

EEO PUBLIC FILE REPORT

This report covers full-time recruitment data for the period 12/1/08 to 11/30/09.

- 1) **Employment Unit: CBS BROADCASTING INC.**
- 2) **Unit Members (Stations and Communities of License): WCCO-TV Minneapolis/KCCO-TV/Alexandria/KCCW-TV/Walker, MN**
- 3) **EEO Contact Information for Unit Member:**

Mailing Address: 90 South 11 th Street Minneapolis, MN 55403	Telephone Number: 612-339-4444
	Contact Person: Ann Ouellette
	E-Mail Address: arouellette@wcco.com

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

1. **Executive Producer – News**
2. **New Business Development Manager**
3. **Weekend Anchor**
4. **Local Sales Manager**
5. **News Producer**
6. **Reporter**
7. **Producer**
8. **Writer/Producer**
9. **Account Executive**
10. **Account Executive**
11. **Reporter**
12. **Writer/Producer**
13. **Internet Content Designer**
14. **Web Producer**

**5) Job Title: Executive Producer Recruitment Source(s) of Hiree: Station Job Board
Vacancy # 1**

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
American Women in Radio & TV	Catherine Flaherty	Catherine.flaherty@arbitron.com	EMAIL ONLY	No
Minneapolis Urban League	Sue Johnson	2000 Plymouth Ave. N., Minneapolis, MN 55411	612-302-3111	Yes
National Association of Hispanic Journalists	Marco Botero	1000 National Press Bldg., Washington, DC 20045	202-662-7147	No
Native American Public Broadcasting Consortium	Lynn Warren	Box 83111 Lincoln, NE 68501	402-475-3522	No
Minnesota Broadcasters Association	Linda Lasare	3033 Excelsior Blvd., Minneapolis, MN 55416	612-926-8123	No
Rehabilitation Consultant	Duyane Helle	Dhelle@mail.ihnt racorp.com	952-440-2068	Yes
Hmong Television	Kev Koom Siab	Kevkoomsiab@aol.com	EMAIL ONLY	Yes
Rehabilitation Counselors, Inc.	Sherry Derus	Sderus@mn.rr.com	952-935-7345	
Burnsville/Eagan Community Television	Rayford Davis	Rayford.davis@ci.burnsville.mn.us	EMAIL ONLY	Yes
Brown College TV & Digital Photography Career Services	Amber Luckie	1440 Northland Drive, Mendota Heights, MN 55120	651-905-3400	Yes
WCCO.COM	Toby Collodora	90 S. 11 th Street, Mpls, MN 55403	612-339-4444	N/A
CBS TV Stations Employment Site	Barb Tveit		Applicant Tracking System	N/A

5) Job Title: New Business Development Mgr. Recruitment Source(s) of Hiree: Station Job Board Vacancy # 2

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 South 11 th St., Minneapolis, MN 55403	612-339-4444	N/A
Job Bank	Jim Korkki	390 N. Robert St., St. Paul, MN 55101	651-296-8400	No
American Women in Radio & Television	Catherine Flaherty	Catherine.flaherty@arbitron.com	EMAIL ONLY	No
Metropolitan State University	Carol Lowe	700 E. 7 th St., St. Paul, MN 55106	651-793-1200	No
Minneapolis Urban League	Sue Johnson	2000 Plymouth Ave. N., Minneapolis, MN 55411	612-302-3111	Yes
University of St. Thomas	Ginny Nelson Career Services	2115 Summit Ave., # 5020, St. Paul, MN 55105	651-962-6761	No
Minneosta Broadcasters Association	Linda Lasere	3033 Excelsior Blvd., Minneapolis, MN 55416	612-926-8123	No
Rehabilitation Consultant	Duane Helle	Dhelle@mail.intra corp.com	952-440-2068	Yes
Burnsville/ Eagan Community Television	Rayford Davis	Rayford.davis@ci.burnsville.mn.usq	EMAIL ONLY	Yes
University of St. Thomas Graduate Business Career Services	Sue Moyer	THM 251 1000 LaSalle Ave., Minneapolis, MN 55403	EMAIL ONLY	Yes

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
Brown College TV & Digital Photography Career Svcs	Amber Luckie	1440 Northland Drive, Mendota Heights, MN 55120	651-905-3465	Yes
CBS TV Stations Employment Site	Barb Tveit		Applicant Tracking System	N/A

**5) Job Title: Weekend Anchor Recruitment Source(s) of Hiree: Station Job Board
Vacancy #3**

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 S. 11 th St., Minneapolis, MN 55403	612-339-4444	N/A
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: Local Sales Manager Recruitment Source(s) of Hiree: Spots N Dots Website
Vacancy #4**

