#### EEO PUBLIC FILE REPORT

This report covers full-time recruitment data for the period December 1, 2016 to November 30, 2017.

- 1) Employment Unit: CBS BROADCASTING INC.
- Unit Members (Stations and Communities of License): WCCO-TV Minneapolis, MN/KCCO-TV/Alexandria, MN/KCCW-TV/Walker, MN

### 3) EEO Contact for unit Member:

Mailing Address: 90 South 11th Street	Telephone Number: 612-339-4444
Minneapolis, MN 55403	
	Contact Person: Kristine Volkman
	Email Address: kvolkman@wcco.cbs.com

#### List all Full-Time Job Vacancies (identified by Job Title) Filled by Each Station in the Employment Unit.

Job Title	Job Recruitment Source Notified of Job Vacancy	Recruitment Source of Hiree
1. Photojournalist	1-23, 27-29, 32-33	CBS Career Site (8)
2. Reporter	1-24; 28-30; 32-34	CBS Career Site (8)
3. News Producer	1-24; 28-30; 32-36	Other (36)
4. Photojournalist	1-23, 27-29, 32-33	Employee Referral (11)
5. Writer, Producer - News Promotion	1-23, 27-29, 32-33	Linked In (4)
6. Sales Assistant	1-23, 28-29, 31-34, 36	CBS Career Site (8)
7. Inventory Coordinator	1-23, 28-29, 32-33, 36	Employee Referral (11)
8. News Producer	1-24; 28-30; 32-36	CBS Career Site (8)
9. Digital Sales Manager	1-23; 28-29; 32-33; 35-36	Linked In (4)
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MASTER RECRUITMENT SOURCE LIST UTILIZED DURING REPORTING PERIOD:

Code #	Recruitment Source Name	Contact Person	Address	Telephone Number	Interviewees Referred Total
1	Alliance for Women in Media (AWM)	Catherine Flaherty	cflaherty@moneymailer.com	EMAIL ONLY	
2	American Indian Industrialization Center	Dawn Paro	Dawnp@aioic.org	EMAIL ONLY	
3	Asian American Press	Nghi Hyunh	www.aapress@aapress.com	EMAIL ONLY	
4	Arbita (America's Job Exchange, Indeed.com, Google Base, LinkedIn, Monster, Jobs in Mpls, Glassdoor)	CBS	Avature Applicant Tracking System		6
5	Bethel University	Will O'Brien	3900 Bethel Drive St Paul, MN 55112 w-obrien@bethel.edu	EMAIL ONLY	
6	Boxwood Technology Inc. (only through 9/19/16)	Keiona Davis	Keiona.davis@boxwoodtech.com	EMAIL ONLY	,
7	Brown College Television & Digital Photography Career Services	Karla Swanson	1440 Northland Dr. Mendota Heights, MN 55120 EMAIL ONLY kswanson@browncollege.edu	651-905-3465	
8	CBS Career Site	CBS Corporation	Brassring.com https://sjobs.brassring.com/1033/ ASP/TG/cim_home.asp?partnerid =25084&siteid=5129	WEBSITE	10
9	College of St. Catherine		2004 Randolph Ave St Paul, MN 55105 askcareer@stkate.edu	651-690-6000 EMAIL ONLY	
10	Direct Sourcing – contacted by CBS Recruiter/Staff	VARIES			5
11	Employee Referral	VARIES			4
12	Employment Action Center-Resource, Inc.	Heather Grab	hgrab@resource-mn.org	EMAIL ONLY	
13	Hmong Television (NEWS ONLY)	Mitch Lee	mitchlee@comcast.net	EMAIL ONLY	
14	Internal Posting	CBS TV Stations	Bulletin Board		2
15	Jewish Vocational Services  – Job Postings	Janet Flam	jflam@jfcsmpls.org	EMAIL ONLY	
16	Macalester College	JOB POSTINGS	1600 Grand Ave St Paul, MN 55105 https://macalester- csm.symplicity.com/employers/	651-696-6000	
17	Metropolitan State University	Ruth Bier	700 E. 7 <sup>th</sup> St. St. Paul, MN 55106 Career.services@metrostate.edu	651-793-1200 EMAIL ONLY	
18	Minneapolis Urban League	Shawn Lewis Tabota Seyon	2000 Plymouth Ave. N. Minneapolis, MN 55411 slewis@mul.org tseyon@mul.org	612-827-9272 Ext. 136 EMAIL ONLY	

