

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period June 1, 2018 to May 31, 2019.

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)

<b>Job Title</b>	<b>Recruitment Source Notified of Job Vacancy</b>	<b>Recruitment Source of Hiree</b>
Producer/Director	36	36
Administrative Assistant	1-36	37
Sales/Research Assistant	1-36	28
Assistant Controller	36	36
Digital Sales Assistant	1-36	28
Controller	1-36	37

## II. MASTER RECRUITMENT SOURCE LIST UTILIZED DURING REPORTING PERIOD

COD E #	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	
4	Alpha Capital Management	3011 W. Grand Blvd. Fisher Bldg. Ste. 1516 Detroit MI	Dorothy Burrell	313-874-5079	N	
5	Catholic Social Services of Wayne County	9851 Hamilton Ave., Detroit, MI 48202	Uneil Smith	313-883-2391	N	
6	Central Michigan University	340 Moore Hall, Mt. Pleasant, MI 48859	Broadcast & Cinematic Arts – Peter Orlik		Yes	
7	Detroit Unity Temple	17505 Second Ave., Detroit, MI 48203	Effie Gordy	313-345-4848	N	
8	Detroit Urban League	1700 Waterman St., Detroit, MI 48209	Workforce Career Development Center	313-842-2208	N	
9	Dorsey Business Schools	30775 Barrington, Ste. 100, Madison Hts., MI 48071	Rajani Arunandhi	248-585-9200	Yes	
10	Eastern Michigan University		Bonnie Wethington	Bonnie.wethington@emich.edu	N	
11	Grand Valley State University	1 Campus Drive, Allendale, MI 49401	Career Services	616-331-3311	N	
12	Henry Ford Community College	5101 Evergreen Road, Dearborn, MI 48128	Chad Austin	313-845-9860	Yes	
13	Jewish Vocational Human Services	29699 Southfield Rd., Southfield, MI 48076	Angela Bebeck	248-559-5000	Yes	
14	LDS Employment	37634 Enterprise Court, Farmington , MI 48331		248-553-0405 LDSJobs.org	Yes	
15	Madonna University	36600 Schoolcraft Rd. Livonia, MI 48150	Career Services – Lenore Kowalski	734-432-5620 <a href="mailto:lgkowsalski@madonna.edu">lgkowsalski@madonna.edu</a>	N	
16	Michigan Association of Broadcasters	820 N Capitol Ave.,	Job Bank – online <a href="http://www.michmab.com">www.michmab.com</a>	517-484-5810	N	

		Lansing, MI 48906				
17	Michigan Rehab Services	Livonia Michigan Works Office	Keisha Hall Dilligard Business Relations Consultant	734-524-2427 halldilligardk@michigan.gov	Yes	
18	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Janette Coneff	248-823-5101 JConeff2@troy.k12.mi.us	Yes	
19	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Cheryl Schubeck	248-823-5247	Yes	
20	NAACP – Detroit Branch	8220 Second Ave., Detroit, MI 48202	Kamilia Landrum	313-871-2087 <a href="mailto:klandrum@detroitnaacp.org">klandrum@detroitnaacp.org</a> <a href="mailto:lmoore@detroitnaacp.org">lmoore@detroitnaacp.org</a>	N	
21	On My Own Michigan	2145 Crooks Road, Ste. 103, Troy, MI 48084	Bruce P. Benson	248-649-3739 bbensonmom@aol.com	N	
22	Operation Able	4750 Woodward, Ste. 201, Detroit, MI 48201	Mary McDougal	313-832-0922 ability@operationable.org	Yes	
23	Specs Howard School of Media Arts	19900 West 9 Mile Rd., Southfield, MI 48075	Jessica Poxson	248-228-8985 JPoxson@specshoward.edu	N	
24	University of Detroit Mercy	Career Education Ctr. (Reno Hall Rm 143) 4001 W. McNichols Rd., Detroit, MI 48202	Tracey Knowles	313-933-1017 hr@udmercy.edu	N	
25	University of Michigan Dearborn	4091 Evergreen, Dearborn, MI 48128	Patti Martin	313-593-5188 <a href="mailto:pdjones@umich.edu">pdjones@umich.edu</a> <a href="mailto:umd-careersv@umich.edu">umd-careersv@umich.edu</a>	N	
26	Wayne County Community College	9551 Greenfield, Detroit, MI 48228	Danny Martinez	313-943-4061 dmartin1@wcccd.edu	N	
27	Wayne State University	656 Reuther Mall, Detroit, MI 48202	Arlinda Pringle	313-577-3390 ac200@wayne.edu	N	
28	CBS Career Site	Avature online recruitment	Avature posting	<a href="https://cbcorporation.jobs/jobs/">https://cbcorporation.jobs/jobs/</a>	N/A	6
29	Adcraft Club of Detroit	2000 Brush Street, Suite 601, Detroit, MI 48226	Online Job posting	313-872-7850	N/A	
30	American Job Center	Online Job Bank	Website posting via Job Syndication Alliances/Direct Employers.org	<a href="http://jobcenter.usa.gov/find-a-job">http://jobcenter.usa.gov/find-a-job</a>	N/A	
31	Indeed.com	Online Job Bank	Website posting via Job Syndication Alliances (DE)	<a href="https://cbcorporation.jobs/cbs-television-stations/new-jobs/">https://cbcorporation.jobs/cbs-television-stations/new-jobs/</a>	N/A	