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
Job Bank	Jim Korkki	390 N. Robert St., 2 nd Floor, St. Paul, MN 55101	651-296-8400 EMAIL ONLY	No
American Women in Radio & Television	Catherine Flaherty	Catherine.flaherty@arbitron.com	EMAIL ONLY	No
Minneapolis Urban League	Sue Johnson	2000 Plymouth Ave. N., Minneapolis, MN 55411	612-302-3111	Yes
Minnesota Broadcasters Association	Linda Lasare	3033 Excelsior Blvd., Minneapolis, MN 55416	612-926-8123	No

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
Rehabilitation Consultant	Duane Helle	Dh3ll3@mail.intracorp.com PO Box 274, Savage, MN 55378	952-440-2068 EMAIL ONLY	Yes
Hmong Television	Kev Koom Siab	EMAIL ONLY	Kevkoomsiab@aol.com	Yes
Rehabilitation Counselors, Inc.	Sherry Derus	Sderus@mn.rr.com EMAIL ONLY	952-835-6345	Yes
Burnsville/Eagan Community Television	Rayford Davis	Rayford.davis@ci.burnsville.mn.us	EMAIL ONLY	Yes
Brown College TV & Digital Photography Career Services	Amber Luckie	1440 Northland Drive, Mendota Heights, MN 55120	651-905-3465	Yes
Spots N Dots.Com	N/A	www.spotsndots.com/joblistings.asp	EMAIL ONLY	No
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: News Producer
Vacancy #5**

Recruitment Source(s) of Hiree: Employee Referral

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 S. 11 th St., Minneapolis, MN 55403	612-339-4444	N/A
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: Reporter
Vacancy #6**

Recruitment Source(s) of Hiree: Outside Referral

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 S. 11 th Street, Minneapolis, MN 55403	612-339-4444	N/A
Brown College	Jay Soule	1440 Northland Drive, Mendota Heights, MN 55120	651-905-3400	No
Job Bank	Jim Korkki	390 N. Robert St., St. Paul, MN 55111	651-296-8400 www.mnworks.com EMAIL ONLY	No
National Association of Black Journalists	Maria Reeve Pioneer Press	345 Cedar, St. Paul, MN 55102	651-228-5562	No
American Women in Radio & Television	Catherine Flaherty	Catherine.flaherty@arbitron.com	EMAIL ONLY	No
Metropolitan State University Career Services	Carol Lowe	700 E. 7 th St., St. Paul, MN 55106	651-793-1200	No
Minneapolis Urban League	Sue Johnson	2000 Plymouth Ave. N., Minneapolis, MN 55411	612-302-3111	Yes
National Association of Hispanic Journalists	Marco Botero	1000 National Press Building, Washington, DC 20045	202-662-7147	No
University of St. Thomas Career Services	Ginny Nelson	2115 Summit Ave., Mail # 5020, St. Paul, MN 55105	651-962-6761	No
Native American Public Broadcasting Consortium	Lynn Warren	Box 83111 Lincoln, NE 68501	402-4762-3522	No
Minnesota Broadcasters Association	Linda Lasere	3033 Excelsior Blvd., Minneapolis, MN 55416	612-926-8123	No
Rehabilitation Consultant	Duane Helle	PO Box 274, Savage, MN 55378	952-440-2068	Yes

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
Rehabilitation Counselors, Inc.	Sherry Derus	Sderus@mn.rr.com EMAIL ONLY	952-935-7345	Yes
Burnsville/Eagan Community Television	Rayford Davis	EMAIL ONLY Rayford.davis@ci.burnsville.mn.us	EMAIL ONLY	Yes
Hmong Television	Kev Koom Siab	Kevkoomsiab@aol.com	EMAIL ONLY	Yes
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: Producer
Vacancy # 7**

Recruitment Source(s) of Hiree: Station Job Board

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 S. 11 th St., Minneapolis, MN 55403	612-339-4444	N/A
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: Writer/Producer
Vacancy # 8**

Recruitment Source(s) of Hiree: Station Website

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 S. 11 th St., Minneapolis, MN 55403	612-339-4444	N/A
Brown College	Jay Soule	1440 Northland Drive, Mendota Heights, MN 55120	651-905-3400	No
Job Bank	Jim Korkki	390 N. Robert St., St. Paul, MN 55101	651-296-8400 www.mnworks.com EMAIL ONLY	No
American Women in Radio & Television	Catherine Flaherty	Catherine.flaherty@arbotron.com	EMAIL ONLY	No
Metropolitan State University	Carol Lowe	700 E. 7 th St., St. Paul, MN 551056	651-793-1200	No

