EEO PUBLIC FILE REPORT

This report covers full-time recruitment data for the period <u>December 1, 2020</u> to <u>November 30, 2021</u>.

1) Employment Unit: CBS BROADCASTING INC.

2) Unit Members (Stations and Communities of License): WCCO-TV Minneapolis, MN/ KCCW-TV/Walker, MN

3) EEO Contact for unit Member:

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

4) <u>List all Full-Time Job Vacancies (identified by Job Title) Filled by Each Station in the Employment Unit.</u>

Job Title	Job Recruitment Source Notified of Job Vacancy	Recruitment Source of Hiree
1. Reporter	1-24; 28-34; 36	CBS Career Site (7)
2. EP of Digital Media	1-24; 28-34; 36	Station Posting-Employee Referral (10)
3. Operations Manager	1-24; 28-34; 36	CBS Recruiter (9)
4. Chief Photographer	1-24; 28-34; 36	Station Posting-Employee Referral (10)
5. Reporter	1-24; 28-34; 36	CBS Career Site (7)
6. Producer	1-24; 28-34; 36	Social Site (4)
7. Producer	1-24; 28-34; 36	Station Posting-Employee Referral (10)
8. Reporter	1-23; 28-34; 36	Talent Agency-Napoli Mgmt Group (34)
9. Web Producer	1-23; 28-34; 36	Station Posting-Employee Referral (10)
10. Photographer	1-24; 28-34; 36	CBS Career Site (7)
11. Photographer	1-24; 28-34; 36	CBS Career Site (7)
12. Photographer	1-24; 28-34; 36	Station Posting-Employee Referral (10)
13. Digital Line Producer	1-24; 28-34; 36	CBS Recruiter (9)
14. Web Producer	1-24; 28-34; 36	Station Posting-Employee Referral (10)
15. Account Executive	1-24; 28-34; 36	Station Posting-Employee Referral (10)
16. Writer, Producer, Editor	1-24; 28-34; 36	Station Posting-Employee Referral (10)
17. Writer, Producer, Editor	1-24; 28-34; 36	Social Site (4)
18. Digital Coordinator	1-24; 28-34; 36	Job Board (4)

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	Job Board/Social Networking site (America's Job Exchange, Indeed, Google Base, LinkedIn, Monster, Jobs in Mpls, Glassdoor)	CBS			171
5	Bethel University	Will O'Brien	3900 Bethel Drive St Paul, MN 55112 w-obrien@bethel.edu	EMAIL ONLY	
6	Brown College Television & Digital Photography Career Services	Karla Swanson	1440 Northland Dr. Mendota Heights, MN 55120 EMAIL ONLY kswanson@browncollege.edu	651-905-3465	
7	CBS Career Site	CBS Corporation	Brassring.com https://sjobs.brassring.com/1033/ ASP/TG/cim_home.asp?partnerid =25084&siteid=5129	WEBSITE	124
8	College of St. Catherine		2004 Randolph Ave St Paul, MN 55105 askcareer@stkate.edu	651-690-6000 EMAIL ONLY	
9	Direct Sourcing – contacted by CBS Recruiter/Staff	VARIES			15
10	Station Postings -Employee Referral	VARIES	90 South 11 th Street, Mpls., MN 55403		46
11	Employment Action Center-Resource, Inc.	Heather Grab	hgrab@resource-mn.org	EMAIL ONLY	
12	Hmong Television (NEWS ONLY)	Mitch Lee	mitchlee@comcast.net	EMAIL ONLY	
13	Internal Posting	CBS TV Stations	Bulletin Board		
14	Jewish Vocational Services – Job Postings	Janet Flam	jflam@jfcsmpls.org	EMAIL ONLY	
15	Macalester College	JOB POSTINGS	1600 Grand Ave St Paul, MN 55105 https://macalester- csm.symplicity.com/employers/	651-696-6000	
16	Metropolitan State University	Ruth Bier	700 E. 7 th St. St. Paul, MN 55106 Career.services@metrostate.edu	651-793-1200 EMAIL ONLY	
17	Minneapolis Urban League	Shawn Lewis Tabota Seyon	2000 Plymouth Ave. N. Minneapolis, MN 55411 slewis@mul.org	612-827-9272 Ext. 136 EMAIL ONLY	

