

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period June 1, 2019 to May 31, 2020.

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
Multi-Media Journalist	1-28, 30-34	28
Web Producer	34 – Internal Posting	Internal Promotion/Internal Posting
Account Executive	1-34	30

II. MASTER RECRUITMENT SOURCE LIST UTILIZED DURING REPORTING PERIOD

COD E #	RECRUITMENT SOURCE	ADDRESS	CONTACT	PHONE/EMAIL	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	
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	B Livingston	blivingston@csswayne.org rcampbell@csswayne.org	N	
6	Central Michigan University	340 Moore Hall, Mt. Pleasant, MI 48859	Broadcast & Cinematic Arts – Peter Orlik	careers@cmich.edu	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	Workforce Career Development Center	313-863-0300 ext. 227	N	
9	Dorsey Business Schools	30775 Barrington, Ste. 100, Madison Hts., MI 48071	Keith Franklin	248-585-9200	Yes	
10	Eastern Michigan University		Bonnie Wethington	Bonnie.wethington@emich.edu	N	
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 Human Services	29699 Southfield Rd., Southfield, MI 48076	Linda Baker	248-223-4481	Yes	
14	LDS Employment	37634 Enterprise Court, Farmington, MI 48331		248-553-0405 LDSJobs.org	Yes	
15	Madonna University	36600 Schoolcraft Rd. Livonia, MI 48150	Career Services – Lenore Kowalski	734-432-5620 lgkowalski@madonna.edu	N	

16	Michigan Association of Broadcasters	820 N Capitol Ave., Lansing, MI 48906	Job Bank – online www.michmab.com	517-484-5810	N	
17	Michigan Rehab Services	Livonia Michigan Works Office	Keisha Hall Dilligard Business Relations Consultant	734-524-2427 halldilligardk@michigan.gov	Yes	
18	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Janette Coneff	248-823-5101 JConeff2@troy.k12.mi.us	Yes	
19	Michigan Works	Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083	Cheryl Schubeck	248-823-5247	Yes	
20	NAACP – Detroit Branch	8220 Second Ave., Detroit, MI 48202	Kamilia Landrum	313-871-2087 klandrum@detroitnaacp.org lmoore@detroitnaacp.org	N	
21	On My Own Michigan	2145 Crooks Road, Ste. 103, Troy, MI 48084	Bruce P. Benson	248-649-3739 bbensonmom@aol.com	N	
22	Operation Able	4750 Woodward , Ste. 201, Detroit, MI 48201	Mary McDougal	313-832-0922 ability@operationable.org	Yes	
23	Specs Howard School of Media Arts	19900 West 9 Mile Rd., Southfield, MI 48075	Jessica Poxson	248-228-8985 JPoxson@specshoward.edu	N	
24	University of Detroit Mercy	Career Education Ctr. (Reno Hall Rm 143) 4001 W. McNichols Rd., Detroit, MI 48202	Tracey Knowles	313-933-1017 hr@udmercy.edu	N	
25	University of Michigan Dearborn	4091 Evergreen, Dearborn, MI 48128	Patti Martin	313-593-5188 pdjones@umich.edu umd-careersv@umich.edu	N	
26	Wayne County Community College	9551 Greenfield, Detroit, MI 48228	Danny Martinez	313-943-4061 dmartin1@wcccd.edu	N	
27	Wayne State University	656 Reuther Mall, Detroit, MI 48202	Arlinda Pringle	313-577-3390 ac200@wayne.edu	N	
28	CBS Career Site	Avature online recruitment	Avature posting	https://cbscorporation.jobs/jobs/	N/A	2
29	Adcraft Club of Detroit	2000 Brush Street, Suite 601, Detroit, MI 48226	Online Job posting	313-872-7850	N/A	
30	Job Syndication Alliances	Direct Employers (DE) via CBS Applicant	DirectEmployers.org	https://de.nlx.org/pdfs/JobAlliancesList.pdf	N/A	6

		Tracking System				
31	Pure Michigan Talent Connect	Job Bank	Website posting – State of Michigan Career Site	www.mitalent.org	N/A	
32	WKBD-TV CW50 Detroit website posting	Job Bank	Online website posting	https://cwdetroit.cbslocal.com/jobs/	N/A	
33	WWJ-TV CBS 62 Detroit	Job Bank	Online website posting	https://detroit.cbslocal.com/cbs-62-jobs/	N/A	
34	Internal Posting		Bulletin Board	www.cbsandyou.com	N/A	1
35	Employee Referral	CBS Television Stations			N/A	
36	Industry				N/A	

