

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period June 1, 2014 to May 31, 2015.

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 Hire
Sales Assistant	1 – 56; 61 – 66	55
Sales Assistant	1 – 56; 61 – 66	63
Producer/Director	1 – 56; 61 - 66	64
IT Technician	1 – 56; 61 - 66	53
Account Executive – WWJ-TV	1 – 57; 61 – 67	63
Sales Assistant	1 – 56; 61- 66;	65
Operations Manager	Promotion - No external Recruitment	Internal Promotion
Sr. Graphic Designer	Promotion - No external Recruitment	Internal 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	Uneil 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	Dorsey Business Schools	30775 Barrington, Ste. 100, Madison Hts., MI 48071	Keith Franklin	248-585-9200	Yes	
13	Evangel Ministries	13660 Stansbury Detroit, MI 48227	Aaron Richardson	313-836-7732	Yes	
14	Focus Hope	Human Resources, 1355 Oakman Blvd., Detroit, MI 48238	Beverly Triplett	313-494-4567	Yes	
15	Grand Valley State University	1 Campus Drive, Allendale, MI 49401	Career Services	616-331-3311	N	
16	Henry Ford Community College	5101 Evergreen Road, Dearborn, MI 48128	Chad Austin	313-845-9860	Yes	
17	ITT Technical Institute	1980 Metro Court, S. Wyoming, MI 49519	Rebecca Willis, Career Services Specialist	1-800-632-4676 x1237	Yes	
18	Jewish Vocational Center	29699 Southfield Rd., Southfield, MI 48076	Linda Baker	248-233-4481	Yes	
19	Jewish Vocational Center	29699 Southfield Rd., Southfield, MI 48076	Walter Tarrow	248-233-4231	N	
20	LDS Employment	37634 Enterprise Court, Farmington, MI 48331	Doug Mallory	248-553-0405	Yes	
21	Madonna University	36600 Schoolcraft Rd. Livonia, MI 48150	Career Services – Chris Brant	734-432-5620	N	
22	Marygrove College	8425 West McNichols Rd., Detroit, MI 48221	Ce'An Manuel – Job Development Coord.	313-927-1478	Yes	
23	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
24	Michigan Association of Educational Broadcasters	Plymouth Salem High School, 46181 Joy Road, Canton, MI 48187	Bill Keith	734-416-7732	N	
25	Michigan Jewish Institute	25401 Coolidge Highway, Oak Park, MI 48237	Rebecca Peters	248-414-6900	N	

26	Michigan Rehab Services	Livonia Michigan Works Office	Danetta Carr, Employment Specialist	734-524-2427	Yes	
27	Michigan State University	290 Spartan Way, E. Lansing, MI 48823	Kim Kowalski	517-884-1300	N	
28	Michigan Works	Oak Park Career Center, 22180 Parklawn, Oak Park, MI 48237	Patricia Edmonds	248-691-8437 x223	Yes	
29	Michigan Works	Southfield Career Center, 21030 Indian, Southfield, MI 48034	Denise Van Hee	248-796-4580	Yes	
30	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Janette Coneff	248-823-5101	Yes	
31	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Cheryl Schubeck	248-823-5247	Yes	
32	Michigan Works	Dearborn Service Center, 6451 Schaefer, 2 <sup>nd</sup> Floor, Dearborn, MI 48126	Mustapha Mounajed	313-945-8159 x259	Yes	
33	Michigan Works	144 E. Manchester, Highland Park, MI 48230	Fatima Anthony	313-826-0299	Yes	
34	NAACP – Detroit Branch	8220 Second Ave., Detroit, MI 48202	Kamilia Landrum	313-871-2087	N	
35	Oakland County Michigan Works	Workforce Development Division, 1200 N. Telegraph Rd., Ste. 202, Pontiac, MI 48341	Debbie Lake	248-858-5520	N	
36	On My Own Michigan	2145 Crooks Road, Ste. 103, Troy, MI 48084	Bruce P. Benson	248-649-3739	N	
37	Operation Able	4750 Woodward, Ste. 201, Detroit, MI 48201	Nancy O'Malley	313-832-4925	Yes	
38	Payne Pulliam School	2345 Cass, Detroit, MI 48201	Freddie Lindsay-Payne	313-963-4710	N	
39	Saint Marys College of Ava Maria University (Madonna University)	36600 Schoolcraft Rd., Livonia, MI 48150	Career Services	734-432-5620	N	
40	Salvation Army	20775 Pembroke Ave., Detroit, MI 48219	Barbara Mitchell	313-537-2130	N	
41	Salvation Army	1627 W. Fort St., Detroit, MI 48216	Sue Hatcher-Wilson	313-962-5960	N	
42	Schoolcraft College	18600 Haggerty Rd., Livonia, MI 48152	Kathy Cox	734-462-4421	N	
43	Specs Howard School of Media Arts	19900 West 9 Mile Rd., Southfield, MI 48075	Anjetta Hicks	248-358-9000	N	
44	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	
45	University of Detroit Mercy	Career Education Ctr. (Reno Hall Rm 143) 4001 W. McNichols Rd., Detroit, MI 48202	Tracey Knowles	313-933-1017	N	
46	University of Detroit Mercy	4001 W. McNichols Rd., Detroit, MI 48202	Karen Martin	313-993-1036	N	
47	University of Michigan Dearborn	4091 Evergreen, Dearborn, MI 48128	Kathy Cordon	313-593-5020	N	
48	Wayne County Community College	9551 Greenfield, Detroit, MI 48228	Danny Martinez	313-943-4061	N	
49	Wayne State University	656 Reuther Mall, Detroit, MI 48202	Arlinda Pringle	313-577-3390	N	
50	Broadcast Compliance Services (additional outreach)	<a href="http://www.bcs-ok.com">www.bcs-ok.com</a>	Email blast to multiple Regional		N/A	