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
Minneapolis Urban League	Sue Johnson	2000 Plymouth Ave. N., Minneapolis, MN 55411	612-302-3111	Yes
University of St. Thomas Career Services	Ginny Nelson	2115 Summit Ave., Mail # 5020, St. Paul, MN 55105	651-962-6761	No
Minnesota Broadcasters Association	Linda Lasere	3033 Excelsior Blvd., Minneapolis, MN 55416	612-926-8123	No
Rehabilitation Consultant	Duane Helle	PO Box 275, Savage, MN 55378 EMAIL ONLY Dhelle@mail.intracorp.com	952-440-2068	Yes
Rehabilitation Counselors, Inc.	Sherry Derus	EMAIL ONLY Sderus@mn.rr.com	952-935-7345	Yes
Hmong Television	Kev Koom Siab	Kevkoomsiab@aol.com	EMAIL ONLY	Yes
Burnsville/Eagan Community Television	Rayford Davis	Rayford.davis@ci.burnsville.mn.us	EMAIL ONLY	Yes
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: Account Executive
Vacancy # 9**

Recruitment Source(s) of Hiree: Spots N Dots Website

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO-COM	Toby Collodora	90 S. 11 th St., Minneapolis, MN 55403	612-339-4444	N/A
Star Tribune	Aaron Taylor, Recruitment Specialist	Ataylor@startribune.com	612-673-7237	No
Spots N Dot.Com	N/A	Spotsndots.com/job listings.asp	EMAIL ONLY	No
Brown College Television & Digital Photography Career Services	Amber Luckie	1440 Northland Drive., Mendota Heights, MN 55120	651-905-3465	Yes
American Women in Radio & Television	Catherine Flaherty	Catherine.flaherty@arbitron.com	EMAIL ONLY	No
Minneapolis Urban League	Sue Johnson	2000 Plymouth Ave. N., Minneapolis, MN 55411	612-302-3111	Yes
Minnesota Broadcasters Association	Sarah Nelson	3033 Excelsior Blvd., Minneapolis, MN 55416	612-926-8123	No
Rehabilitation Consultant	Duane Helle	Dhelle@mail.intracorp.com PO Box 274, Savage, MN 55378	952-440-2068	Yes
Hmong Television	Kev Koom Siab	Kevkoomsiab@aol.com	EMAIL ONLY	Yes
Burnsville/Eagan Community Television	Rayford Davis	Rayford.davis@ci.burnsville.mn.us	EMAIL ONLY	Yes
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: Account Executive
Vacancy # 10**

Recruitment Source(s) of Hiree: Employee Referral

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 S. 11 th St., Minneapolis, MN 55403	612-339-4444	N/A
Linkedin.com	Job Postings	www.linkedin.com	EMAIL ONLY	NO
Brown College Television & Digital Photography Career Services	Amber Luckie	1440 Northland Drive., Mendota Heights, MN 55120	651-905-3465	Yes
American Women in Radio & Television	Catherine Flaherty	Catherine.flaherty@arbitron.com	EMAIL ONLY	No
Minneapolis Urban League	Sue Johnson	2000 Plymouth Ave. N., Minneapolis, MN 55411	612-302-3111	Yes
Minnesota Broadcasters Association	Sarah Nelson	3033 Excelsior Blvd., Minneapolis, MN 55416	612-926-8123	No
Rehabilitation Consultant	Duane Helle	Dhelle@mail.introcorp.com PO Box 274, Savage, MN 55378	952-440-2068	Yes
Hmong Television	Kev Koom Siab	Kevkoomsiab@aol.com	EMAIL ONLY	Yes
Burnsville/Eagan Community Television	Rayford Davis	Rayford.davis@ci.burnsville.mn.us	EMAIL ONLY	Yes
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: Reporter
Vacancy # 11**

Recruitment Source(s) of Hiree: Employee Referral

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 S. 11 th St., Minneapolis, MN 55403	612-339-4444	N/A
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: Writer/Producer
Vacancy # 12**

