

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period **October 1, 2020** to **September 30, 2021**.

1) Employment Unit: **CBS Operations Inc.**

2) Unit Members (Stations and Communities of License): **WTOG TV- St Petersburg FL**

3) EEO Contact Information for Unit Member:

|  |  |
|--|--|
| Mailing Address:<br><br>365 105 <sup>th</sup> Terrace NE<br>St Petersburg FL 33716 | Telephone Number:<br>727-570-4202        |
|  | Contact Person:<br>Michelle<br>Calachino |
|  | E-mail Address:<br>mcalachino@wtogtv.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 |
|-------------------------------|--|----------------------------|
| Multi-media Reporter          |  | 37                         |
| Business Administrative Asst. |  | 34                         |
|                               |  |                            |
|                               |  |                            |
|                               |  |                            |
|                               |  |                            |

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

| CODE # | RECRUITMENT SOURCE                     | ADDRESS  | CONTACT                                    | PHONE                    | REQUESTED NOTIFICATION (Y/N) | NUMBER OF INTERVIEWEES REFERRED |
|--------|--|--|--|--------------------------|------------------------------|---------------------------------|
| 1      | Bethune-Cookman College                | 640 Mary McLeod Bethune Blvd<br>Daytona Beach FL 32114                                   | Lola Casellas<br>Young<br>Career Counselor | 386-481-2167             | N                            | 0                               |
| 2      | Pinellas Co Urban League               | 333 31 <sup>st</sup> St N<br>St Petersburg FL 33713                                      | Marshae Scott                              | 727-327-2081             | N                            | 0                               |
| 3      | St Petersburg College                  | 2465 Drew St<br>Clearwater FL 33765  | Mae Knotek<br>Job Placement                | 727-791-2680             | N                            | 0                               |
| 4      | St Petersburg Branch NAACP             | PO Box 12402<br>St Petersburg FL 33733   | Norman Brown                               | 727-898-3310             | N                            | 0                               |
| 5      | University of Tampa                    | 401 W Kennedy Blvd<br>Tampa FL 33606-1490  | Julia Ruddock<br>Director                  | 813-253-3378             | N                            | 0                               |
| 6      | University of South Florida            | 4202 Fowler Ave<br>Tampa FL 33620-7100   | Kathleen Rochee                            | 813-974-2591             | N                            | 0                               |
| 7      | University of South Florida            | 140 7 <sup>th</sup> Ave S<br>St Petersburg FL 33701-5016                                 | Career Center                              | 727-553-1129             | N                            | 0                               |
| 8      | Hillsborough Community College         | PO Box 31127<br>Tampa FL 33631   | Alisa Keaton                               | 813-253-7008             | N                            | 0                               |
| 9      | St Petersburg Vo Tech                  | 901 34 <sup>th</sup> St S<br>St Petersburg FL 33711                                      | Dolores<br>Stabile, Career<br>Services     | 727-893-2500<br>ext.1085 | N                            | 0                               |
| 10     | Tampa Bay Workforce Alliance           | 9215 N Florida Ave. Tampa FL<br>33612  | Jim Wells                                  | 813-397-2021             | N                            | 0                               |
| 11     | Webster College                        | 11201 Corporate Circle N<br>St Petersburg FL 33716                                       | Career Services                            | 727-570-9300             | N                            | 0                               |
| 12     | Art Institute of Tampa                 | 4401 N Himes<br>Tampa FL 33614   | Bruce Mc Cain                              | 888-599-5816             | N                            | 0                               |
| 13     | Full Sail                              | 3300 University Blvd<br>Winter Park, FL 32792  | Dan Severson                               | 844-706-0689             | N                            | 0                               |
| 14     | St Petersburg College                  | 6605 5 <sup>th</sup> Ave N St Petersburg<br>FL 33710                                     | Kellie Ziemark                             | 727-341-4772             | N                            | 0                               |
| 15     | Connecticut School of Broadcasting     | 3901 Coconut Palm Dr.<br>Ste. 105 Tampa FL 33619   | Career Services                            | 813-740-0990             | N                            | 0                               |
| 16     | Emma L Bowen Foundation                | 30 Rockefeller Plaza, New York,<br>NY 10112  | Sandra Rice,<br>Director                   | 212-664-3486             | N                            | 0                               |
| 17     | National Council of La Raza            | Raul Yzsaguirre Bldg.1126 16 <sup>th</sup><br>St NW Ste. 500 Washington DC<br>20036-4826 | Newsletter Editor                          | 202-785-1670             | N                            | 0                               |
| 18     | Career Source Pinellas                 | 2312 Gulf to Bay Blvd.<br>Clearwater FL 33765  | Career Resources                           | 727-524-4344             | N                            | 0                               |
| 19     | Pasco-Hernando State College           | 10230 Ridge Rd<br>New Pt Richey FL 34654-5112  | Career Resources                           | 727-847-2727             | N                            | 0                               |
| 20     | Argosy University                      | 1403 N Howard Ave<br>Tampa FL 33607  | Career Services                            | 813-393-5290             | N                            | 0                               |
| 21     | Pinellas Tech College                  | 6100 154 <sup>th</sup> Ave N Clearwater FL<br>33760                                      | Regina Canton                              | 727-538-7167             | N                            | 0                               |
| 22     | Lee Hecht Harrison                     | 2701 N Rocky Point Dr. Ste.<br>980 Tampa FL 33607  | Lillie Espinosa                            | 813-872-7700             | N                            | 0                               |
| 23     | Goodwill Industries of Central Florida | 3911 E Colonial Dr. Orlando FL<br>32803  | Job Connection<br>Center                   | 407-872-0770             | N                            | 0                               |
| 24     | Pinellas Opportunity Council           | 501 1 <sup>st</sup> Ave N St Petersburg FL<br>33701                                      | Carolyn King                               | 727-823-4101             | N                            | 0                               |
| 25     | Florida Memorial University            | 15800 NW 42 <sup>nd</sup> Ave Miami<br>Gardens FL 33054                                  | Career Services                            | 305-626-3600             | N                            | 0                               |
| 26     | Ava Maria University                   | 5050 Ava Maria Blvd Ava Maria<br>FL 34142  | Career Services                            | 239-280-2500             | N                            | 0                               |
| 27     | The Baptist College of Florida         | 5400 College Dr. Graceville FL<br>32440  | Career Services                            | 800-328-2660             | N                            | 0                               |
| 28     | Beacon College                         | 105 E Main St Leesburg FL<br>34748   | Career Services                            | 855-220-5376             | N                            | 0                               |
| 29     | Broward College                        | 111 East Las Olas Blvd Ft  | Career Services                            | 954-201-7350             | N                            | 0                               |

