

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period June 1, 2016 to May 31, 2017.

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
Senior Artist	1-44;	37

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	Focus Hope	Human Resources, 1355 Oakman Blvd., Detroit, MI 48238	Beverly Triplett	313-494-4567	Yes	
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 Center	29699 Southfield Rd., Southfield, MI 48076	Linda Baker	248-233-4481	Yes	
14	Jewish Vocational Center	29699 Southfield Rd., Southfield, MI 48076	Walter Tarrow	248-233-4231	N	
15	LDS Employment	37634 Enterprise Court, Farmington, MI 48331	Doug Mallory	248-553-0405	Yes	
16	Madonna University	36600 Schoolcraft Rd. Livonia, MI 48150	Career Services – Chris Brant	734-432-5620	N	
17	Michigan Association of Broadcasters	819 N. Washington, Lansing, MI 48906	Job Bank – online www.michmab.com	517-484-5810	N	
18	Michigan Jewish Institute	25401 Coolidge Highway, Oak Park, MI 48237	Rebecca Peters	248-414-6900	N	
19	Michigan Rehab Services	Livonia Michigan Works Office	Danetta Carr, Employment Specialist	734-524-2427	Yes	
20	Michigan State University	290 Spartan Way, E. Lansing, MI 48823	Kim Kowalski	517-884-1300	N	
21	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Janette Coneff	248-823-5101	Yes	
22	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Cheryl Schubeck	248-823-5247	Yes	
23	NAACP – Detroit Branch	8220 Second Ave., Detroit, MI 48202	Kamilia Landrum	313-871-2087	N	
24	On My Own Michigan	2145 Crooks Road, Ste. 103, Troy, MI 48084	Bruce P. Benson	248-649-3739	N	
25	Operation Able	4750 Woodward, Ste. 201, Detroit, MI 48201	Nancy O’Malley	313-832-4925	Yes	
26	Schoolcraft College	18600 Haggerty Rd., Livonia, MI 48152	Kathy Cox	734-462-4421	N	
27	Specs Howard School of Media Arts	19900 West 9 Mile Rd., Southfield, MI 48075	Doris Hage	248-228-8985	N	
28	State of Michigan	3026 W. Grand Blvd.,	Ruthann Okun	313-965-5705	Yes	

	Department of Career Development	Ste. 2-750, P.O. Box 02988, Detroit, MI 48202-2988				
29	University of Detroit Mercy	Career Education Ctr. (Reno Hall Rm 143) 4001 W. McNichols Rd., Detroit, MI 48202	Tracey Knowles	313-933-1017	N	
30	University of Detroit Mercy	4001 W. McNichols Rd., Detroit, MI 48202	Karen Martin	313-993-1036	N	
31	University of Michigan Dearborn	4091 Evergreen, Dearborn, MI 48128	Kathy Cordon	313-593-5020	N	
32	Wayne County Community College	9551 Greenfield, Detroit, MI 48228	Danny Martinez	313-943-4061	N	
33	Wayne State University	656 Reuther Mall, Detroit, MI 48202	Arlinda Pringle	313-577-3390	N	
34	CBS Applicant Tracking System	Avature online recruitment	Avature posting		N/A	
35	American Job Center	Online Job Bank	Website posting via Job Syndication Alliances/Direct Employers.org		N/A	
36	Indeed.com	Online Job Bank	Website posting via Job Syndication Alliances (DE)		N/A	
37	Job Syndication Alliances	Direct Employers (DE) via CBS Applicant Tracking System	DirectEmployers.org		N/A	3
38	Pure Michigan Talent Connect	Job Bank	Website posting – State of Michigan Career Site		N/A	
39	TV JOBS.COM	Job Bank	Website posting		N/A	
40	WKBD-TV CW50 Detroit website posting	Job Bank	Online website posting		N/A	
41	WWJ-TV CBS 62 Detroit	Job Bank	Online website posting		N/A	
42	Internal Posting		Bulletin Board		N/A	
43	Employee Referral	CBS Television Stations			N/A	
44	Industry				N/A	2

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)
<p>1. Participated in the Journalism Day Internship Fair at Wayne State University. This Fair was attended by students from various programs including Journalism, Public Relations, Media Arts, Film, & Forensics.</p>	10/19/2016	Julia Burt – Human Resources Manager Kris Kelly – Community Affairs Manager
<p>2. Participated in the MAB Foundation’s “Broadcasting Career and Networking Fair” held at Specs Howard School of Media Arts. This Career Fair was attended by a diverse group of approximately 60 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.</p>	10/20/2016	Julia Burt – Human Resources Manager
<p>3. 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. This Career Fair was attended by more than 200 students and business minded professionals. Information about the MABF Broadcast Media Career & Networking Fair at GLBC was widely disseminated and marketed, including distribution to resources with a high volume of minority and women candidates.</p>	3/8/2017	Julia Burt – Human Resources Manager Kris Kelly – Community Affairs Manager
<p>4. Participated in the Specs Howard School of Media Arts Internship Fair Attended by students of Specs Howard trained in various forms of media: graphic design, radio, video, and digital media.</p>	3/24/2017	Julia Burt – Human Resources Manager

