

## 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:<br><br>26905 West Eleven Mile Rd.<br>Southfield, MI 48033 | Telephone Number:<br>248-355-7036 |
|  | Contact Person:<br>Julia Burt     |
|  | E-mail Address:<br>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<br>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.,<br>Adrian MI 49221                      | Director of Career Services              | 517-265-5161 x4392   | N                            |                                 |
| 2       | Albion College                           | 4900 Kellogg Center,<br>Albion, MI 49224                    | Office of Career Development             | 517-629-0332   | N                            |                                 |
| 4       | Alpha Capital Management                 | 3011 W. Grand Blvd.<br>Fisher Bldg. Ste. 1516<br>Detroit MI | Dorothy Burrell                          | 313-874-5079   | N                            |                                 |
| 5       | Catholic Social Services of Wayne County | 9851 Hamilton Ave.,<br>Detroit, MI 48202                    | B Livingston                             | <a href="mailto:blivingston@csswayne.org">blivingston@csswayne.org</a><br><a href="mailto:rcampbell@csswayne.org">rcampbell@csswayne.org</a> | N                            |                                 |
| 6       | Central Michigan University              | 340 Moore Hall,<br>Mt. Pleasant, MI 48859                   | Broadcast & Cinematic Arts – Peter Orlik | <a href="mailto:careers@cmich.edu">careers@cmich.edu</a>   | Yes                          |                                 |
| 7       | Detroit Unity Temple                     | 17505 Second Ave.,<br>Detroit, MI 48203                     | Diane Golden Lawson                      | 313-345-4848   | N                            |                                 |
| 8       | Detroit Urban League                     | 15770 James Couzens,<br>Detroit, MI 48238                   | Workforce Career Development Center      | 313-863-0300 ext. 227  | N                            |                                 |
| 9       | Dorsey Business Schools                  | 30775 Barrington,<br>Ste. 100,<br>Madison Hts., MI 48071    | Keith Franklin                           | 248-585-9200   | Yes                          |                                 |
| 10      | Eastern Michigan University              |   | Bonnie Wethington                        | <a href="mailto:Bonnie.wethington@emich.edu">Bonnie.wethington@emich.edu</a>   | N                            |                                 |
| 11      | Grand Valley State University            | 1 Campus Drive,<br>Allendale, MI 49401                      | Career Services                          | 616-331-3311   | N                            |                                 |
| 12      | Henry Ford Community College             | 5101 Evergreen Road,<br>Dearborn, MI 48128                  | Chad Austin                              | 313-845-9860   | Yes                          |                                 |
| 13      | Jewish Vocational Human Services         | 29699 Southfield Rd.,<br>Southfield, MI 48076               | Linda Baker                              | 248-223-4481   | Yes                          |                                 |
| 14      | LDS Employment                           | 37634 Enterprise Court,<br>Farmington, MI 48331             |  | 248-553-0405<br><a href="http://LDSJobs.org">LDSJobs.org</a>   | Yes                          |                                 |
| 15      | Madonna University                       | 36600 Schoolcraft Rd.<br>Livonia, MI 48150                  | Career Services – Lenore Kowalski        | 734-432-5620<br><a href="mailto:lgkowalski@madonna.edu">lgkowalski@madonna.edu</a>   | N                            |                                 |

|    |                                      |   |  |  |     |   |
|----|--------------------------------------|---|--|--|-----|---|
| 16 | Michigan Association of Broadcasters | 820 N Capitol Ave., Lansing, MI 48906   | Job Bank – online <a href="http://www.michmab.com">www.michmab.com</a> | 517-484-5810   | N   |   |
| 17 | Michigan Rehab Services              | Livonia Michigan Works Office   | Keisha Hall Dilligard Business Relations Consultant                    | 734-524-2427<br>halldilligardk@michigan.gov  | Yes |   |
| 18 | Michigan Works                       | Troy Career Center, 550 Stephenson Hwy., Ste. 400, Troy, MI 48083                 | Janette Coneff   | 248-823-5101<br>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<br><a href="mailto:klandrum@detroitnaacp.org">klandrum@detroitnaacp.org</a><br><a href="mailto:Imoore@detroitnaacp.org">Imoore@detroitnaacp.org</a> | N   |   |
| 21 | On My Own Michigan                   | 2145 Crooks Road, Ste. 103, Troy, MI 48084  | Bruce P. Benson  | 248-649-3739<br>bbensonmom@aol.com   | N   |   |
| 22 | Operation Able                       | 4750 Woodward , Ste. 201, Detroit, MI 48201                                       | Mary McDougal  | 313-832-0922<br>ability@operationable.org  | Yes |   |
| 23 | Specs Howard School of Media Arts    | 19900 West 9 Mile Rd., Southfield, MI 48075                                       | Jessica Poxson   | 248-228-8985<br>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<br>hr@udmercy.edu   | N   |   |
| 25 | University of Michigan Dearborn      | 4091 Evergreen, Dearborn, MI 48128  | Patti Martin   | 313-593-5188<br><a href="mailto:pdjones@umich.edu">pdjones@umich.edu</a><br><a href="mailto:umd-careersv@umich.edu">umd-careersv@umich.edu</a>                   | N   |   |
| 26 | Wayne County Community College       | 9551 Greenfield, Detroit, MI 48228  | Danny Martinez   | 313-943-4061<br>dmartin1@wcccd.edu   | N   |   |
| 27 | Wayne State University               | 656 Reuther Mall, Detroit, MI 48202   | Arlinda Pringle  | 313-577-3390<br>ac200@wayne.edu  | N   |   |
| 28 | CBS Career Site                      | Avature online recruitment  | Avature posting  | <a href="https://cbscorporation.jobs/jobs/">https://cbscorporation.jobs/jobs/</a>  | 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  | <a href="https://de.nlx.org/pdfs/JobAlliancesList.pdf">https://de.nlx.org/pdfs/JobAlliancesList.pdf</a>  | N/A | 6 |

