EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period June 1, 2017 to May 31, 2018.

1) Employment Unit: <u>CBS Broadcasting Inc.; Detroit Television Station WKBD Inc.</u>

2) Unit Members (Stations and Communities of License): <u>WWJ TV/WKBD TV Detroit</u>

3) EEO Contact Information for Unit Member:

Mailing Address:	Telephone Number: 248-355-7036
26905 West Eleven Mile Rd. Southfield, MI 48033	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
Chief Meteorologist	34, 43	43
MCR Technician	34, 43	43
Sales/Research Assistant	1-45	38
Digital Content Manager	34, 43	43
Writer/Producer	34, 43	43
Web Producer	1 – 34; 36 - 45	27

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., Advice ML 40221	Director of Career	517-265-	N	
2	Albion College	Adrian MI 49221 4900 Kellogg Center, Albion, MI 49224	Services Office of Career Development	5161 x4392 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	Ν	
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	Ν	
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	Ν	
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	Ν	
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.,	Kamilia Landrum	313-871-	Ν	
24	On My Own Michigan	Detroit, MI 48202 2145 Crooks Road,	Bruce P. Benson	2087 248-649-	Ν	
		Ste. 103, Troy, MI 48084		3739		
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	Ν	
27	Specs Howard School of Media Arts	19900 West 9 Mile Rd., Southfield, MI 48075	Doris Hage	248-228- 8985	Ν	3
28	State of Michigan Department of Career Development	3026 W. Grand Blvd., Ste. 2-750, P.O. Box 02988, Detroit, MI 48202- 2988	Ruthann Okun	313-965- 5705	Yes	
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	Ν	
31	University of Michigan Dearborn	4091 Evergreen, Dearborn, MI 48128	Kathy Cordon	313-593- 5020	Ν	
32	Wayne County Community College	9551 Greenfield, Detroit, MI 48228	Danny Martinez	313-943- 4061	Ν	
33	Wayne State University	656 Reuther Mall, Detroit, MI 48202	Arlinda Pringle	313-577- 3390	Ν	
34	CBS Applicant Tracking System	Avature online recruitment	Avature posting		N/A	1
35	Adcraft Club of Detroit	2000 Brush Street, Suite 601, Detroit, MI 48226	Online Job posting	313-872- 7850	N/A	
36	American Job Center	Online Job Bank	Website posting via Job Syndication Alliances/Direct Employers.org		N/A	
37	Indeed.com	Online Job Bank	Website posting via Job Syndication Alliances (DE)		N/A	10
38	Job Syndication Alliances	Direct Employers (DE) via CBS Applicant Tracking System	DirectEmployers.org		N/A	4
39	Pure Michigan Talent Connect	Job Bank	Website posting – State of Michigan Career Site		N/A	
40	TV JOBS.COM	Job Bank	Website posting		N/A	
41	WKBD-TV CW50 Detroit website posting	Job Bank	Online website posting		N/A	
42	WWJ-TV CBS 62 Detroit	Job Bank	Online website posting		N/A	
43	Internal Posting		Bulletin Board		N/A	9
44	Employee Referral	CBS Television Stations			N/A	1
45	Industry				N/A	

TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD

28

III. Supplemental Recruitment Measures.

(a) Job Fairs.

	Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
f	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.	10/19/2017	Julia Burt – Human Resources Manager Kris Kelly – Community Affairs Manager
	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.	10/26/2017	Julia Burt – Human Resources Manager
3. I 6 6 7 1 1 1 1 1 1 1 1	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.	2/1/2018	Julia Burt – Human Resources Manager Kris Kelly – Community Affairs Manager