	service offered through MI Assoc. of Broadcasters)		organizations			
51	TV Jobs.com	Online Job Bank	Website posting		N/A	
52	National Association of Television Arts and Sciences	Online Job Bank	Website posting		N/A	
53	America's Job Exchange		Website posting via CBS Applicant Tracking System		N/A	1
54	Indeed.com	Online Job Bank	Website posting via CBS Applicant Tracking System (AJE)		N/A	11
55	Pure Michigan Talent Connect	Job Bank	Website posting – State of Michigan Career Site		N/A	1
56	Women In Communications – Detroit Chapter	Job Bank	Website posting		N/A	
57	Spots-n-Dots	Job Bank	Online website posting		N/A	
58	MediaRecruiter.com	Job Bank	Online website posting		N/A	
59	Society for Broadcast Engineers	Job Bank	Online website posting		N/A	
60	Monster.com	Job Bank	Online website posting		N/A	
61	WKBD-TV CW50 Detroit website posting	Job Bank	Online website posting		N/A	
62	WWJ-TV CBS 62 Detroit	Job Bank	Online website posting		N/A	
63	CBS Applicant Tracking System	Brassring/Kenexa	Kenexa posting		N/A	15
64	Internal Posting		Bulletin Board		N/A	3
65	Employee Referral	CBS Television Stations			N/A	9
66	Industry				N/A	1
67	Adcrafter Magazine	Ad Placement	Online website posting		N/A	1

**TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD**

**43**

### III. Supplemental Recruitment Measures.

#### (a) Job Fairs.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p><b>1. Participated in the ACCESS Career Fair sponsored by Pure Michigan (Michigan Works)</b> held at the Fellowship Chapel Banquet and Conference Center on Outer Drive in Detroit, MI.</p> <p>The event was also promoted on our CBS 62 &amp; CW50 Detroit websites. ACCESS Detroit is a SEMCA (Southeast Michigan Community Alliance) Michigan Works Affiliate. ACCESS is an Arab American non-profit organization building communities and encouraging cultural and social entrepreneurship.</p>	6/4/14	Julia Burt – Manager of Administration Dana Shaw – Research Director
<p><b>2. Participated in the Michigan Association of Broadcasters Foundation Regional Broadcast Media Career &amp; Networking Fair held at Specs Howard School of Media Arts.</b></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 &amp; Colleges throughout Southeastern Michigan. The Stations were also two of the media sponsors for this event.</p>	10/2/14	Julia Burt – Manager of Administration
<p><b>3. Participated in the Michigan Collegiate Career Fair and were the television media sponsor for the event.</b></p> <p>This Career Fair was attended by approximately 379 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>	11/14/14	Julia Burt – Manager of Administration Ken Bryant – Community Affairs Producer/Director
<p><b>4. Participated in the Michigan Collegiate Career Fair and were the television media sponsor for the event.</b></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>	3/20/15	Julia Burt – Manager of Administration
<p><b>5. Participated in the Oakland County Employment Diversity Council Career Fair sponsored by Oakland County Michigan Works</b></p> <p>This career fair was attended by approximately 300 people from the Metropolitan Detroit area.</p>	5/14/15	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. 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>6/1/14 – 5/31/15            7 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 –            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</p>