|    |   |  |  |              |     |   |
|----|---|--|--|--------------|-----|---|
|    |   | Lauderdale FL 33301  |  |              |     |   |
| 30 | PTEC  | 6100 154 <sup>th</sup> Ave N<br>Clearwater FL 33760        | Regina Canton  | 727-538-7167 | N   | 0 |
| 31 | Career Builders   | Online Job Bank  | Website posting via<br>CBS applicant<br>tracking system<br>Avature |              | N/A | 0 |
| 32 | Indeed.com  | Online Job Bank  | Website posting via<br>CBS applicant<br>tracking system<br>Avature |              | N/A | 3 |
| 33 | WTOG-CW44 website   | 365 105 <sup>th</sup> Terrace NE St<br>Petersburg FL 33716 | CBS.com/careers  | 727-576-4444 | N/A |   |
| 34 | CBS.com/Careers   |  | Website posting via<br>CBS applicant<br>tracking system<br>Avature |              | N/A | 3 |
| 35 | Internal Employee   | CBS Television Stations                                    |  |              | N/A |   |
| 36 | Linkedin  | Online Job Bank  |  |              | N/A | 1 |
| 37 | <a href="https://cwtampa.cbslocal.com/wp-content/uploads/sites/3132/6193/2021/09/JobAlliancesList_9.17.21.pdf">https://cwtampa.cbslocal.com/wp-content/uploads/sites/3132/6193/2021/09/JobAlliancesList_9.17.21.pdf</a> | CBS Corporation  | Post on behalf of<br>CBS for<br>compliance<br>purposes.            |              | N/A | 1 |

**TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD**

**8**

### III. Supplemental Recruitment Measures.

#### (A) Participation in Events.

| Description of Recruitment Measure:  | Date:  | Personnel Involved:<br>(Name and Position)       |
|--|--------|--|
| <p>Pinellas Technical Education Center Advisory Council Zoom Meeting- Greg discussed with Broadcasting Professor Bruce Copeland the way media companies are dealing with COVID 19 and how the future of broadcasting will be changing with the times. Encourage students to use this period from learning from home to further their thoughts to how they will enter a career in broadcasting. The media business changes all the time and encourage students to seek their first job in broadcasting now with new creative ways available to them. Next meeting is scheduled on Monday, April 5th where we discuss building a resume tape to get into the media business.</p> | 2/4/21 | Greg Blackburn,<br>Creative Services<br>Director |
| <p>Pinellas Technical Education Center Advisory Council Zoom Meeting- Greg discussed with Broadcasting Professor Bruce Copeland the future of broadcasting will be changing with the times. Encourage students to use this period from learning from home to further their thoughts to how they will enter a career in broadcasting. The media business changes all the time and encourage students to seek their first job in broadcasting now with new creative ways available to them.</p>  | 5/5/21 | Greg Blackburn,<br>Creative Services<br>Director |
| <p>Pinellas Technical Education Center Advisory Council Zoom Meeting- Greg discussed with Broadcasting Professor Bruce Copeland the future of broadcasting will be changing with the times. Encourage students to use this period from learning from home to further their thoughts to how they will enter a career in broadcasting.<br/>8/6/21<br/>Greg Blackburn, Creative Services<br/>Director</p>   | 8/6/21 | Greg Blackburn, Creative<br>Services Director    |

