

EEO PUBLIC FILE REPORT

This report covers full-time recruitment data for the period December 1, 2019 to November 30, 2020.

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 Minneapolis, MN 55403	Telephone Number: 612-339-4444
	Contact Person: Kristine Volkman
	Email Address: kvolkman@wcco.cbs.com

4) 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. Assignment Editor	1-24; 28-34; 36	CBS Career Site (8)
2. Assoc. Digital Line Producer	1-24; 28-34; 36	CBS Career Site (8)
3. Assoc. Digital Line Producer	1-24; 28-34; 36	CBS Career Site (8)
4. Photojournalist	1-24; 28-34; 36	CBS Career Site (8)
5. Digital Line Producer	1-24; 28-34; 36	Other (36)
6. Photojournalist	1-24; 28-34; 36	Employee Referral (11)
7. Anchor Weather	1-24; 28-34; 36	Employee Referral (11)
8. Art Director	1-23; 26; 28-34; 36	Other (36)
9. Graphic Artist	1-23; 26; 28-34; 36	Employee Referral (11)
10. Producer	1-24; 28-34; 36	Job Board/Social Media (4)
11. Studio Supervisor	1-24; 28-34; 36	Employee Referral (11)
12. Reporter	1-24; 28-34; 36	CBS Career Site (8)
13. Operations Technician	1-24; 28-34; 36	Employee Referral (11)
14. Web Producer	1-24; 28-34; 36	Employee Referral (11)

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	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	14
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			
11	Employee Referral	VARIES			11
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		
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 th 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	S. Kincade	skincade@miwrc.org	EMAIL ONLY	

	Resource Center				
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		2
24	Nat'l Assoc. of Broadcast Journalism (NABJ)		http://www.nabj.org/	WEBSITE & Conference	7
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 th St. Minneapolis, MN 55403	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	VARIABLES			
36	Other (Undisclosed by applicant)				14

TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD:

54

*****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	KARP, KDUZ
American Council of the Blind of MN	KASM, KDDG
American Indian OIC School of Business and Office Technology	KATE, KCPI
Amputee Resource Foundation of America	KBEM FM 88.5
Anoka Ramsey Community College-Cambridge	KBAJ, KQDS
Anoka Ramsey Community College-Coon Rapids	KAWE Channel 9/22
Anoka Technical College	KBGY, WLKX
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, KJK 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,
	KZLT
Central Lakes College-Brainerd	KCFB, KTIG, WZFI
Central Lakes College-Staples	KCGN FM 101.5
Central MN Jobs & Training Services	KCUE, KLCH, KWNG
Century College	KCLD FM 104.7
Chippewa Enterprises, Inc.	KCLH, KQYB
Choice Unlimited	KQRS, KXXR, WGVX, WGVY,
	WGVZ
Clay County Supportive Training Service	KDAL AM/FM, KRBR, KTCO, KXTP, WDSM
College of St. Benedict	KDIO, KPHR
St. Catherine University	KDHL, KQCL
College of St. Scholastica	KDJS AM/FM
Concordia College, Moorhead	KDMA, KKRC, KMGM
Concordia University, St. Paul	KDNI, KDNW
Crossroads College	KDOG, KRRW, KTOE, KXAC
Crown College	KDOM AM/FM
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
 Mahnommen 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
 Minneapolis Business College

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
 KLQL
 KLQP FM 92.1
 KLSE, KZSE
 KLTA, KPFX, KQWB, KVOX
 KLZZ, KMXX, KXSS, WJON, WWJO
 KMFG, WMFG AM/FM, WNMT,
 WTBX, WUSZ
 KMFY, KNFX, KRCH, KWEB
 KMFY, KOZY
 KMGK FM 107.1
 KMOJ FM 89.9
 KMSP Channel 9
 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	KNSI AM 1450
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	KPXM Channel 41
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	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	KSRQ FM 90.1
North Hennepin Community College	KTCA/KTCI 16/17
Northland Community & Technical College-Thief river Falls	KTIS AM/FM
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	WCMP AM/FM
Ramsey Action Programs, Inc.	WCTS AM 1030
Rasmussen College- Mankato Campus	WDGY, WMIN