19	Minnesota American Indian Center	Terry Cox	1530 E Franklin Ave Minneapolis, MN 55404 tcox@maicnet.org	612-879-1700 EMAIL ONLY	
20	Minnesota Broadcasters Association *** (see mailing list below)	Linda Lasere	3033 Excelsior Blvd. Minneapolis, MN 55416 Llasere@minnesotabroadcasters.com	612-926-8123	
21	MN Indian Women's Resource Center	S. Kincade	skincade@miwrc.org	EMAIL ONLY	•
22	MN Women's Consortium	JOB POSTINGS	info@mnwomen.org	EMAIL ONLY	
23	MN Works job bank	JOB POSTINGS	300 N. Robert St. St. Paul, MN 55101 www.minnesotaworks.net		
24	Nat'l Assoc. of Broadcast Journalism (NABJ)		http://www.nabj.org/	WEBSITE & Conference	
25	Non-CBS Employee Referral		Referral from person outside CBS; (i.e. Agent, former employee, etc.)		
26	Promaxbda – career center	JOB POSTINGS	http://jobtarget.com/r/jobs	WEBSITE ONLY	
27	Spots-N-Dots	Emily McKay	ads@spotsndots.com	1-888-884-2630 (x701)	
28	Station Website: WCCO.COM	Eric Henderson	90 South 11 <sup>th</sup> St. Minneapolis, MN 55403	3 612-339-4444	
29	St. Mary's University of Minnesota	R. Solberg	700 Terrace Heights Winona, MN 55987 rsolberg@smumn.edu  507-452-4430 EMAIL ONLY		
30	Three Sixty Journalism		Held at: St Thomas University	Conference	
31	University of Minnesota - Goldpass	JOB POSTINGS	https://www.myinterfase.com/goldpass/employer/home.aspx	WEBSITE ONLY	
32	University of St. Thomas Career Services + Annual Job Fair	JOB POSTINGS/ Job Fair	2115 Summit Ave., # 5020 St. Paul, MN 55105 https://stthomas- csm.symplicity.com/employers/  651-962-7871 WEBSITE / JOB FAIR		
33	University of St. Thomas Graduate Business Career Services + Annual Job Fair	Linda Sloan	lmsloan@stthomas.edu	EMAIL / JOB FAIR	
34	University of Wisconsin Madison – School of Journalism	:	http://journalism.wisc.edu/career-services/for-employers/	WEBSITE ONLY	
35	Talent Agent / Recruiter / Head Hunter	VARIES			1
36	Other (Undisclosed by applicant)	,			7

# TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD:

#### \*\*\*Minnesota Broadcasters Association Job Bank Mailing List\*\*\*

College/EEO/Private Schools

Brainco-The Minneapolis School of Advertising, Design, and Interactive Studies

Stations

Ability Building Center Academy College

KAAL Channel 6 KADU FM 90.1

Access

KAGE AM/FM, KHME, KWNO

AM/FM

AccessAbility

KARE Channel 11

Adult Client Training Service Adult Training & Habilitation Center KAKK, KBKK, KDKK, KPRM, KQKK, KSKK, KXKK

Alexandria Technical College

KAOD FM 106.7 KAUS AM/FM

Alliance of the Streets Alto Consulting and Training KARL, KARZ, KKCK, KMHL

American Council of the Blind of MN

KARP, KDUZ KASM, KDDG

American Indian OIC School of Business and Office Technology

KATE, KCPI **KBEM FM 88.5** 

Amputee Resource Foundation of America Anoka Ramsey Community College-Cambridge Anoka Ramsey Community College-Coon Rapids

KBAJ, KODS KAWE Channel 9/22

Anoka Technical College Argosy University-Twin Cities KBGY, WLKX KBEW AM/FM KBHW, KXBR KBHL FM 103.9

Augsburg College Auto Technical, Inc.