32	Job Syndication Alliances	Direct Employers (DE) via CBS Applicant Tracking System	DirectEmployers.org	<a href="https://de.nlx.org/pdfs/JobAlliancesList.pdf">https://de.nlx.org/pdfs/JobAlliancesList.pdf</a>	N/A	6
33	Pure Michigan Talent Connect	Job Bank	Website posting – State of Michigan Career Site	<a href="http://www.mitalent.org">www.mitalent.org</a>	N/A	
34	WKBD-TV CW50 Detroit website posting	Job Bank	Online website posting	<a href="https://cwdetroit.cbslocal.com/jobs/">https://cwdetroit.cbslocal.com/jobs/</a>	N/A	
35	WWJ-TV CBS 62 Detroit	Job Bank	Online website posting	<a href="https://detroit.cbslocal.com/cbs-62-jobs/">https://detroit.cbslocal.com/cbs-62-jobs/</a>	N/A	
36	Internal Posting		Bulletin Board	<a href="http://www.cbsandyou.com">www.cbsandyou.com</a>	N/A	6
37	Employee Referral	CBS Television Stations			N/A	3
38	Industry				N/A	

**TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD**

**21**

### III. Supplemental Recruitment Measures.

#### (a) Job Fairs.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<b>1. Participated in the Journalism Day Internship Fair at Wayne State University.</b> This Fair was attended by students from various programs including Journalism, Public Relations, Media Arts, Film, & Forensics.	10/17/2018	Julia Burt – Human Resources Manager Greg Shattuck – Promotion Manager
<b>2. Participated in the MAB Foundation’s “Broadcasting Career and Networking Fair” held at Wayne State University.</b> This Career Fair was attended by a diverse group of more than 100 students and business minded professionals. Information about the MABF Broadcast Media Career Fair was widely disseminated and marketed, including distribution to resources with a high volume of diverse candidates. WWJ-TV CBS 62 & WKBD-TV CW50 Detroit were the television media sponsors for this event.	4/4/2019	Julia Burt – Human Resources Manager Greg Shattuck – Promotion Manager
<b>3. Participated in the Specs Howard School of Media Arts Internship Fair.</b> This Internship Fair was attended by a diverse group of students who are interested in obtaining an internship in the media industry. Approximately 150 students were in attendance.	5/17/2019	Greg Shattuck – Promotion Manager

#### 4. Internship

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p><b>1. Station Internship Program</b>            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 &amp; Marketing, Commercial Production including commercial shoots, attending client meetings, sitting in on edit sessions, and acting as “talent” in commercials. Interns were also given the opportunity to participate in on and off-site casting calls for various CBS Reality/game shows as well as numerous other production shoots which involved celebrity and political figures. Interns were mentored by various staff members.</p>	<p>6/1/18 – 5/31/19            2 Interns</p>	<p>Paul Prange – Dir. Programming/Community Affairs            Greg Shattuck – Promotion Manager            Julia Burt – Manager of Administration            Dana Shaw – Research Director</p>
<p><b>2. Emma Bowen Foundation Intern</b>            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>5/20/19 – 8/16/19            Gabrielle Reed began her summer commitment with the stations.</p>	<p>Julia Burt – Human Resources Manager            Pam Baumann – Director of Creative Services            Matt Christopherson – Digital Content Manager</p>

## 5. Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p><b>1. Wayne Elementary School Career Day</b> Harlan Huckleby spoke with students in 3<sup>rd</sup>, 4<sup>th</sup>, &amp; 5<sup>th</sup> grades about his career in television broadcast sales and the importance of an education. He also answered questions about the various programs we air as well as other types of broadcast positions.</p>	6/8/2018	Harlan Huckleby – Account Executive
<p><b>2. Immanuel Lutheran School Visit</b> WWJ-TV/WKBD-TV First Forecast Weather Reporter, April Moss, gave a PowerPoint weather presentation to 2 third grade classes of the school. April discussed all the necessary tools that Meteorologists use to accurately forecast weather, as well as explain how using the green screen and chroma key work. The student's picture was also included during the 11pm weather forecast on WWJ-TV.</p>	11/29/18	April Moss – Weather Forecaster
<p><b>3. 23<sup>rd</sup> Annual "Women Thrive Conference"</b> WWJ-TV CBS 62 Senior Producer, Carol Cain moderated a panel at this event held at the MGM Grand Detroit to provide an opportunity for education and networking for women in business. Over 400 women attended the event.</p>	2/4/19	Carol Cain – Senior Producer
<p><b>4. Legacy Charter Academy Career Day</b> Harlan Huckleby spoke with approximately 150 elementary age students (grades 4 &amp; 5) about his educational preparation and his job experience in television broadcast sales. Harlan also spoke about his career as a professional football player and how a good education played a large part in his current career at CBS Television.</p>	5/29/2019	Harlan Huckleby – Account Executive

## 6. Training Management Personnel.

Description of Recruitment Measure:	Personnel Involved: (Name and position)	Describe Training:
<p><b>1. Train Hiring Executives in the recruitment process for openings within their respective departments.</b> (Ongoing)</p>	<p>Howard Murphy – Controller Julia Burt – Human Resources Manager</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><b>2. EEO and OFCCP meetings with Dept. Managers</b></p>	<p>Brian Watson - V.P. &amp; General Manager Howard Murphy – Controller Julia Burt – Human Resources Manager</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><b>3. New Hire Orientation Meetings - EEO Policy Dissemination</b></p>	<p>Julia Burt – Human Resources Manager</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><b>4. 2016 version of the CBS Corporation Business Conduct Statement (BCS)</b>, which summarizes the most important policies and rules that apply to CBS and its employees, including Equal Employment Opportunity and Harassment-Free Workplace Environment.</p>	<p>Online access available 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><b>5. CBS Corporation Web-Based Training Modules distributed to all Full-Time and New Hire Employees</b> 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.”</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 &amp; You website portal. The CBS Business Conduct Statement is also accessible to all CBS employees via the online CBS and You website portal as well.</p>