E. Big Beaver Rd. Troy, MI 48083).</p>	3/15/14	Carol Cain – Senior Producer & Host of Michigan Matters
<p>15. Station Tours Station tours are given to various organizations and area school students for the primary purpose of providing an educational experience to the viewing public as to the inner workings of the stations.</p>	Year round	Community Affairs Department

(d) Training Management 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>Howard Murphy – Controller Julia Burt – Manager of Administration</p>	<p>Meet with individual Dept. Managers to go over recruitment process, do's and don'ts of interviewing techniques, making sure a good mix of qualified candidates are interviewed prior to the hiring decision.</p>
<p>2. EEO and OFCCP meetings with Dept. Managers</p>	<p>Tom Canedo - V.P. & General Manager Howard Murphy – Controller Julia Burt – Manager of Administration</p>	<p>Weekly Manager's meetings are held, and about once quarterly, managers are reminded that in keeping with the spirit of our EEO policies, under no circumstances do we tolerate discrimination of any type and that all employees are treated fairly and equally with regard to consideration of hiring, promotions, and even in cases where terminations may be necessary.</p>
<p>3. New Hire Orientation Meetings - EEO Policy Dissemination</p>	<p>Julia Burt – Manager of Administration</p>	<p>The EEO Policy, as well as the Non-Discrimination and Anti-Harassment Policy (which can be found in the HR Policy Manual, accessible to employees through the CBS and You website portal), is discussed with all newly hired employees as part of their New Hire Orientation. Ongoing</p>
<p>4. 2012 version of the CBS Corporation Business Conduct Statement (BCS), which summarizes the most important policies and rules that apply to CBS and its employees, including Equal Employment Opportunity and Harassment-Free Workplace Environment; July, 2012.</p>	<p>Distributed to all current employees and new hires</p>	<p>Reading material, which requires employees to affirm their individual commitment to the highest standards of business ethics and workplace behavior as set forth in the CBS Corporation Business Conduct 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>5. CBS Corporation Web-Based Training Modules distributed to all Full-Time and New Hire Employees covering the "CBS Business Conduct Statement", which trains employees on the CBS Television Stations "important policies and rules that apply to CBS Corporation, its employees, and the members of its Board of Directors and to help us maintain a lawful, honest, and ethical environment in our Company." Courses included "Addressing Sexual Harassment", "Anti-Harassment Courses", "FMLA (The Family Medical Leave Act)", "Information Security", "The Americans with Disabilities Act (ADA)".</p>	<p>All Full Time Staff Employees and Full Time New Hire Employees are required to complete these online training modules and print out their "Certificate of Completion"</p>	<p>Online training courses 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 also outlined in the CBS Human Resources Policy Guide which is accessible to all CBS Employees on the CBS & You website portal. The CBS Business Conduct Statement is also accessible to all CBS employees via the online CBS and You website postal as well.</p>
<p>6. Continuing Education for Directors/Managers Director and Manager level employees participated in a management training seminar titled "Coaching for Execution". This seminar was attended by CBS TV & Radio Station Management personnel. The Coaching for Execution workshop helps managers by providing an easy to use coaching model to help structure the coaching conversations they may have with employees. The interactive workshop also provided opportunities to practice using the model, as well as video examples of the model being used.</p>	<p>Director and Management level employees of WWJ-TV/WKBD-TV and CBS Radio Stations in Detroit.</p>	<p>Tom Canedo – V.P./General Manager Brian Watson – V.P. Sales Heather Kuh – Business Development Manager Pam Baumann – Director of Creative Services Greg Shattuck – Promotion Manager Paul Prange – Director of Programming Howard Murphy – Controller John Lee- Engineering Manager Steve Ryckman – National & Local Sales Manager</p>