			tseyon@mul.org		
18	Minnesota American Indian Center	Terry Cox	1530 E Franklin Ave Minneapolis, MN 55404 tcox@maicnet.org	612-879-1700 EMAIL ONLY	
19	Minnesota Broadcasters Association *** (see mailing list below)	Linda Lasere	3033 Excelsior Blvd. Minneapolis, MN 55416 Llasere@minnesotabroadcasters.com	612-926-8123	
20	MN Indian Women's Resource Center	S. Kincade	skincade@miwrc.org	EMAIL ONLY	
21	MN Women's Consortium	JOB POSTINGS	info@mnwomen.org	EMAIL ONLY	
22	MN Works job bank	JOB POSTINGS	300 N. Robert St. St. Paul, MN 55101 www.minnesotaworks.net		
23	Nat'l Assoc. of Broadcast Journalism (NABJ)		http://www.nabj.org/	WEBSITE & Conference	
24	Non-CBS Employee Referral		Referral from person outside CBS; (i.e. Agent, former employee, etc.)		
25	PromaxBDA – career center	JOB POSTINGS	http://jobtarget.com/r/jobs	WEBSITE ONLY	
26	Spots-N-Dots	Emily McKay	ads@spotsndots.com	1-888-884-2630 (x701)	
27	Station Website: WCCO.COM	Eric Henderson	90 South 11 th St. Minneapolis, MN 55403	612-339-4444	
28	St. Mary's University of Minnesota	R. Solberg	700 Terrace Heights Winona, MN 55987 rsolberg@smumn.edu	507-452-4430 EMAIL ONLY	
29	Three Sixty Journalism		Held at: St Thomas University	Conference	
30	University of Minnesota – Goldpass	JOB POSTINGS	https://www.myinterfase.com/gol dpass/employer/home.aspx	WEBSITE ONLY	
31	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	
32	University of St. Thomas Graduate Business Career Services + Annual Job Fair	Linda Sloan	Imsloan@stthomas.edu	EMAIL / JOB FAIR	
33	University of Wisconsin Madison – School of Journalism		http://journalism.wisc.edu/career- services/for-employers/	WEBSITE ONLY	
34	Talent Agent / Recruiter / Head Hunter	VARIES			1
35	Other (Undisclosed by applicant)				54

TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD:

411

KARP, KDUZ

KASM, KDDG

KBAJ, KODS

KBGY, WLKX

KAWE Channel 9/22

Minnesota Broadcasters Association Job Bank Mailing List

College/EEO/Private Schools Stations

Ability Building Center KAAL Channel 6 Academy College KADU FM 90.1

KAGE AM/FM, KHME, KWNO

Access AM/FM

AccessAbility KARE Channel 11

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

Adult Training & Habilitation Center **KAOD FM 106.7** Alexandria Technical College KAUS AM/FM

Alliance of the Streets KARL, KARZ, KKCK, KMHL

Alto Consulting and Training American Council of the Blind of MN 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 Anoka Technical College

Argosy University-Twin Cities KBEW AM/FM Augsburg College KBHW, KXBR Auto Technical, Inc. **KBHL FM 103.9**

Bemidji State University KBHP, KBUN, KKZY, KLLZ

Benilde-St. Margaret's School KBJR Channel 6 Bethany Lutheran College KBMW, KGWB Bethel College KBMO, KSCR

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

Studies KBMX, KKCB, KLDJ, WEBC **Brown Institute** KBOT, KDLM

Building for Women KBPR, KNBJ, KCRB Capella University

KBRF, KJJK AM/FM, KPRW, KZCR

Cardinal Stritch University KBRR/KVRR TV 15 Carlton College **KBSB FM 89.7** Carver County Workforce Center KCHK, KRDS

Cedar Valley Service Inc. Alpha Program KCAJ FM 102.1

Cedar Valley Services, Inc KCCD FM, KCCM FM

KCNN, KNOX AM/FM, KYCK, Central Lakes College-Brainerd **KZLT**

Central Lakes College-Staples KCFB, KTIG, WZFJ Central MN Jobs & Training Services KCGN FM 101.5 Century College KCUE, KLCH, KWNG

Chippewa Enterprises, Inc. KCLD FM 104.7

Choice Unlimited KCLH, KQYB

KQRS, KXXR, WGVX, WGVY, Clay County Supportive Training Service WGVZ

College of St. Benedict KDAL AM/FM, KRBR, KTCO, KXTP, WDSM

St. Catherine University KDIO, KPHR College of St. Scholastica KDHL, KQCL Concordia College, Moorhead KDJS AM/FM

Concordia University, St. Paul KDMA, KKRC, KMGM

Crossroads College KDNI, KDNW

Crown College KDOG, KRRW, KTOE, KXAC 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 Minneapolis American Indian Center 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, WYRO

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, WOPM

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

KLFD AM 1410

KLFN, KOLV, KQIC, KWLM

KLGR AM/FM KLKS 104.3 KLQL

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** 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

Minnesota Public Radio KQAD

Minnesota Resource Center

Minnesota School of Business-Richfield

Minnesota School of Business-Brooklyn Center

KNSI AM 1450

KNUJ FM 107.3

KNSR, KSJR

Minnesota State College- Southeast Technical-Red Wing
Minnesota State College- Southeast Technical-Winona
KNXR, KRPR
Minnesota State University--Mankato
KPXM Channel 41

Minnesota State University--Mankato Minnesota State University, Moorhead

KQAL FM 89.5 Minnesota State Community and Technical College-Detroit Lakes **KQPR FM 96.1** Minnesota State Community and Technical College-Fergus Falls **KODS Channel 21** Minnesota State Community and Technical College-Moorhead **KOEG 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

KSMN Channel 20/15

KSRO FM 90.1

KTIS AM/FM

KTCA/KTCI 16/17

Normandale Community College-Bloomington KSMN Ch 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

Northland Community & Technical College – East Grand Forks

Northwest Indian OIC, Inc.