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)
1. Participated in the NAACP Diversity Career Fair – WWJ-TV / WKBD-TV were the Media Sponsor for this event which was held at the COBO Center in Detroit. We spoke with attendees of the event who were interested in careers in broadcast media positions.	6/23/2019	Julia Burt – Human Resources Manager Meggan Jacobs – Producer/Director for Public Affairs show “Community Connect”
2. Participated in the Michigan Association of Broadcasters Career Fair hosted by Oakland County Michigan Works, Michigan’s primary source for out of work job seekers. I spoke with attendees regarding positions in broadcasting as well as regarding openings at our stations.	9/17/2019	Julia Burt
3. 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.	10/17/2019	Julia Burt – Human Resources Manager Matt Christopherson – Manager Digital Content/Promotion

4. 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>6/1/19 – 5/31/20 3 Interns Public Affairs Interns 9/4/19 – 12/14/19 1/27/20 – 3/13/20 Digital/Internet Intern 2/10/20- 3/13/20</p>	<p>Paul Pytlowany – Dir. Production Matt Christopherson – Manager Digital Content/Promotion Julia Burt – Human Resources Manager</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>1 Emma Bowen Intern fulfilled the summer commitment with the stations 5/20/-19 – 8/16/19</p>	<p>Julia Burt – Human Resources Manager Pam Baumann – Director Creative Services Matt Christopherson – Digital Content Manager</p>

5. Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Immanuel Lutheran Elementary School Visit WWJ-TV/WKBD-TV First Forecast Meteorologist, April Moss, gave a PowerPoint weather presentation to 2 third grade classes of the school. April discussed all the necessary tools that Meteorologists use to accurately forecast weather, as well as explain how using the green screen and chroma key work. April included a picture of the students during the 11pm weather forecast on WWJ-TV.</p>	11/13/2019	April Moss – First Forecast Meteorologist
<p>2. Immaculate Conception Elementary School Visit WWJ-TV/WKBD-TV First Forecast Meteorologist, April Moss, partnered with the Michigan Science Center for a presentation on how space/planets affect climate/weather on Earth. The presentation was made to students in grades 3 – 8.</p>	12/6/19	April Moss – First Forecast Meteorologist
<p>3. Southfield Christian School Visit WWJ-TV/WKBD-TV Web Producer, Bria Brown, spoke with kindergarteners about her role at DBS Detroit and CW50 as part of a Black History Month presentation. Bria provided videos and pictures to help students better understand what her job entails. She also participated in a brief question and answer session with students, had her picture taken, and signed the student’s “Future Shapers Autograph Book” where her picture was placed.</p>	2/28/2020	Bria Brown – Web Producer
<p>4. American Corporate Partners WWJ-TV/WKBD-TV Business Development Manager, Heather Kuh Volunteered for the opportunity to mentor a Military Veteran for one year. Together, Heather mentored J. Price on a business plan and marketing for the small farm she was starting up. Over the course of the year, Heather and Ms Price had an official call once a month, as well as messaged one another electronically whenever Ms. Price had questions or needed advice. Heather received a Certificate of Appreciation from ACP’s Veteran Mentoring Program, and in addition, Ms. Price posted the following YouTube video thanking Heather for her help and guidance. https://www.youtube.com/watch?v=Di_K3NTfIho&feature=youtu.be</p>	May,2019 – May, 2020	Heather Kuh – Business Development Manager

6. Training Management Personnel.

Description of Recruitment Measure:	Personnel Involved: (Name and position)	Describe Training:
<p>1. Train Hiring Executives in the recruitment process for openings within their respective departments. This is an ongoing process when open positions with our stations are filled.</p>	<p>Julia Burt – Human Resources Manager</p>	<p>Meet with individual Dept. Managers to go over recruitment process, do's and don'ts of interviewing techniques, making sure a diverse group of qualified candidates are interviewed prior to the hiring decision. During the past year, the following managers were retrained on the recruitment process:</p> <ul style="list-style-type: none"> - Sales Manager 7/2019 – 1/2020 - Director of Production 11/2019 – 12/2019 - Manager of Digital Content and Promotion 11/2019
<p>2. New Hire Orientation Meetings - EEO Policy Dissemination Specific Dates for Full Time Employee New Hire Orientations occurred:</p> <ul style="list-style-type: none"> - November, 2019 - December 6, 2019 - January 6, 2020 	<p>Julia Burt – Human Resources Manager</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.</p>
<p>3. CBS Corporation Web-Based Training Modules distributed to all Full-Time and New Hire Employees: All full time employees completed online training modules covering the following topics:</p> <ul style="list-style-type: none"> - Maintaining A Respectful Workplace <p>Mandatory training modules are designed to reinforce the company's commitment toward maintaining a lawful, honest, and ethical workplace environment for all Viacom/CBS employees.</p>	<p>All Full Time Staff Employees and are required to complete online training modules within a 30 day period, and are presented with a "Certificate of Completion". This particular training session took place in October, 2019.</p>	<p>Training also outlines steps employees should take if they believe unlawful practices occur in the workplace. These policies are also outlined in the Viacom/CBS Human Resources Policy Guide which is accessible to all CBS Legacy Employees on the CBS & You website portal.</p>