5. 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. 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>6/1/16 – 5/31/17 6 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>2. 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>6/20/16 – 5/2019 Zuri Cheathem began a 4 year commitment with the stations.</p>	<p>Kris Kelly – Community Affairs Manager Julia Burt – Human Resources Manager Pam Baumann – Director of Creative Services Greg Shattuck – Promotion Manager</p>
<p>3. CBS Veteran internship Program – The CBS Veteran Internship Program provides Veterans entering the workforce following service to their country with an opportunity to gain valuable training in the media industry.</p>	<p>5/23/17 – 8/25/17 Bethany Jezierski began her Summer Internship with our stations</p>	<p>Kris Kelly – Community Affairs Manager Julia Burt – Human Resources Manager Pam Baumann- Director of Creative Services Greg Shattuck – Promotion Manager</p>

6. Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Wayne Elementary Career Day Harlan Huckleby spoke with elementary age students (grades 3 & 4) about his educational preparation and his job experience in television broadcast sales.</p>	6/1/2016	Harlan Huckleby – Account Executive
<p>2. Michigan Roundtable for Diversity and Inclusion – WWJ-TV/WKBD-TV Detroit hosted a meeting with the Michigan Roundtable for Diversity and Inclusion to discuss how to change misconceptions about the Muslim community. Guests included Imam Steve Elturk, co-chair of the Imams Council with the MI Muslim Community Council and leader for the Islamic Organization of North America; Imam Dawud Walid, Executive Director of CAIR MI; Aamina Ahmed, active member in a number of organizations; Bob Bruttell, Chairman of the Interfaith Leadership Council of SE MICH; and Steve Spreitzer, President & CEO of the Michigan Roundtable for Diversity & Inclusion.</p>	6/2/16	Kris Kelly – Community Affairs Manager
<p>3. East Detroit High Station Tour WWJ-TV / WKBD-TV Detroit hosted a group of students from East Detroit High School who were taking part in a special program called MI Works Young Professionals. The program introduces students to various career fields and this tour explained the opportunities available in the communications industry.</p>	7/11/16	Kris Kelly – Community Affairs Manager
<p>4. Eastpointe Elementary Schools Assembly – visit #1 WWJ-TV / WKBD-TV Meteorologist, Jim Madaus made a presentation about weather to the entire third grade class of Bellview Elementary School in the Eastpointe School District.</p>	10/5/16	Jim Madaus – Chief Meteorologist
<p>5. Oakland University Media Industries Presentation WWJ-TV / WKBD-TV Director of Programming and Community Affairs Paul Prange spoke to 24 students in the Media Industries class at Oakland University about changes in the business of television and the Detroit market, as well as the structure of local TV stations and explaining concepts like syndication, affiliation, owned-and operated stations, amortization, etc.</p>	10/26/16	Paul Prange – Director of Programming and Community Affairs
<p>6. Eastpointe Elementary Schools Assembly – visit #2 WWJ-TV / WKBD-TV Meteorologist, Jim Madaus made a presentation about weather to the entire third grade class of Pleasantview Elementary School in the Eastpointe School District.</p>	11/7/16	Jim Madaus – Chief Meteorologist
<p>7. MESTA Earth and Space Sciences STEM Careers Day at Oakland Schools Education Service and Conference Center, Waterford Township, MI Weekend Weather Anchor, Karen Carter participated in the Michigan Earth Science Teachers Association’s first annual STEM Career Day. Karen spoke about her career in Weather, what a typical day entails, the type of technology used in order to complete her job, the perks or her favorite aspects of her job, and what educational preparation or training is necessary to qualify for this type of career.</p>	11/11/16	Karen Carter – Weekend Weather Forecaster/Anchor
<p>8. Hope of Detroit High School Tour WWJ-TV / WKBD-TV Detroit hosted a class of 45 9th and 10th grade technology students from Hope of Detroit High School for a discussion on careers in the television field and the importance of technology to the industry.</p>	12/14/16	Kris Kelly – Community Affairs Manager
<p>9. American Heritage Girls Tour WWJ-TV / WKBD-TV hosted Dawn Beattie, the leader of the American Heritage Girls MI1230, and her troop for a tour of the station and a chance to meet Chief Meteorologist Jim Madaus.</p>	1/9/17	Kris Kelly – Community Affairs Manager
<p>10. Trine University College Student Tour WWJ-TV / WKBD-TV hosted Ben Vigliarolo, a Trine University student studying Communication with a focus on new media from West Bloomfield, MI. He had the opportunity to watch production for a job shadow opportunity through his University.</p>	1/12/17	Kris Kelly – Community Affairs Manager
<p>11. William V. Banks Broadcast Museum Opening Day WWJ-TV / WKBD-TV Producer/Director Ken Bryant spoke at the opening day event of the William V. Banks Broadcast Museum honoring WGPR-TV, the first Black owned and operated Television Station in the Nation. Bryant is also a board member of the WGPR-TV William V. Banks Historical Society.</p>	1/16/17	Ken Bryant – Community Affairs Producer/Director