Northwest Technical College

KUMD FM 103.3

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.

Rainy River Community College

Ramsey Action Programs, Inc.

WCCO Channel 4

WCMP AM/FM

WCTS AM 1030

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

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) Supplemental Recruitment Measures

(a) Job Fairs

Description of Recruitment Measures	Date	Personnel Involved
		(Name and Position)
NABJ/NAHJ Conference – Virtual conference over three days included News Director, Kari Patey, recruiting on behalf of WCCO TV and the CBS Stations Group and the CBS Office of Professional Development. Kari talked with conference attendees who were at various stages of their careers including News Anchors, Reporters and a News Manager. She coached newcomers on how best to jump into	Aug. 18-21, 2021	Kari Patey, News Director
the industry. She also critiqued reporter and anchor reels.		

(b) Internships / Apprenticeships / Mentorships

Description of Recruitment Measures	Date	Personnel Involved
		(Name and Position)

(c) Participation in Events

Description of Event	Date	Personnel Involved (Name and Position)
University of Illinois – Lisa Meadows presented on broadcast meteorology and how it relates to science and weather and what a Meteorologist does.	Dec. 2, 2020	Lisa Meadows, Meteorologist
Como Park Elementary – Jason spoke with students about working in television broadcasting and what it means to report the news.	Jan. 20, 2021	Jason DeRusha, Anchor
University of Minnesota – Newscast Producing class students had a virtual tour of the newsroom, control room and studio and had great questions and conversations about news today.	Feb 5, 2021	Shayla Reaves, Anchor/Reporter
University of Iowa – Virtual Panel – Caroline participated in a panel discussion for Communications & Journalism students on TV, Radio and Newspaper today and in the future.	Mar. 26, 2021	Caroline Cummings, Reporter
Young Women's Leadership Program – Esme was a panelist at this meeting of young women in 9 th to 12 th grade including roundtable discussion about their fields and sharing insights, guidance and stories about their professional careers.	July 8, 2021	Esme Murphy, Anchor/Reporter

(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.
ViacomCBS Corporation Web-Based training modules distributed to all supervisors and managers.	Ann Ouellette, VP/GM Josh Deans, Sales Mgr. Scott Riley, Dir of Sales Kris Volkman Controller Tyrone Folliard- Olson, HR Mgr. Casey Kespohl C.S. Dir. Liza Goncharova, Art Dir. Matt Liddy, Ops Mgr. Gary Kroger, Dir. Broadcast Operations Sean Skinner, Chief Engineer, Scott Wooldridge, Promotions Mgr. All WCCO-TV Employees	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.
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.
WCCO-TV, Team Dynamics DEI Training Team Dynamics provides racial equity centered leadership development and organizational culture change work in an effort to further intercultural capacity building, focusing on the inequities that impact People of Color, women, and LGBTQ+ people.	Ongoing Ann Ouellette, VP/GM Josh Deans, Sales Mgr. Scott Riley, Dir of Sales Kris Volkman Controller Tyrone Folliard- Olson, HR Mgr. Casey Kespohl C.S. Dir. Liza Goncharova, Art Dir. Matt Liddy, Ops Mgr.	Virtual training programs that include inquiry of the company's current intercultural capacity that determines future necessary work, as well as training plus capacity building through such company-wide sessions as Capacity Concepts, Identity + Bias, Power + Adaption, Constructions of Race + Racism, and Gender +Sexism.

	Gary Kroger, Dir. Broadcast Operations Sean Skinner, Chief Engineer, Scott Wooldridge, Promotions Mgr. John Daenzer, EP of Digital Media All WCCO-TV Employees	
ViacomCBS Inclusion Week 2021 Opportunities for all employees to engage in informative, interactive session with authors, activists, influencers, scholars, ViacomCBS leaders, and many others who are on the leading edge of diversity, equity and inclusion.	Oct 25-29, 2021	Virtual training programs that include inquiry of the company's current intercultural capacity that determines future necessary work, as well as training plus capacity building through such company-wide sessions as Capacity Concepts, Identity + Bias, Power + Adaption, Constructions of Race + Racism, and Gender +Sexism.