KBHP, KBUN, KKZY, KLLZ

Bemidji State University Benilde-St. Margaret's School Bethany Lutheran College

KBJR Channel 6 KBMW, KGWB KBMO, KSCR

Bethel College

KBMX, KKCB, KLDJ, WEBC

**Brown Institute** Building for Women Capella University

KBOT, KDLM KBPR, KNBJ, KCRB

Cardinal Stritch University

KBRF, KJJK AM/FM, KPRW, KZCR

KBRR/KVRR TV 15 **KBSB FM 89.7** KCHK, KRDS

Carlton College Carver County Workforce Center

> KCAJ FM 102.1 KCCD FM, KCCM FM

Cedar Valley Service Inc. Alpha Program

KCNN, KNOX AM/FM, KYCK,

Cedar Valley Services, Inc

**KZLT** 

Central Lakes College-Brainerd Central Lakes College-Staples Central MN Jobs & Training Services

KCFB, KTIG, WZFJ KCGN FM 101.5 KCUE, KLCH, KWNG KCLD FM 104.7

Century College

KQRS, KXXR, WGVX, WGVY,

Chippewa Enterprises, Inc. Choice Unlimited

**WGVZ** 

Clay County Supportive Training Service

KDAL AM/FM, KRBR, KTCO, KXTP, WDSM

College of St. Benedict St. Catherine University College of St. Scholastica Concordia College, Moorhead Concordia University, St. Paul

KDIO, KPHR KDHL, KQCL KDJS AM/FM

KCLH, KOYB

Crossroads College

KDMA, KKRC, KMGM

KDNI, KDNW

Crown College

Dakota County Technical College Dunwoody College of Technology

East Polk County DAC

East Range Developmental Achievement Center (DAC)

Equality-Pathways to Potential Federation of Somali Community

Fond du Lac Opportunities Industrialization Center

Fond du Lac Tribal & Community College

Globe University

Goodwill Industries Vocational Enterprises

Goodwill/Easter Seals Grant County D.A.C., Inc. Gustavus Adolphus College

Hamline University

Hennepin Technical College-Brooklyn Park Hennepin Technical College-Eden Prairie

Hibbing Community College

Hired

**Houston County Networks** Indian Family Services, Inc. Inroads/Minneapolis-St. Paul, Inc. Institute of Production and Recording Intercultural Mutual Assistance Association

Inver Hills Community College Itasca Community College

Itasca Developmental Achievement Center, Inc

Jeane Thorne inc Job Training Center Jobs Now Coalition Jobs Plus, Inc.

Kandi Works DAC, Inc Lake Superior College

Lao Assistance Center of MN Lao Family Community of MN Learning Strategies Corporation Life-Work Planning Center

Macalester College

Mahnomen County DAC

Mankato Rehabilitation Center, Inc. (MRCI)

Marantha Community College

Martin Luther College

McNally Smith College of Music

**MDI Commercial Services** Merrick Partners, Inc

Mesabi Range Community & Technical College--Eveleth Mesabi Range Community & Technical College--Virginia

Metro Work Center, Inc. Metropolitan State University Miami Ad School Minneapolis KDOG, KRRW, KTOE, KXAC

