

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period June 1, 2015 to May 31, 2016.

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
Graphic Designer	1-37; 39-45; 50-55	55
IT Technician	1-37; 39-45; 50-55	19
Local Sales Manager	1-37; 39-46; 50-55	46
Sales Assistant	1-37; 39-45; 50-55	55
Account Executive – WWJ-TV	1-46; 50-55	40
Engineering Technician	1-37; 39-45; 48; 50-55	40

## 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	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	Diane Golden Lawson	313-345-4848	N	
8	Detroit Urban League	15770 James Couzens Detroit, MI 48238	Sonya Cook, Workforce Career Development Center	313-863-0300 x227	N	
9	Dorsey Business Schools	30775 Barrington, Ste. 100, Madison Hts., MI 48071	Keith Franklin	248-585-9200	Yes	
10	Evangel Ministries	13660 Stansbury Detroit, MI 48227	Aaron Richardson	313-836-7732	Yes	
11	Focus Hope	Human Resources, 1355 Oakman Blvd., Detroit, MI 48238	Beverly Triplett	313-494-4567	Yes	
12	Grand Valley State University	1 Campus Drive, Allendale, MI 49401	Career Services	616-331-3311	N	
13	Henry Ford Community College	5101 Evergreen Road, Dearborn, MI 48128	Chad Austin	313-845-9860	Yes	
14	ITT Technical Institute	1980 Metro Court, S. Wyoming, MI 49519	Rebecca Willis, Career Services Specialist	1-800-632- 4676 x1237	Yes	
15	Jewish Vocational Center	29699 Southfield Rd., Southfield, MI 48076	Linda Baker	248-233-4481	Yes	
16	Jewish Vocational Center	29699 Southfield Rd., Southfield, MI 48076	Walter Tarrow	248-233-4231	N	
17	LDS Employment	37634 Enterprise Court, Farmington, MI 48331	Doug Mallory	248-553-0405	Yes	
18	Madonna University	36600 Schoolcraft Rd. Livonia, MI 48150	Career Services – Chris Brant	734-432-5620	N	
19	Michigan Association of Broadcasters	819 N. Washington, Lansing, MI 48906	Job Bank – online <a href="http://www.michmab.com">www.michmab.com</a>	517-484-5810	N	1
20	Michigan Association of Educational Broadcasters	Plymouth Salem High School, 46181 Joy Road, Canton, MI 48187	Bill Keith	734-416-7732	N	
21	Michigan Jewish Institute	25401 Coolidge Highway, Oak Park, MI 48237	Rebecca Peters	248-414-6900	N	
22	Michigan Rehab Services	Livonia Michigan Works Office	Danetta Carr, Employment Specialist	734-524-2427	Yes	
23	Michigan State University	290 Spartan Way, E. Lansing, MI 48823	Kim Kowalski	517-884-1300	N	
24	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Janette Coneff	248-823-5101	Yes	
25	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Cheryl Schubeck	248-823-5247	Yes	
26	NAACP – Detroit Branch	8220 Second Ave., Detroit, MI 48202	Kamilia Landrum	313-871-2087	N	
27	On My Own Michigan	2145 Crooks Road, Ste. 103, Troy, MI	Bruce P. Benson	248-649-3739	N	