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

**TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD**

**9**

### III. Supplemental Recruitment Measures.

#### (a) Job Fairs.

| Description of Recruitment Measure:  | Date:      | Personnel Involved:<br>(Name and Position)  |
|--|------------|---|
| 1. <b>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.</b> We spoke with attendees of the event who were interested in careers in broadcast media positions.                       | 6/23/2019  | Julia Burt – Human Resources Manager<br>Meggan Jacobs – Producer/Director for Public Affairs show “Community Connect” |
| 2. <b>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.</b> I spoke with attendees regarding positions in broadcasting as well as regarding openings at our stations. | 9/17/2019  | Julia Burt  |
| 3. <b>Participated in the Journalism Day Internship Fair at Wayne State University.</b> 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<br>Matt Christopherson – Manager Digital Content/Promotion                       |

#### 4. Internship

| Description of Recruitment Measure:   | Date:  | Personnel Involved:<br>(Name and Position)  |
|---|--|---|
| <b>1. Station Internship Program</b><br>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. | 6/1/19 – 5/31/20<br>3 Interns<br>Public Affairs Interns<br>9/4/19 – 12/14/19<br>1/27/20 – 3/13/20<br>Digital/Internet Intern<br>2/10/20- 3/13/20 | Paul Pytlowany – Dir. Production<br>Matt Christopherson – Manager Digital Content/Promotion<br>Julia Burt – Human Resources Manager |
| <b>2. Emma Bowen Foundation Intern</b><br>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.   | 1 Emma Bowen Intern<br>fulfilled the summer<br>commitment with the<br>stations<br>5/20/-19 – 8/16/19   | Julia Burt – Human Resources Manager<br>Pam Baumann – Director Creative Services<br>Matt Christopherson – Digital Content Manager   |

## 5. Participation in Events.

| Description of Recruitment Measure:  | Date:                | Personnel Involved:<br>(Name and Position) |
|--|----------------------|--|
| <b>1. Immanuel Lutheran Elementary School Visit</b><br>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.   | 11/13/2019           | April Moss – First Forecast Meteorologist  |
| <b>2. Immaculate Conception Elementary School Visit</b><br>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.   | 12/6/19              | April Moss – First Forecast Meteorologist  |
| <b>3. Southfield Christian School Visit</b><br>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.  | 2/28/2020            | Bria Brown – Web Producer                  |
| <b>4. American Corporate Partners</b><br>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.<br><a href="https://www.youtube.com/watch?v=Di_K3NTtlho&amp;feature=youtu.be">https://www.youtube.com/watch?v=Di_K3NTtlho&amp;feature=youtu.be</a> | May,2019 – May, 2020 | Heather Kuh – Business Development Manager |

## 6. Training Management Personnel.

| Description of Recruitment Measure:  | Personnel Involved:<br>(Name and position)  | Describe Training:   |
|--|---|--|
| <p><b>1. Train Hiring Executives in the recruitment process for openings within their respective departments.</b></p> <p>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"> <li>- Sales Manager 7/2019 – 1/2020</li> <li>- Director of Production 11/2019 – 12/2019</li> <li>- Manager of Digital Content and Promotion 11/2019</li> </ul> |
| <p><b>2. New Hire Orientation Meetings - EEO Policy Dissemination</b></p> <p>Specific Dates for Full Time Employee New Hire Orientations occurred:</p> <ul style="list-style-type: none"> <li>- November, 2019</li> <li>- December 6, 2019</li> <li>- January 6, 2020</li> </ul>   | <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><b>3. CBS Corporation Web-Based Training Modules distributed to all Full-Time and New Hire Employees:</b></p> <p>All full time employees completed online training modules covering the following topics:</p> <ul style="list-style-type: none"> <li>- <b>Maintaining A Respectful Workplace</b></li> </ul> <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".</p> <p><b>This particular training session took place in October, 2019.</b></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 &amp; You website portal.</p>  |