KDOM AM/FM

KDWB, KEEY, KFAN, KFXN, KJZI, KQQL, KTCZ

**KDWA AM 1460** KEYL, KXDL **KEEZ FM 99.1 KDXL FM 99.7** 

KFGI, KLIZ AM/FM, KVBR

KFAI FM 90.3 KEYC Channel 12 KFMC, KSUM KFIL AM/FM KFSI FM 92.9 **KGPZ FM 96.1** 

KFML, KLTF, WYRQ

KGHS, KSDM

KITN, KWOA AM/FM KGAC, KNGA, KNOW

KIKV FM 100.7 KJLY FM 104.5 **KJOE FM 106.1** 

KKCQ AM/FM, KKEQ

KKAQ, KKDQ KKBJ AM/FM, WBJI KKJM FM 92.9 KKIN AM/FM KKOJ, KRAQ **KKLN FM 94.1** KKSR FM 96.7

KKOK FM, KMRS FM KKMS, KYCR, WWTC

**KKWQ FM 92.5** KLCI, WQPM

KLBB, KLBP, WMNN KKWS, KNSP, KWAD KLCX, KOLM, KWWK

KLFD AM 1410

KLFN, KOLV, KQIC, KWLM

KLGR AM/FM KLKS 104.3 KLOL

KLQP FM 92.1 KLSE, KZSE

KLTA, KPFX, KQWB, KVOX

KLZZ, KMXK, KXSS, WJON, WWJO

KMFG, WMFG AM/FM, WNMT, WTBX, WUSZ KMFX, KNFX, KRCH, KWEB

KMFY, KOZY KMGK FM 107.1 **KMOJ FM 89.9** 

Minneapolis American Indian Center KMSP Channel 9 Minneapolis Business College KMSU, KMSK Minneapolis College of Art and Design KMWB Channel 23

Minneapolis Community & Technical College **KNOF FM 95.3** 

**KQAD** 

**KNSI AM 1450** 

KPXM Channel 41

KSRQ FM 90.1

KTIS AM/FM

KTCA/KTCI 16/17

Minnesota Public Radio Minnesota Resource Center

Minnesota School of Business-Richfield KNUJ FM 107.3 Minnesota School of Business-Brooklyn Center KNSR, KSJR

Minnesota State College- Southeast Technical-Red Wing KNUJ AM 860 Minnesota State College- Southeast Technical-Winona KNXR, KRPR

Minnesota State University--Mankato Minnesota State University, Moorhead

KOAL FM 89.5 Minnesota State Community and Technical College-Detroit Lakes **KQPR FM 96.1** Minnesota State Community and Technical College-Fergus Falls KQDS Channel 21 Minnesota State Community and Technical College-Moorhead **KQEG FM 102.7** Minnesota State Community and Technical College-Wadena KRBI AM/FM Minnesota West Community & Technical College-Canby KRBT, WEVE Minnesota West Community & Technical College-Granite Falls KRCQ FM 102.3 Minnesota West Community & Technical College-Jackson KRFO AM/FM Minnesota West Community & Technical College-Pipestone KRJB FM 106.3

Minnesota West Community & Technical College-Worthington **KRJM FM 101.5** MN Cooperation Officer KRLX FM 88.1 MN Diversified Industries KROC AM/FM, KYBA MN Teamsters Service Bureau KROX AM 1260 MN Vocational Association **KRSW FM 89.3** 

MW Persons and Associates Inc **KRWB AM 1410** National Federation of the Blind of MN **KRWC AM 1360** New Directions/Otter Tail-Wadena CAC, Inc **KRVY FM 97.3** Newgate Education and Research Center, Inc KSAX Channel 42 Normandale Community College-Bloomington KSMN Channel 20/15

North American Training Institute

KSTP FM North Central Career Development Center KSTP Channel 5/50

North Central University

North Hennepin Community College

Northland Community & Technical College-Thief river Falls Northland Community & Technical College - East Grand Forks

KTTB FM 96.3 Northwest Indian OIC, Inc. KTTC Channel 10/36 Northwest Technical College KUMD FM 103.3 Northwest Technical Institute **KUMM FM 89.7** 

Northwestern College KUOM AM/FM Oak Hills Christian College KFIL Oakland Area Learning Center KVSC FM 88.1

Occupational Development Center, Inc. KWCM Channel 10

**Opportunity Partners** KWOM AM Opportunity Services Inc. KXLP, KYSM AM/FM

Pine Habilitation and Supported Employment (PHASE) KXLT Channel 47

Pine Technical College KXRA AM/FM, KXRZ

Project SOAR of Northeastern MN, Inc. **KYMN AM 1080** Prosource Educational Services, Inc WCCO AM 830 Quality Career Services, Inc. WCCO Channel 4 Rainy River Community College Ramsey Action Programs, Inc.