**(c) Participation in Events.**

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p><b>1. 9<sup>th</sup> Annual Politics and Pancakes Breakfast Forum</b>            WWJ-TV Detroit Senior Producer Carol Cain will be the emcee of the 9th Annual Pancakes and Politics Breakfast Forum series sponsored by the Michigan Chronicle on June 19, 2014. The final forum will feature a question and answer session with “Women in Power.” Guests include Tonya Allen, the President and Chief Executive Officer for The Skillman Foundation; Terry A. Barclay, the President and Chief Executive Officer of Inforum and Inforum Center for Leadership; Mary Kramer, Publisher of Crain’s Detroit Business; and Suzanne Shank, President and Chief Executive Officer of Siebert Brandford Shank and Co., L.L.C. The event will take place at the Detroit Athletic Club in Detroit, MI. Sister station WWJ Newsradio 95 other media sponsor of this event.</p>	6/19/14	Carol Cain – Senior Producer and Host of Michigan Matters
<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 9, 2014. For over 30 years, this annual event provides encouragement and inspiration through sports clinics, games, contests, luncheon and various other activities. Last year 34,000 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 will attend the event and create a Street Team video for the station website.</p>	7/9/14	Maria Benjamin – Emma Bowen Intern Sydney Bowden – Emma Bowen Intern
<p><b>3. The Michigan Conference on Women in Technology Conference</b>            WWJ-TV Senior Producer and Michigan Matters Host Carol Cain moderated the Michigan Conference on Women in Technology conference in Detroit this week. CEOs of General Electric, General Motors, Ford Motor, Chrysler, Cisco, Dell and others were present. Carol spoke on STEM Careers, and how to get women involved.</p>	9/16/14	Carol Cain – Senior Producer and Host of Michigan Matters
<p><b>4. Association For Women in Communications Detroit Chapter</b>            Leaders from CBS Detroit’s television and radio stations and websites appeared together before a meeting of the Association For Women in Communications Detroit Chapter (AWC) for a discussion on changes in the media landscape. The meeting, which kicked off the 75 year-old organization’s 2014-2015 season, was held Sept. 17 at CBS 62/CW50’s TV studios.</p>	9/26/14	Carol Cain, Senior Producer/Host of CBS 62’s “Michigan Matters” and its “Eye on the Future” community specials Paul Prange, Director of Programming and Community Affairs Ken LBryant, Producer/Director Jim Madaus, Chief Meteorologist Debbie Kenyon, Senior Vice President and Marketing Manager of CBS Detroit Radio Christy Strawser, Digital Media Director for CBS Detroit
<p><b>5. PromaxBDA “The Essentials” Workshop at Michigan State University in Lansing, MI</b>            WWJ-TV/WKBD-TV Director of Creative Services, Pam Baumann participated as panelist in a session called “Television Career Insights Panels”. Panelists discussed how they got into the broadcast business, what their job entails, and answered questions from the broadcast students attending the event.</p>	10/10/14	Pam Baumann – Director of Creative Services
<p><b>6. WGPR Historical Society</b>            Community Affairs Producer/Director Ken Bryant was part of the special presentation for this event. Bryant is a Board Member for the Society and one of the original staff members for WGPR, the first black-owned and operated television station in the United States.</p>	2/16/15	Ken Bryant – Community Affairs Producer/Director
<p><b>7. The League of Women Voters of Grosse Pointe</b>            The League of Women Voters of Grosse Pointe presented WWJ-TV/WKBD-TV Detroit Senior Producer Carol Cain with an award honoring Cain for her community service. The event celebrated Women’s History Month on March 18, 2015 at the Grosse Pointe War Memorial. Cain was also the guest speaker.</p>	3/18/15	Carol Cain - Senior Producer and Host of Michigan Matters
<p><b>8. Michigan Conference on Women in Technology Conference</b>            WWJ-TV Detroit Senior Producer Carol Cain will moderate the Michigan Conference on Women in Technology conference in Detroit. Approximately 600 business executives and students are expected to attend this STEM event including influential CIOs at Ford, GM, Fiat Chrysler, GE, etc. Carol will speak on STEM careers and how to get women involved.</p>	5/15/15	Carol Cain - Senior Producer and Host of Michigan Matters
<p><b>9. Trillium Academy School Career Day</b>            WWJ-TV/WKBD-TV Detroit Community Affairs Producer/Director Ken Bryant was one of the presenters at this event and spoke to students about careers in the communications industry.</p>	5/8/15	Ken Bryant – Community Affairs Producer/Director

<p><b>10. Station Tour for Cornerstone Academy in Detroit</b>          WWJ-TV/WKBD-TV hosted a tour of the station for a group of twenty middle school students studying career options from Cornerstone Academy in Detroit. The tour coordinator is Lois Robinson.</p>	<p>5/12/15</p>	<p>Kris Kelly – Community Affairs Manager</p>
<p><b>11. 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>	<p>Year round</p>	<p>Community Affairs Department</p>



**(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. <u>Ongoing</u></p>
<p><b>4. 2014 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; September, 2014.</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 “CBS Business Conduct Statement” training course and certification; “CBS Privacy By Design”; “Customer Privacy: Too Much Information”; and “Conflicts of Interest: Another Day, Another Dollar”.</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 postal as well.</p>