		48084				
28	Operation Able	4750 Woodward, Ste. 201, Detroit, MI 48201	Nancy O'Malley	313-832-4925	Yes	
29	Salvation Army	1627 W. Fort St., Detroit, MI 48216	Sue Hatcher-Wilson	313-962-5960	N	
30	Schoolcraft College	18600 Haggerty Rd., Livonia, MI 48152	Kathy Cox	734-462-4421	N	
31	Specs Howard School of Media Arts	19900 West 9 Mile Rd., Southfield, MI 48075	Doris Hage	248-228-8985	N	
32	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	
33	University of Detroit Mercy	Career Education Ctr. (Reno Hall Rm 143) 4001 W. McNichols Rd., Detroit, MI 48202	Tracey Knowles	313-933-1017	N	
34	University of Detroit Mercy	4001 W. McNichols Rd., Detroit, MI 48202	Karen Martin	313-993-1036	N	
35	University of Michigan Dearborn	4091 Evergreen, Dearborn, MI 48128	Kathy Cordon	313-593-5020	N	
36	Wayne County Community College	9551 Greenfield, Detroit, MI 48228	Danny Martinez	313-943-4061	N	
37	Wayne State University	656 Reuther Mall, Detroit, MI 48202	Arlinda Pringle	313-577-3390	N	
38	Adcraft Magazine	Ad Placement	Online website posting		N/A	
39	Broadcast Compliance Services (additional outreach service offered through MI Assoc. of Broadcasters)	<a href="http://www.bcs-ok.com">www.bcs-ok.com</a>	Email blast to multiple Regional organizations		N/A	
40	CBS Applicant Tracking System	Avature online recruitment	Avature posting		N/A	11
41	America's Job Exchange	Online Job Bank	Website posting via CBS Applicant Tracking System		N/A	
42	Indeed.com	Online Job Bank	Website posting via CBS Applicant Tracking System (DE)		N/A	8
43	Job Syndication Alliances	Direct Employers (DE) via CBS Applicant Tracking System	DirectEmployers.org		N/A	2
44	Pure Michigan Talent Connect	Job Bank	Website posting - State of Michigan Career Site		N/A	1
45	Women In Communications - Detroit Chapter	Job Bank	Website posting		N/A	
46	Spots-n-Dots	Job Bank	Online website posting		N/A	2
47	MediaRecruiter.com	Job Bank	Online website posting		N/A	
48	Society for Broadcast Engineers	Job Bank	Online website posting		N/A	1
49	Monster.com	Job Bank	Online website posting		N/A	
50	TV JOBS.COM	Job Bank	Website posting		N/A	
51	WKBD-TV CW50 Detroit website posting	Job Bank	Online website posting		N/A	
52	WWJ-TV CBS 62 Detroit	Job Bank	Online website posting		N/A	
53	Internal Posting		Bulletin Board		N/A	4
54	Employee Referral	CBS Television Stations			N/A	2
55	Industry				N/A	4

**TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD**

**36**

### III. Supplemental Recruitment Measures.

#### (a) Job Fairs.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. <b>Participated in the MAB Foundation’s “Broadcasting Career and Networking Fair” held at Specs Howard School of Media Arts.</b> 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 &amp; Colleges throughout Southeastern Michigan. WWJ-TV CBS 62 &amp; WKBD-TV CW50 Detroit were the television media sponsors for this event.</p>	10/8/15	Julia Burt – Manager of Administration
<p>2. <b>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, &amp; Forensics.</p>	10/15/15	Julia Burt – Manager of Administration
<p>3. <b>Participated in the Michigan Collegiate Job Fair. CBS 62 / CW50 Detroit were also the official Television Media Sponsors for this event.</b> The Job Fair was attended by approximately 400 collegiate candidates giving them an opportunity to connect with potential employers.</p>	11/13/15	Julia Burt – Manager of Administration
<p>4. <b>Participated in the Michigan Association of Broadcasters Career Fair and were the television media sponsor for the event. This event was held as part of the Michigan Association of Broadcasters Annual Great Lakes Broadcasting Conference.</b> This Career Fair was attended by approximately 200 students and business minded professionals.</p>	5/3/16	Julia Burt – Manager of Administration Kris Kelly – Manager of Community Affairs
<p>5. <b>Participated in the 2016 Veterans Job Fair sponsored by Muskegon County Department of Veteran Affairs aboard the USS LST 393 Veterans Museum.</b> This career fair was attended by Veterans as well as open to the public for job seekers.</p>	5/20/16	Julia Burt – Manager of Administration

**(b) 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>6/1/15 – 5/31/16 5 Interns</p>	<p>Kris Kelly – Community Affairs Manager Pam Baumann – Director of Creative Services Greg Shattuck – Promotion Manager Julia Burt – Manager of Administration</p>
<p><b>1. 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>5/30/12 – 8/1/15 Maria Benjamin began a 4 year commitment with the stations. 6/11/12 – 8/1/15 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</p>