Rasmussen College- Mankato Campus

Ridgewater College-Willmar Rise Habilitation Services

Riverland Community College-Albert Lea Rochester Community & Technical College

Rock County Developmental Achievement Center

Rural MN CEP

S. Central MN Electrical Industry Joint Apprenticeship & Training Trust Fund

Service Enterprises, Inc. SOAR Career Solutions

South Central Technical College-Faribault

South Central Technical College-North Mankato

Southwest MN Private Industry Council, Inc. - Marshall

Southwest MN Private Industry Council, Inc.-Montevideo

Southwest MN State University - Career Services

St. Cloud State University

St. Cloud Technical College-St Cloud

St. Mary's University of Minnesota

St. Olaf College

St. Paul College

Summit Academy OIC

**Summit Academy Opportunities** 

Todd County Developmental Achievement Center

Transition of the Twin Cities

TSE, Inc

Twin City Area Labor Management Council

United Cambodian Association of MN (UCAM)

University of Minnesota

University of St. Thomas

University of Wisconsin - River Falls

Upper Midwest American Indian Center

Vermillion Community College

Vietnamese Minnesotans Association

Vision Loss Resources

WACOSA

Walden University

West Nicollet & Brown Counties DAC

Winona County Development Achievement Center

Winona ORC Industries, Inc

Winona State University

Women in the Trades

Women in Transition

Women's Resource Center of Steele County

Working Opportunities for Women

WCMP AM/FM

WCTS AM 1030

WDGY, WMIN

WDIO Channel 10

WDSE TV Channel 8

WELY AM/FM

WEZU AM 1120

WFTC Channel 29

WBHR, WHMH, WVAL

WIRN, WIRR, WSCD

WKLK AM/FM, WMOZ

WLTE FM 102.9

**WMCN FM 91.7** 

WWJC AM 850

**WWWI AM 1270** 

KDIZ

**KSTP AM 1500** 

**KBEK** 

### 6 Hiree Recruitment Source Summary

Total # of Hirees Referred by Each Source: For the period 12/1/16-11/30/17, this Employment Unit hired 9 interviewees for full time job vacancies. These interviews were referred by the following Sources:

Recruitment Source	Number of Interviewees Referred
Station Website/CBS Career Site	4
CBS Internal Posting	
Direct Sourcing/CBS Recruitment	
Employee Referral	2
Station Job Board	
Arbita/Job Board	2
MN Job works	
Minnesota Broadcasters Association	
Univ. St Thomas Website/Job Fair	
NABJ Conference	
ThreeSixty Journalism Conference	
Other / Undisclosed	1

### Supplemental Recruitment Measures

#### (a) Job Fairs

Description of Recruitment Measures	Date	Personnel Involved (Name and Position)
Minneapolis National Career Fair, which we sponsored and attended, to recruit and interview potential candidates for a diverse workforce. This career fair had heavy emphasis on minorities and veterans seeking employment.	Nov 8, 2017	Kris Volkman- WCCO Controller

#### (b) Internships / Apprenticeships / Mentorships

Description of Recruitment Measures	Date	Personnel Involved (Name and Position)
Internship program for college credit. Ongoing paid internship programs which places interns in various departments within the station including News, Sports, Community Relations and Promotions/Graphics	Ongoing	Kris Volkman, WCCO Controller
Emma Bowen Foundation - this is a national program established locally. We have one mentee currently participating in the program and one past mentee who is currently working at WCCO in the Web department. This employee has been with WCCO since completing the Emma Bowen program in 2009.	Ongoing	Kris Volkman, WCCO Controller