|   |                 |  |
|---|-----------------|--|
| <p>Pinellas Technical Education Center<br/>Advisory Council Zoom Meeting- Greg<br/>discussed with Broadcasting Professor<br/>Bruce Copeland the way media companies<br/>are dealing with COVID 19 and how the<br/>future of broadcasting will be changing<br/>with the times. In effort to assist teachers<br/>to better prepare students to use this<br/>period from learning from home to further<br/>their thoughts to how they will enter a<br/>career in broadcasting in the ever-<br/>changing future of the industry. The media<br/>business changes all the time and<br/>encourages students to seek their first job<br/>in broadcasting now, with new creative<br/>ways available to them. I encouraged<br/>Bruce to push students to keep looking on<br/>CW44.com to when we post our 2021 Q1<br/>Intern program in CS and apply.</p> | <p>10/29/21</p> | <p>Greg Blackburn,<br/>CreativeServices<br/>Director</p> |
|---|-----------------|--|

**(B) Job Fairs.**

| Description of Recruitment Measure:  | Date:   | Personnel Involved:(Name and Position)          |
|--|---------|---|
| <p>Tampa Virtual Job Fair. 04/28/21 Tampa Job Fair:</p> <p>Greg attended and discussed job opportunities with 39 total. Each inquiry was sent to CBSTampa.com jobs after discussions.</p> <p>Greg attended from 9am-3pm.</p>   | 4/28/21 | Greg Blackburn,<br>CreativeServices<br>Director |
| <p>Greg attended the Tampa Virtual Job Fair on Tuesday, July 6th via zoom and discussed our local station openings in news along with future Internship opportunities.</p> <p>He met with over 70 attendees to discuss WTOG and CBS Broadcasting as a future employer.</p> | 7/06/21 | Greg Blackburn,<br>Creative Services Director   |

**(C) Training Management - Personnel.**

| Description of Recruitment Measure:  | Personnel Involved:<br>(Name and position)   | Describe Training:  |
|--|--|---|
| <p>Train Hiring Executives in the recruitment process for openings within their departments- (ongoing)</p> | <p>Michele Calachino,<br/>VP/General Manager</p> <p>Joseph Kaim, Director<br/>of Sales</p> <p>Greg Blackburn, CS<br/>Director</p> <p>Tim Stephens Director of<br/>Broadcast<br/>Operations &amp; Engineering</p> | <p>In partnership with Talent Acquisition, General Manager reviews recruitment process and practices with hiring managers at the time of each position opening to ensure a thorough slate of qualified candidates are interviewed prior to the hiring decision. Department heads are reminded that discrimination is not tolerated and all employees and candidates are to be treated fairly and equally with regard to consideration of hiring, promotions and in cases of termination when necessary. Station is committed to providing equal employment opportunities to all applicants.</p> |
| <p>CBS Corporation Web-Based training modules distributed to all supervisors and managers</p>              | <p>Michele Calachino,<br/>VP/General Manager</p> <p>Joseph Kaim, Director<br/>of Sales</p> <p>Greg Blackburn, CS<br/>Director</p> <p>Tim Stephens Director of<br/>Broadcast<br/>Operations &amp; Engineering</p> | <p>In December 2020, a mandatory training module "Code of Conduct, The Business Practices Statement and several of its major topics", was launched for all ViacomCBS employees. It's a statement of our rules, ethics and values. This mandatory training included a question Knowledge Check and a Certification including a Conflicts of Interest Questionnaire.</p>  |
| <p>ViacomCBS Compliance Training<br/><br/>"The Neuroscience of Better Hiring"</p>                          | <p>June 2021<br/><br/>All Managers</p>   | <p>ViacomCBS has partnered with the NeuroLeadership Institute to deliver this 4-part training that focuses in on the biases that appear throughout the hiring process – from resume review through to the final selection of a candidate – and practical ways to build your skills in mitigating those biases.</p>  |