**(c) Participation in Events.**

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p><b>1. PromaxBDA Station Summit</b> Creative Services Director Pam Baumann was one of the featured speakers at the 2015 PromaxBDA Station Summit at The Mirage Hotel in Las Vegas. Her session was called "Something for Nothing: Low Cost/No Cost Strategies for Breaking Through". The stations were finalists in four categories at the PromaxBDA Local Awards which honor excellence in local broadcasting across the country. Paul Pytlowany and Melissa Rowe received a Bronze award for the "On-Air Consumer Tie-In" category for our "Detroit Proud" campaign.</p>	6/25/15	Pam Baumann – Creative Services Director
<p><b>2. Metro Detroit Youth Day</b> WWJ-TV/WKBD-TV Detroit are part of the media support team for Metro Detroit Youth Day on July 15, 2015. This event has taken place for over 30 years, and provides encouragement and inspiration through sports clinics, games, contests, mentoring activities, and informative presentations with messages of support and encouragement. Last year 35,000 youth were involved. In addition more than 1,600 volunteers lend a helping hand to work with the youth who attend. Emma Bowen Foundation interns Sydney Bowden and Maria Benjamin attended the event and created a Street Team video for the station website.</p>	7/15/15	Maria Benjamin – Emma Bowen Intern Sydney Bowden – Emma Bowen Intern
<p><b>3. Station Tour for ITT Technical Institute – Dearborn, MI</b> Community Affairs Manager Kris Kelly gave a technical tour of the station's facilities for Mr. Omar Kah, Chairperson of Electrical Engineering, for ITT Technical Institute – Dearborn Campus. Approximately 35 adult students attended the event.</p>	7/31/15	Kris Kelly – Community Affairs Manager
<p><b>4. Panel Discussion on the Legacy of Dr. William V. Banks</b> Producer/Director Ken Bryant was one of the featured speakers at a panel discussion on the legacy of Dr. William V. Banks, the founder of WGPR-TV, the first black owned and operated television station in the United States. Bryant got his start in the television industry at WGPR-TV. The event also featured Dr. Seila Gregory, the author of a biography about her grandfather, Dr. William V. Banks, held at Source Booksellers in Midtown Detroit, and was open to the public.</p>	8/2/15	Ken Bryant – Producer/Director Community Affairs
<p><b>5. WWJ-TV Detroit Senior Producer Carol Cain</b> Senior Producer and Host of Michigan Matters Carol Cain was honored by the Michigan Muslim Community Council with the "Fairness in Media Award" at their 29<sup>th</sup> Annual Unity Banquet held at Burton Manor, Livonia, MI.</p>	11/12/15	Carol Cain, Senior Producer/Host of CBS 62's "Michigan Matters" and its "Eye on the Future" community specials
<p><b>6. Wayne Biz Corporate Mentor Program</b> Business Development Manager Heather Kuh enthusiastically volunteered to participate in The Wayne State University Mike Ilitch School of Business Corporate Mentor Programs. This program connects alumni and business professionals with undergraduate business students who have not yet been able to see what it's like in the business world. The Wayne Biz Corporate Mentor Program helps first-generation college students explore a career direction and become career-ready. This is a formal mentoring program that focuses on one-on-one relationships to help a first-generation college student, meaning neither parent obtained a bachelor's degree, develop a professional identity and clearer vision for their career path.</p>	1/2016 - Present	Heather Kuh – Business Development Sales Manager
<p><b>7. Michigan Football Alumni Networking Dinner</b> WWJ-TV/WKBD-TV Account Executive Harlan Huckleby (also a U of M Football Alumni and former member of the Green Bay Packers), participated in the Michigan Football Alumni Networking Dinner. The participants included in this event offered to help build a stronger mentoring network and bond among all Michigan football players and athletes. Harlan spoke with students about his career in Media Advertising, and the importance of having a strong educational foundation to build upon. In addition, Harlan along with other football alumni committed to providing ongoing guidance, assistance and access to potential employment opportunities and business relationships in the future.</p>	2/17/16	Harlan Huckleby – Account Executive
<p><b>8. Eye on the Future "Women of Power"</b> GM Chairman &amp; CEO Mary Barra heads up and all-star lineup of inspirational women impacting Metro Detroit in CBS 62's "Eye On The Future: The Power of Women" TV special which aired on Feb. 28<sup>th</sup>. The special also highlighted other impressive women including: Gretchen Valade, Chairman Emeritus of Carhartt; Andra Rush, CEO of Rush Group LLC; Najah Bazy, founder of Zaman International; and Suzanne Shank, Chairman and CEO of Siebert Brandford &amp; Shank LLC.</p>	2/28/16 (Special Airing)	Carol Cain - Senior Producer/Host of CBS 62's "Michigan Matters" and its "Eye on the Future" community specials