Ridgewater College-Willmar	WDIO Channel 10
Rise Habilitation Services	WDSE TV Channel 8
Riverland Community College-Albert Lea	WELY AM/FM
Rochester Community & Technical College	WEZU AM 1120
Rock County Developmental Achievement Center	WFTC Channel 29
Rural MN CEP	WBHR, WHMH, WVAL
S. Central MN Electrical Industry Joint Apprenticeship & Training Trust Fund	WIRN, WIRR, WSCD
Service Enterprises, Inc.	WKLK AM/FM, WMOZ
SOAR Career Solutions	WLTE FM 102.9
South Central Technical College-Faribault	WMCN FM 91.7
South Central Technical College-North Mankato	WWJC AM 850
Southwest MN Private Industry Council, Inc. - Marshall	WWWI AM 1270
Southwest MN Private Industry Council, Inc.-Montevideo	KDIZ
Southwest MN State University - Career Services	KSTP AM 1500
St. Cloud State University	KBK
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	

6) Hiree Recruitment Source Summary

Total # of Hirees Referred by Each Source: For the period 12/1/19-11/30/20, this Employment Unit hired 40 interviewees for full time job vacancies. These interviews were referred by the following Sources:

<u>Recruitment Source</u>	<u>Number of Interviewees Referred</u>
Station Website/CBS Career Site	5
CBS Internal Posting	
Direct Sourcing/CBS Recruitment	
Employee Referral	6
Station Job Board	
Job Board/Networking Site	1
MN Job works	
Minnesota Broadcasters Association	
Univ. St Thomas Website/Job Fair	
NABJ Conference	
ThreeSixty Journalism Conference	
Talent Agent/ Head Hunter	
Other / Undisclosed	2

7) 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. She spoke with conference attendees who were at various stages of their careers. She also coached newcomers on how best to jump into the industry, transitioning to new positions and critiqued reporter and anchor reels.	Aug. 7-9, 2020	Kari Patey, News Director

(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
CBS News Apprentice Program – Ongoing program to mentor News Apprentices with the hope of hiring upon completion of the six month program. The latest Apprentice was hired in a full time position in September 2020	Ongoing	Kari Patey – WCCO News Director

(c) Participation in Events

Description of Event	Date	Personnel Involved (Name and Position)
Rosemount Elementary – Lisa Meadows presented meteorology and how it relates to science and weather and what a Meteorologist does.	Dec. 3, 2019	Lisa Meadows, Meteorologist
Stillwater High School – Patrick Kessler spoke to the high school newspaper editors to talk about what it is like working in TV, news today and encouraged students to keep asking questions.	Jan. 15, 2020	Patrick Kessler, Political Reporter
Scout Troop Tours – Two Scout Troops toured the station in order to complete their Journalism Merit Badges.	Jan. 27, 2020	Tracy Perlman, Executive Producer Joel Thurston, Photojournalist
University of Minnesota – Newscast Producing class students toured the station, watched the 9am news from the control room and studio and had great conversations with the show Producers and technical Directors following the show.	Jan. 31, 2020	Kate Link, Communications & Marketing Manager Aaron Beckman, Producer Matt Liddy, Production Manager
Wayzata High School – Honors Mentor Connection Class, helps students seek out and find mentors in a field of their interest. Jason DeRusha was guest speaker and talked about the role of media in society.	Feb. 5, 2020	Jason DeRusha, AM Anchor
Blaine High School – Journalism students came to the station for a tour and Q&A session.	Feb. 18, 2020	Kate Link, Communications & Marketing Manager
College of St. Benedicts & St. Johns Universities – Communications & Journalism teachers and students came for station tour, newscast viewing and Q&A session.	Feb. 21, 2020	Kate Link, Communications & Marketing Manager
International Webinar on Journalism – News Director, Kari Patey, talked to students about how media is evolving and forcing new journalists to be more versatile and think 360 to satisfy all platforms. The students asked how to build trust amid fake news and the need to understand and verify content. The session also included a 30-minute Q&A.	Feb. 26, 2020	Kari Patey, News Director
University of Minnesota – Kim Jonson participated in a panel of communications and media professionals giving tips to students	Feb. 27, 2020	Kim Johnson, AM Anchor

Oxbow Creek Elementary – Lisa Meadows spoke to STEM students & their parents to share her passion for STEM and meteorology.	Mar. 10, 2020	Lisa Meadows, Meteorologist
University of St. Thomas Three-Sixty Camp – Photojournalist, Dymanh Chhoun, worked hands-on with students on photo essays. News Director, Kari Patey offered feedback to the students on their photo essays.	Aug. 7, 2020	Kari Patey, News Director Dymanh Chhoun, Photojournalist

(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.
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.”	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.