### (c) Participation in Events

Description of Event	Date	Personnel Involved (Name and Position)
College to Career- U of M Panel— WCCO-TV Reporter, Kate Raddatz was a panelist on this discussion of what to expect after graduation with everything from job searching tips, interview advice, networking and what to expect from a first job. Kate spoke in relation to a career in journalism.	Mar. 5, 2017	Kate Raddatz, WCCO Reporter
Hill Murray's Career Day – Jennifer Mayerle addressed all sophomores at the career day at the Hill-Murray Field House. She spoke on the challenges and rewards of pursuing a career in Journalism.	Apr 11, 2017	Jennifer Mayerle, WCCO Reporter
Westwood Middle School – Rachel spoke to students about the importance of credible resources, confirming your facts, and the effects of digital footprints in regards to careers in Journalism.	Sept 21, 2017	Rachel Slavik, WCCO Reporter
ThreeSixty Journalism Fall News Team Session - Reg Chapman spoke to aspiring Journalists and members of ThreeSixty Journalism at the University of MN regarding careers in Journalism.	Oct 14, 2017	Reg Chapman, WCCO Reporter
Annual Society of Professional Journalist's Intern Night. 60 Journalism students had the opportunity to learn about journalism internships throughout the state, networked with media professionals and met fellow journalism students from local colleges. The panel discussion included professionals from WCCO, the Star Tribune, MPR, Southwest Journal and the Minneapolis-St. Paul Business Journal. Nina Moini represented WCCO.	Oct. 19, 2017	Matt Liddy, WCCO Executive Producer Maddie Bennet, WCCO Community Relations Specialist Kate Link, WCCO Community Relations Specialist Nina Moini WCCO Reporter
Three Sixty Journalism Great Minnesota Media Get- Together-University of St Thomas is Three Sixty's biggest event of the year and included recognition of recipients of annual awards. Emceed by Reg Chapman, WCCO Reporter.	Oct. 27, 2017	Reg Chapman, WCCO Reporter
University of MN Journalism Class Visit - Ali Lucia spoke to a class of Journalism majors about the path to becoming a journalist.	Oct 31, 2017	Ali Lucia – WCCO Anchor/Reporter
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 history and inner workings of the television station.	Year round	Community Relations Department

## (d) Training Management Personnel

Description of Training	Date	Personnel Involved
New Hire Orientation Meetings - EEO Policy Dissemination	Ongoing	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.
Wide Orbit Traffic System Training — Training was conducted by representatives from Wide Orbit and CBS who traveled to WCCO over the course of several months in addition to several online training webinars for the Sales and Finance Departments to learn the new CBS Traffic System implemented on May 26, 2017	April – June 2017	All Sales Managers All AE's and Sales Assistants All Finance Managers Controller General Manager
2017 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.	Ongoing. Updated	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.
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 "The 2016 CBS Business Conduct Statement", "CBS Privacy Principles", "The Americans with Disability Act (ADA)", "FMLA The Family and Medical Leave Act", "CBS Information Security Awareness", "Addressing & Preventing Sexual Harassment", "2016 Anti-Corruption".	Ongoing	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.
Diverse Professionals Development – webinar training on various subjects including Walking the D&I Talk: Helping Busy Leaders and Resistant Managers Implement Policy & Behave Inclusively Every Day, From Policy to Practice: Treating Transgender Employees the Way They Want to be Treated, Unpacking the Reasonable Accommodations Conversation: Achieving Win/Win Outcomes and Deepening the Conversation: Values in Practice in 21st Century D&I, all presented by The Forum on Workplace Inclusion at the University of St. Thomas.	Jan-Nov 2017	Kris Volkman
Finding Common Ground: Purposeful Practice Engaging in Bold, Inclusive Conversations. This event at the University of St. Thomas presented by The Winters Group, Inc., was a session on creating spaces for dialogue in our communities and organizations.	Aug 29, 2017	Kris Volkman