<p><b>9. Eastern Michigan Student Tour</b> Four students from Eastern Michigan University visited our stations as part of a Local Media Research Project for their communication class. They met with various staff members to learn about their jobs, the history of the station, and more about the industry. They were responsible for giving a 10 minute presentation and complete a four page paper on their findings. Sydney Stuck is the student coordinator.</p>	3/4/16	Kris Kelly
<p><b>10. Career Day, Job Fair and Station Tour</b> WWJ-TV/WKBD-TV Business Development Sales Manager Heather Kuh participated in this event along with other Broadcast Professionals from the Metro Detroit Area. The event was sponsored by NATPE, &amp; NATAS Michigan Chapter &amp; was hosted by WXYZ-TV V.P./G.M. Mike Murri. Heather was a panelist representing our stations and spoke to guests of the event about her position and how she began her career in the broadcast industry.</p>	4/9/16	Heather Kuh – Business Development Sales Manager
<p><b>11. Grow Detroit's Young Talent</b> WWJ-TV/WKBD-TV President &amp; General Manager Tom Canedo participated in this event developed to promote a Summer Youth Employment Program to employ more young people, provide stronger work readiness training, more employer support and better coordination across Summer job opportunities in Detroit. Our stations will be a proud sponsor &amp; participant during the Summer, 2016 and will employ a Detroit Youth to provide a valuable learning experience in the broadcast industry.</p>	4/19/16	Tom Canedo – President & General Manager Julia Burt – Manager of Administration Kris Kelly – Community Affairs Manager
<p><b>12. Station Tour – Visiting Engineers from Denmark</b> WWJ-TV/WKBD-TV Detroit hosted two technicians from Danish Television Copenhagen who toured the facilities and spoke with some of our Engineering Staff Members.</p>	5/3/16	Kris Kelly – Community Affairs Manager
<p><b>13. Station Tour for Rainbow Rehabilitation</b> WWJ-TV/WKBD-TV hosted a tour of the station for a group of twenty adults from the Rainbow Rehabilitation Center in Farmington Hills. The center works with adults who are recovering from closed head injuries.</p>	5/4/16	Kris Kelly – Community Affairs Manager
<p><b>14. Human Traffickers Among Us: Learn to Spot Them</b> WWJ-TV/WKBD-TV Detroit were the media sponsor for this even which was an educational training session held at the Oakland County Conference Center sponsored by the Metro Detroit Chapter of the US National Committee for UN Women and featured guests from Homeland Security Investigations (HIS)-Detroit to teach the general public, first responders and police officials how to spot the red flags of human trafficking and discuss programs designed to help victims.</p>	5/9/16	Kris Kelly – Community Affairs Manager
<p><b>15. Station Tours</b> 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><b>1. Train Hiring Executives in the recruitment process for openings within their respective departments.</b> (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><b>2. EEO and OFCCP meetings with Dept. Managers</b></p>	<p>Tom Canedo - V.P. &amp; 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><b>3. New Hire Orientation Meetings - EEO Policy Dissemination</b></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><b>4. 2014 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; September, 2014.</b></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><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." Courses included "Addressing Sexual Harassment in the Workplace", Anti-Harassment/Discrimination Courses", "Information Security", The Americans with Disabilities Act., Information Security Awareness", and "Privacy Principles".</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>