4. Internship

Description of Recruitment Measure:	Date:	Personnel Involved:
		(Name and Position)
1. Station Internship Program		
Interns Assisted with screening of public service announcements;	6/1/17 - 5/31/18	Kris Kelly – Community Affairs Manager
maintenance of community leader files; topic research and	3 Interns	Pam Baumann – Director of Creative
development for public affairs show "Street Beat". Interns were		Services
also exposed to all areas of Sales & Marketing, Commercial		Greg Shattuck – Promotion Manager
Production including commercial shoots, attending client meetings,		Julia Burt – Manager of Administration
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.		
2. Emma Bowen Foundation Intern	6/20/16 - 8/2017	Kris Kelly – Community Affairs Manager
The Emma Bowen Foundation is committed to creating career	Zuri Cheathem began a 4	Julia Burt – Human Resources Manager
opportunities in the media industry for minority youth through a	year commitment with	Pam Baumann – Director of Creative Services
program that focuses on scholastic achievement, direct work	the stations.	Greg Shattuck – Promotion Manager
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. 3. CBS Veteran internship Program –	5/23/17 - 8/25/17	Kris Kelly – Community Affairs Manager
The CBS Veteran Internship Program provides Veterans entering	Bethany Jezierski began	Julia Burt – Human Resources Manager
the workforce following service to their country with an	her Summer Internship	Pam Baumann- Director of Creative Services
opportunity to gain valuable training in the media industry.	with our stations	Greg Shattuck – Promotion Manager
opportunity to gain valuable training in the media industry.	with our stations	Greg Shaudek – Fromotion Manager

5. Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved:
1. Legacy Charter Academy Career Day Harlan Huckleby spoke with approximately 150 elementary age students (grades 4 & 5) about his educational preparation and his job experience in television broadcast sales. Harlan also spoke about his career as a professional football player and how a good education played a large part in his current career at CBS Television.	6/6/2017	(Name and Position) Harlan Huckleby – Account Executive
2. Michigan Roundtable for Diversity and Inclusion – WWJ-TV/WKBD-TV Detroit Producer/Director, Ken Bryant participated in the Michigan Roundtable for Diversity and Inclusion to discuss how to combat discrimination and promote religious and racial harmony.	6/20/17	Ken Bryant – Producer/Director
3. Eastpointe High School Station Tour WWJ-TV / WKBD-TV Detroit hosted a group of students from Eastpointe 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.	7/12/17	Kris Kelly – Community Affairs Manager
4. Madison Schools Station Tour WWJ-TV / WKBD-TV Detroit hosted a group of 25 children ages 4 to 12 plus four adults from the Madison Schools summer program in Madison Heights, MI for a station tour.	7/14/17	Kris Kelly – Community Affairs Manager
5. Homeschool Station Tour WWJ-TV / WKBD-TV Detroit hosted a group of 6 children ages 8 to 16 plus two adults for a tour of the station and a meet and greet with weather anchor Karen Carter.	7/24/17	Kris Kelly – Community Affairs Manager
6. Shelby TV News Summer Camp Station Tour #1 WWJ-TV / WKBD-TV Detroit hosted the Shelby TV News Summer Camp for a tour of the station. There were a group of 16 students in 3 rd and 4 th grades in the one-week camp learning the basics of television production and television news.	7/26/17	Kris Kelly – Community Affairs Manager
7. Greater Detroit Agency for the Blind Station Tour WWJ-TV / WKBD-TV Detroit hosted a group of children from the Greater Detroit Agency for the Blind and Visually Impaired summer program.	8/2/17	Kris Kelly – Community Affairs Manager
8. Shelby TV News Summer Camp Station Tour #2 WWJ-TV / WKBD-TV Detroit hosted the Shelby TV News Summer Camp for a tour of the station. There were 16 students in the 3 rd and 4 th grades in the one-week camp learning the basics of television production and television news.	8/2/17	Kris Kelly – Community Affairs Manager
9. Fox run Television Club Station Tour WWJ-TV / WKBD-TV hosted a group of 30 senior citizens from the Fox Run Television Club in Novi, MI. The seniors are all residents of the Fox Run Retirement Community and produce live television shows at their senior living facility.	9/7/17	Kris Kelly – Community Affairs Manager
10. Association for Women in Communications Meeting WWJ-TV / WKBD-TV hosted a meeting of the Association for Women in Communications that covered the topic of investigative journalism and the very special, very delicate nature of communication crime and punishment. WWJ-TV Michigan Matters host Carol Cain was moderator, for panelists Barbara McQuade, former U.S. Attorney for the Eastern District of Michigan and Tresa Baldas, Detroit Free Press journalist.	9/14/17	Kris Kelly – Community Affairs Manager Carol Cain – Executive Produce/Host of Michigan Matters
11. Eisenhower Elementary School, Fraser, MI WWJ-TV / WKBD-TV First Forecast Weather Reporter, April Moss, gave a PowerPoint weather presentation to the first and fourth grade class at Eisenhower Elementary School in Fraser, MI. April also answered questions from the students about weather and her job at the station.	10/6/17	April Moss – Weather Reporter
12. Junior Girl Scout Tour WWJ-TV / WKBD-TV Detroit hosted a group of 20 Junior (5 th Grade) Girl Scouts and their leaders from Troop 71054 from Longacre Elementary in Farmington, MI. Following the tour, the Junior Girl Scouts had a meet and greet with Chief Forecaster Karen Carter.	10/18/17	Kris Kelly – Community Affairs Manager Karen Carter – Chief Meteorologist