<p>12. Royal Team Entertainment Tour WWJ-TV / WKBD-TV Detroit will hosted a group of African-American college interns from Royal Team Entertainment who were learning the basics of the communication industry. They were able to watch production of our community affairs shows as well as take a tour of the station and have the opportunity to talk with professionals in the industry.</p>	<p>2/9/16 & 2/16/17</p>	<p>Kris Kelly – Community Affairs Manager</p>
<p>13. Eastern Michigan University Student Tour WWJ-TV / WKBD-TV Detroit hosted a tour of the station for four Eastern Michigan University students who are working on a communications project for their Electronic Media major. In addition to the tour, the students were able to conduct brief interviews with several station personnel in different departments to find out about their jobs.</p>	<p>2/10/17</p>	<p>Kris Kelly – Community Affairs Manager Brian Watson – Vice President & General Mgr. Chuck Davis – Director of Broadcast Operations & Engineering Ken Bryant – Community Affairs Producer/Director</p>
<p>14. Hamlin Elementary School Talk WWJ-TV/WKBD-TV Detroit Weather Anchor Karen Carter spoke about weather and careers in the sciences to students of Hamlin Elementary School.</p>	<p>3/7/17</p>	<p>Karen Carter – Weekend Weather Anchor</p>
<p>15. Oakhill Elementary School Visit WWJ-TV WKBD-TV Detroit Meteorologist Karen Carter spoke to 125 children in the third grade classes of Oakhill Elementary in Goodrich, MI about weather and science.</p>	<p>4/13/17</p>	<p>Karen Carter – Weekend Weather Anchor</p>
<p>16. St. Matthew Lutheran School Science Tour WWJ-TV / WKBD-TV Detroit hosted the 6th grade science class from St. Matthew Lutheran School in Westland, MI for a tour of the station as part of their class beginning their unit on weather.</p>	<p>5/15/17</p>	<p>Kris Kelly – Community Affairs Manager</p>
<p>17. Association for Women in Communications Matrix Award WWJ-TV / WKBD-TV Detroit Senior Producer Carol Cain was emcee for the Association of Women in Communications Detroit Chapter’s Annual Matrix Award event at Plum Hollow County Club. Over 100 women attended the event to honor numerous women who have excelled in various ways including Jocelyn Benson, CEO of the Ross Initiative in Sports for Equality.</p>	<p>5/18/17</p>	<p>Carol Cain – Senior Producer/Host of CBS 62’s “Michigan Matters” and its “Eye on the Future” community specials</p>
<p>18. Webster Elementary Visit WWJ-TV / WKBD-TV Detroit Weather Anchor Karen Carter will make a weather and science presentation for 112 3rd and 4th grade students.</p>	<p>5/23/17</p>	<p>Karen Carter – Weekend Weather Anchor</p>
<p>19. Kids First Career Pathways Expo WWJ-TV / WKBD-TV Detroit Producer/Director Ken Bryant, Jr. will attend the Kids First Initiative (KFI) Career Pathways Expo sponsored by Oak Park School District. KFI is a progressive grassroots organization that is actively working to help break the cycle of poverty by providing young people with vital resources that will assist them in becoming productive contributors to their families and communities. This is done by connecting students with colleges and institutions, introducing students to perspective employers, and exposing students to businessmen and women who can offer unique insight into their respective careers and industries. The theme this year will focus on what makes this world great; Diversity. KFI is inviting 2,000 students, parents, dignitaries, and volunteers from the local community and surrounding areas to attend this event which will be held at Oak Park High School in Oak Park, MI.</p>	<p>5/26/17</p>	<p>Ken Bryant – Community Affairs Producer/Director</p>
<p>20. Clarkston High School Career Day Visit WWJ-TV / WKBD-TV Detroit Local Sales Manager, Mike Montano spoke to a Marketing Class attended by approximately 30 high school sophomore and junior level students. Montano spoke about topics covering his personal career path in sales, how to be successful, how to deliver for clients, how to be accountable, and about advertising in the broadcast industry. He also covered how the Nielsen ratings system works, the difference between Local vs. National, Digital and emerging media trends, and Commercial Production.</p>	<p>5/4/17</p>	<p>Mike Montano – Local Sales Manager</p>
<p>21. 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>	<p>Year round</p>	<p>Community Affairs Department</p>

7. Training Management Personnel.

Description of Recruitment Measure:	Personnel Involved: (Name and position)	Describe Training:
1. Train Hiring Executives in the recruitment process for openings within their respective departments. (Ongoing)	Howard Murphy – Controller Julia Burt – Human Resources Manager	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.
2. EEO and OFCCP meetings with Dept. Managers	Brian Watson - V.P. & General Manager Howard Murphy – Controller Julia Burt – Human Resources Manager	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.
3. New Hire Orientation Meetings - EEO Policy Dissemination	Julia Burt – Human Resources Manager	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
4. 2016 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.	Online access available to all current employees and new hires	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.
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 “The 2016 Business Conduct Statement Course and Certification”, “Anti-Corruption”, “Sexual Harassment: Our Expectations for a Respectful Workplace”, “Sexual Harassment: What Leaders Need to Know (For Supervisors/Managers only)”.	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”	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 portal as well.