

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period 12/1/20 to 11/30/21.

- 1) Employment Unit: Atlanta Television Station WUPA Inc.
- 2) Unit Members (Stations and Communities of License): WUPA-TV Atlanta, GA
- 3) EEO Contact Information for Unit Member:

Mailing Address: 2700 Northeast Expressway Building A Atlanta, GA 30345	Telephone Number: 404-325-6969
	Contact Person: Keisha Lancelin
	E-mail Address: krlancelin@viacomcbs.com

I. FULL TIME VACANCIES (identified by Job Title)

Job Title	Recruitment Source Notified of Job Vacancy	Recruitment Source of Hire
Account Executive	1-11, 16, 17	9
Promotion Coordinator	1-17	3
Multi-Skilled Journalist	1-17	17
Digital Content Strategist	1-17	9

II. MASTER RECRUITMENT SOURCE LIST

Code	Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Phone Number:	Notification Request? (Yes or No)	Interviewed:
1	Internal Station Posting	Keisha Lancelin	2700 Northeast Expressway Building A Atlanta, GA 30345	404.325.6969	Yes	
2	ViacomCBS website	Kathleen Kelly	513 W 57th St New York, NY 10019	212.975.5713	Yes	4
3	First Advantage America's job exchange Indeed.com Simplyhired.com Glassdoor.com Vetsuccess.com Disabledperson.com Asianhires.com Allhispanicjobs.com Africanamericanhires.com	Kathleen Kelly	513 W 57th St New York, NY 10019	212.975.5713	No	1
4	GA Department of Labor	Theresa Austin Theresa.austin@dol.state.ga.us	2943 North Druid Hills Rd Atlanta, GA 30329-3909	404.679.5200	No	

			www.dol.state.ga.us			
5	GAB Georgia Association of Broadcasters	Donna Highberger dhighberger@gab.org	8046 Roswell Road, Ste 100 A Atlanta, GA 30350 www.careerpage.org www.gab.org	770.395.7200	No	
6	NAB National Association of Broadcasters	Romana Sultana Rsultana@nab.org	1771 N St. NW Washington, DC 20036 www.nab.org or www.nabef.org	202.429.5428	No	
7	Latin American Association	main@latinamericanassoc.org	2750 Buford Hwy Atlanta, GA 30324 www.latinamericanassoc.org	404.638.1800	No	
8	TVjobs.com	Mark Holloway markch@tvjobs.com	PO BOX 4116 Oceanside, CA 92052	760.754.8177	No	
9	Employee Referral	Various	Various	Various	Yes	5
10	Art Institute of Atlanta	Nicole Bradford nbradford@aia.edu	6600 Peachtree Dunwoody Rd. 100 Embassy Row Atlanta, GA 30328 www.aia.artinstitutes.edu	770.689.4870	Yes	
11	NATAS National Academy of TV Arts & Sciences	Cathy Baily natasadmin@natassoutheast.tv	PO BOX 11613 Atlanta, GA 30355	404.386.1818	No	
12	SCAD Savannah College of Art & Design	Lynn Barrett lbarrett@scad.edu	1600 Peachtree St. Atlanta, GA 30309	404.307.1449	Yes	
13	NABJ National Association of Black Journalists	April O. Turner aturner@nabj.org	1100 Knight Hall, Ste. 3100 College Park, MD 20742 www.nabj.org	301.405.2592 866.476.NABJ	Yes	
14	AAJA Asian American Journalists Association	Marcia Santillan marcias@aja.org	5 Third Street, Ste. 1108 San Francisco, CA 94103 www.aja.org	415.346.2051 x 107	No	
15	Spots-n-Dots	Dai A. Korba dai@spotsndots.com	1635 Old Highway 41 NW, Ste. 112-338 Kennesaw, Ga 30152 www.spotsndots.com	888.884.2630	No	
16	PROMAX	Emily Little Emily@promaxbda.org	1522e Cloverfield Blvd. Santa Monica, CA 90404	310.789.1525	No	
17	Linked-In	Keisha Lancelin krancelin@cbs.com	2700 NE Expressway Bldg. A-700 Atlanta, GA 30345	404.325.6969	No	2

III. SUPPLEMENTAL RECRUITMENT MEASURES

(a) Job Fairs

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)

(b) Internships/Job Shadows

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
The University of Georgia partnership with Atlanta Broadcast Advertising Club matches sales executives with graduating seniors to mentor. CBS VP and Director of Sales matched and mentored student with advertising aspirations.	3 rd Qtr. 2021	Tim Bennett, CBS VP/Director of Sales

(c) Participation in Events

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
VIACOMCBS Campus to Career Sales Information Session and networking event placed graduating seniors in front of broadcast professionals to gain guidance about the path to media sales careers.	March 2021	Tim Bennett, CBS VP/ Director of Sales
The Media Sales Institute partnership with the National Association of Black Owned Broadcasters Foundation met with supporters of Clark Atlanta University to discuss programs to support students interested in sales careers.	May 2021	Jim Perry Local Sales Manager
Syracuse University -Participated in virtual graduate career panel discussion to expose graduate students to changing opportunities in broadcasting.	August 2021	Valencia Jones, Reporter
University of West Georgia – Participated in mock interviews for broadcast students with an emphasis on television production.	October 2021	Keisha Lancelin, Public Affairs Director

(d) Training Management Personnel

Description:	Personnel Involved:	Describe Training:
ViacomCBS Corporation Web-Based training modules distributed to all supervisors and managers.	Adam Bull, Director of Engineering	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.
“Autism Acceptance” April 2021	Sara Sherkat, Assistant Controller	In honor of Autism Acceptance Month, we explored a deeper look at the Autism Spectrum Disorder (ASD). In an effort to help organizations identify, recruit, and retain professionals on the autism spectrum. This event was a collaboration between Optum Behavioral Health and Rethink Benefit experts.
ViacomCBS Compliance Training “The Neuroscience of Better Hiring” June 2021	All Managers	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.