13. Wayne State University Journalism Internship Fair WWJ-TV / WKBD-TV Detroit Human Resources Manager Julia Burt and Community Affairs Manager Kris Kelly participated in the Wayne State Journalism Internship Fair and met with students interested in completing internships with the Station. The event offered networking opportunities between Detroit-area media representatives and more than 200 students in the Department of Communications.	10/19/17	Julia Burt – Human Resources Manager Kris Kelly – Community Affairs Manager
Ide Department of Communications. 14. Michigan Association of Broadcasters Foundation Career Fair Fair WWJ-TV/WKBD-TV Detroit Human Resources Manager participated in the MABF Career Fair at Specs Howard School of Media Arts Career Fair. This fair was attended by area media students or graduates of Specs Howard as well as other local Colleges and Universities.	10/26/17	Julia Burt – Human Resources Manager
15. Immanuel Lutheran School Visit WWJ-TV WKBD-TV Detroit Weather Forecaster, April Moss gave a PowerPoint weather presentation to 2 third grade class students. April also answered questions related to weather as well as her job at the station.	11/16/17	April Moss – Weekend Weather Forecaster
16. Parkway Christian School Visit WWJ-TV / WKBD-TV Detroit Weather Forecaster April Moss gave a PowerPoioont weather presentation to the 2 nd through 6 th grade students and answered questions related to weather, science, and her job at the station.	12/15/17	April Moss – Weekend Weather Forecaster
17. Reach Charter Academy School Visit WWJ-TV / WKBD-TV Detroit Weather Forecaster April Moss gave a PowerPoint Weather presentation to the third and fourth grade classes. April also answered questions related to weather, science, and her job at the station.	1/19/18	April Moss – Weekend Weather Forecaster
18. Michigan Association of Broadcasters Foundation Networking Fair WWJ-TV/WKBD-TV Detroit Human Resources Manager Julia Burt participated in the MABF Networking Fair and met with students of Specs Howard School of Media Arts as well as students of other area Colleges and Universities.	2/1/18	Julia Burt – Human Resources Manager
19. Clinton Valley Elementary School Visit WWJ-TV / WKBD-TV Detroit Weather Forecaster April Moss gave a PowerPoint weather presentation the school students.	2/5/18	April Moss – Weekend Weather Forecaster
20. National Association of Television Arts and Sciences WWJ-TV/WKBD-TV Detroit have two employees that were honored at the Michigan Chapter of NATAS ANNUAL Silver Circle Awards. Station honorees were Community Affairs Manager Kris Kelly, and Master Control Operator Dianna Craig Astrop. NATAS Silver Circle Awards recognize individuals who have devoted a quarter of a century to the television industry and who have made a significant contribution to the Michigan broadcast community.	2/25/18	Kris Kelly – Community Affairs Manager Dianna Craig Astrop – Master Control Operator Paul Prange – Director of Programming & Community Affairs
 21. Michigan Association of Broadcasters Broadcast Excellence Awards WWJ-TV/WKBD-TV Detroit received four awards at the MAB's "Broadcast Excellence Awards" ceremony. Charlie Forbes, Greg Shattuck, Todd Bruhnsen, Paul Pytlowany, and Carol Cain were all honored for their on-air Commercials, Eye on Detroit Features, and Eye on the Future Feature. 	3/7/18	Brian Watson – V.P. / General Manager Greg Shattuck – Promotion Manager Paul Pytlowany – Production Manager Carol Cain – Michigan Matters Host/Exec. Producer Charlie Forbes – Commercial Producer/Writer Todd Bruhnsen – Commercial Producer/Writer
22. Kids First Career Pathways Expo WWJ-TV / WKBD-TV Detroit Chief Weather Forecaster Karen Carter participated in 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 was "Proper Preparation Prevents Poor Performance." Karen Carter spoke with students about careers in STEM fields and communications. Over 1000 students were expected to attend	3/9/18	Karen Carter – Chief Weather Forecaster
the event. 23. Krause Elementary School Visit – Armada, MI		

