

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: 365 105 th Terrace NE St Petersburg FL 33716	Telephone Number: 727-570-4202
	Contact Person: Michelle Calachino
	E-mail Address: 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 Daytona Beach FL 32114	Lola Casellas Young Career Counselor	386-481-2167	N	0
2	Pinellas Co Urban League	333 31 st St N St Petersburg FL 33713	Marsha Scott	727-327-2081	N	0
3	St Petersburg College	2465 Drew St Clearwater FL 33765	Mae Knotek Job Placement	727-791-2680	N	0
4	St Petersburg Branch NAACP	PO Box 12402 St Petersburg FL 33733	Norman Brown	727-898-3310	N	0
5	University of Tampa	401 W Kennedy Blvd Tampa FL 33606-1490	Julia Ruddock Director	813-253-3378	N	0
6	University of South Florida	4202 Fowler Ave Tampa FL 33620-7100	Kathleen Rochee	813-974-2591	N	0
7	University of South Florida	140 7 th Ave S St Petersburg FL 33701-5016	Career Center	727-553-1129	N	0
8	Hillsborough Community College	PO Box 31127 Tampa FL 33631	Alisa Keaton	813-253-7008	N	0
9	St Petersburg Vo Tech	901 34 th St S St Petersburg FL 33711	Dolores Stabile, Career Services	727-893-2500 ext.1085	N	0
10	Tampa Bay Workforce Alliance	9215 N Florida Ave. Tampa FL 33612	Jim Wells	813-397-2021	N	0
11	Webster College	11201 Corporate Circle N St Petersburg FL 33716	Career Services	727-570-9300	N	0
12	Art Institute of Tampa	4401 N Himes Tampa FL 33614	Bruce Mc Cain	888-599-5816	N	0
13	Full Sail	3300 University Blvd Winter Park, FL 32792	Dan Severson	844-706-0689	N	0
14	St Petersburg College	6605 5 th Ave N St Petersburg FL 33710	Kellie Ziemark	727-341-4772	N	0
15	Connecticut School of Broadcasting	3901 Coconut Palm Dr. Ste. 105 Tampa FL 33619	Career Services	813-740-0990	N	0
16	Emma L Bowen Foundation	30 Rockefeller Plaza, New York, NY 10112	Sandra Rice, Director	212-664-3486	N	0
17	National Council of La Raza	Raul Yzsaguirre Bldg. 1126 16 th St NW Ste. 500 Washington DC 20036-4826	Newsletter Editor	202-785-1670	N	0
18	Career Source Pinellas	2312 Gulf to Bay Blvd. Clearwater FL 33765	Career Resources	727-524-4344	N	0
19	Pasco-Hernando State College	10230 Ridge Rd New Pt Richey FL 34654-5112	Career Resources	727-847-2727	N	0
20	Argosy University	1403 N Howard Ave Tampa FL 33607	Career Services	813-393-5290	N	0
21	Pinellas Tech College	6100 154 th Ave N Clearwater FL 33760	Regina Canton	727-538-7167	N	0
22	Lee Hecht Harrison	2701 N Rocky Point Dr. Ste. 980 Tampa FL 33607	Lillie Espinosa	813-872-7700	N	0
23	Goodwill Industries of Central Florida	3911 E Colonial Dr. Orlando FL 32803	Job Connection Center	407-872-0770	N	0
24	Pinellas Opportunity Council	501 1 st Ave N St Petersburg FL 33701	Carolyn King	727-823-4101	N	0
25	Florida Memorial University	15800 NW 42 nd Ave Miami Gardens FL 33054	Career Services	305-626-3600	N	0
26	Ava Maria University	5050 Ava Maria Blvd Ava Maria FL 34142	Career Services	239-280-2500	N	0
27	The Baptist College of Florida	5400 College Dr. Graceville FL 32440	Career Services	800-328-2660	N	0
28	Beacon College	105 E Main St Leesburg FL 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 th Ave N Clearwater FL 33760	Regina Canton	727-538-7167	N	0
31	Career Builders	Online Job Bank	Website posting via CBS applicant tracking system Avature		N/A	0
32	Indeed.com	Online Job Bank	Website posting via CBS applicant tracking system Avature		N/A	3
33	WTOG-CW44 website	365 105 th Terrace NE St Petersburg FL 33716	CBS.com/careers	727-576-4444	N/A	
34	CBS.com/Careers		Website posting via CBS applicant tracking system Avature		N/A	3
35	Internal Employee	CBS Television Stations			N/A	
36	Linkedin	Online Job Bank			N/A	1
37	https://cwtampa.cbslocal.com/wp-content/uploads/sites/3132/6193/2021/09/JobAlliancesList_9.17.21.pdf	CBS Corporation	Post on behalf of CBS for compliance 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: (Name and Position)
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.	2/4/21	Greg Blackburn, Creative Services Director
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.	5/5/21	Greg Blackburn, Creative Services Director
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. 8/6/21 Greg Blackburn, Creative Services Director	8/6/21	Greg Blackburn, Creative Services Director

<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. In effort to assist teachers to better prepare students to use this period from learning from home to further their thoughts to how they will enter a career in broadcasting in the ever-changing future of the industry. The media business changes all the time and encourages students to seek their first job in broadcasting now, with new creative ways available to them. I encouraged Bruce to push students to keep looking on CW44.com to when we post our 2021 Q1 Intern program in CS and apply.</p>	<p>10/29/21</p>	<p>Greg Blackburn, CreativeServices Director</p>
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(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, CreativeServices 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, Creative Services Director

(C) Training Management - Personnel.

Description of Recruitment Measure:	Personnel Involved: (Name and position)	Describe Training:
Train Hiring Executives in the recruitment process for openings within their departments- (ongoing)	<p>Michele Calachino, VP/General Manager</p> <p>Joseph Kaim, Director of Sales</p> <p>Greg Blackburn, CS Director</p> <p>Tim Stephens Director of Broadcast Operations & 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>
CBS Corporation Web-Based training modules distributed to all supervisors and managers	<p>Michele Calachino, VP/General Manager</p> <p>Joseph Kaim, Director of Sales</p> <p>Greg Blackburn, CS Director</p> <p>Tim Stephens Director of Broadcast Operations & 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</p> <p>"The Neuroscience of Better Hiring"</p>	<p>June 2021</p> <p>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>