24. Michigan Community College Press Association Annual Awards	3/15/18	Charlie Forbes – Commercial Writer/Producer
WWJ-TV / WKBD-TV Commercial Writer/Producer Charlie Forbes judged a Photo Journalism category for this annual awards ceremony. Charlie once participated in this organization when he was the Photo Editor for his college newspaper, the Delta Collegiate.	5,15,16	
25. Warren Woods Christian School Visit WWJ-TV / WKBD-TV Detroit Weather Forecaster April Moss spoke with children, Kindergarten through Fifth grade, about the science and technology behind Weather forecasting. She also answered questions related to her job at our television stations.	4/19/18	April Moss – Weekend Weather Forecaster
26. Oaktree Elementary School Visit - Goodrich, MI WWJ-TV / WKBD-TV Chief Forecaster Karen Carter spoke with the 3 rd grade classes at Oaktree Elementary School about weather and careers in meteorology and the STEM fields.	4/19/18	Karen Carter – Chief Forecaster
27. Miller Elementary School Visit - Plymouth, MI WWJ-TV / WKBD-TV Chief Forecaster Karen Carter spoke to the 1st grade classes at Miller Elementary School about weather and careers in meteorology and the STEM fields.	4/24/18	Karen Carter – Chief Forecaster
28. MacIntyre Elementary School Visit - Southfield, MI WWJ-TV / WKBD-TV Detroit Chief Forecaster Karen Carter spoke to students about weather and careers in meteorology and the STEM fields.	5/4/18	Karen Carter – Chief Forecaster
29. 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.	5/4/17	Mike Montano – Local Sales Manager
30. Michigan Emmy Award Nominations WWJ-TV / WKBD-TV Detroit employees, Paul Pytlowany, Carol Cain, Tim Lawlis, Andy Cotitsas, Tim Sargent, Todd Bruhnsen, Charlie Forbes, Greg Shattuck,, Karen Carter, April Moss, and Lisa Germani received Emmy nominations in the year's National Academy of Television Arts and Sciences (NATAS) competition. This year's awards will be presented at The MotorCity Soundboard Theatre on Saturday, June 16 th .	5/16/18	Paul Pytlowany – Production Manager Tim Lawlis – Commercial Writer/Producer Charlie Forbes – Commercial Writer/Producer Karen Carter – Chief Weather Forecaster April Moss – Weekend Weather Forecaster Lisa Germani – Street Beat Show Host (Per Diem) Carol Cain – Michigan Matters Executive Producer/Host Andy Cotitsas – Writer/Producer Tim Sargent – Writer/Producer
31. 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.	Year round	Community Affairs Department

6. 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 "Sexual Harassment: Maintaining a Respectful Workplace", Sexual Harassment: Leading a Respectful Workplace", "Information Security Awareness", "Diversity and Inclusion Training: Unconscious Bias".	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.