Recruitment Source(s) of Hiree: Station Website

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 S. 11 th St., Minneapolis, MN 55403	612-339-4444	N/A
Brown College	Jay Soule	1440 Northland Drive, Mendota Heights, MN 55120	651-905-3400	No
Job Bank	Jim Korkki	390 N. Robert St., St. Paul, MN 55101	651-296-8400 www.mnworks.com EMAIL ONLY	No
American Women in Radio & Television	Catherine Flaherty	Catherine.flaherty@arbotron.com	EMAIL ONLY	No
Metropolitan State Unviersity	Carol Lowe	700 E. 7 th St., St. Paul, MN 551056	651-793-1200	No
Minneapolis Urban League	Sue Johnson	2000 Plymouth Ave. N., Minneapolis, MN 55411	612-302-3111	Yes
University of St. Thomas Career Services	Ginny Nelson	2115 Summit Ave., Mail # 5020, St. Paul, MN 55105	651-962-6761	No
Minnesota Broadcasters Association	Linda Lasere	3033 Excelsior Blvd., Minneapolis, MN 55416	612-926-8123	No
Rehabilitation Consultant	Duane Helle	PO Box 275, Savage, MN 55378 EMAIL ONLY Dhelle@mail.intracorp.com	952-440-2068	Yes
Rehabilitation Colunselors, Inc.	Sherry Derus	EMAIL ONLY Sderus@mn.rr.com	952-935-7345	Yes
Hmong Television	Kev Koom Siab	Kevkoomsiab@aol.com	EMAIL ONLY	Yes
Burnsville/Eagan Community Television	Rayford Davis	Rayford.davis@ci.burnsville.mn.us	EMAIL ONLY	Yes
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: Internet Content Designer Recruitment Source(s) of Hiree: Self
Vacancy # 13**

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 S. 11 th St., Minneapolis, MN 55403	612-339-4444	N/A
Craig's List	www.craglists.com	www.craigslist.com	EMAIL ONLY	No
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

**5) Job Title: Web Producer Recruitment Source(s) of Hiree: Self
Vacancy # 14**

Recruitment Source Name	Contact Person	Address	Telephone Number	Did Recruitment Source Request Notification?
WCCO.COM	Toby Collodora	90 S. 11 th St., Minneapolis, MN 55404	612-339-4444	N/A
CBS TV Stations Employment Site	Barb Tveit	Applicant Tracking System		N/A

6) Hiree Recruitment Source Summary

<u>Name of Hiree</u>	<u>Name of Recruitment Source</u>
Executive Producer - News	Station Job Board
New Business Development Manager	Station Job Board
Weekend Anchor	Station Job Board
Local Sales Manager	Spots N Dots Website
News Producer	Employee Referral
Reporter	Outside Referral
Producer	Station Job Board
Writer/Producer	Station Website
Account Executive	Spots N Dots Website
Account Executive	Employee Referral
Reporter	Employee Referral
Writer/Producer	Station Website
Internet Content Designer	Self
Web Producer	Self

Total # of Interviewees Referred by Each Source: For the period 12/1/08-11/30/09, this Employment Unit interviewed 52 interviewees for full time job vacancies. These Interviewees were referred by the following Sources:

<u>Recruitment Source</u>	<u>Number of Interviewees Referred</u>
Employee Referral	5
Station Job Board	11
Spots N Dots Website	3
Outside Referral	3
Station Website	14
Self	5
Star Tribune	11

7) Supplemental Recruitment Measures

(a) Job Fairs

Description of Recruitment Measures	Date	Personnel Involved (Name and Position)
1. Media sponsor, Martin Luther King Jr., Holiday Diversity Job Fair	1/19/2009	Ann Ouellete, Controller, Susan Adams Loyd, General Manager, Toby Collodora, Web Producer

(b) Internship

Description of Recruitment Measures	Date	Personnel Involved (Name and Position)
1. Internship program for college credit. On-going internship program which places interns in all departments within the station including News, Marketing, Community Relations and Sales	Ongoing	Kiki Rosatti, Director of Communications and Content
2. Emma Bowen Foundation. National program established locally, specifically for American Indians. Hired 4 American Indian interns to work for scholarships and will continue as they complete college.	Ongoing	Kiki Rosatti, Director of Communications and Content

(c) Participation in Events

Description of Recruitment Measure	Date	Personnel Involved (Name and Position)
1. ThreeSixty Program. ThreeSixty is a youth journalism program based at the University of St. Thomas. It uses the tools and principles of journalism to help Minnesota youth, particularly minority youth, learn the basics of good reporting and strong writing and pursue careers in journalism.	Ongoing	Scott Libin, News Director is a member of its Board of Directors.
2. Mille Lacs Band of Ojibwe Indians Human Rights Conference	October 18, 2009	Don Shelby, Anchor was keynote speaker
3. Minneapolis Urban League Annual Meeting	April 18, 2009	Angela Davis, News Anchor was the emcee
4. Rise, Inc. is an organization which helps Minnesotans with disabilities and other barriers to employment.	April 19, 2009	Jason DeRusha, Reporter hosted their annual fundraiser.
5. Red Lake Indian Reservation annual Veterans Day event honors their 3-Star Warriors Society with a 21-gun salute.	November 12, 2009	Don Shelby, Anchor presided as host of the event.

(d) Training Management Personnel

Description of Recruitment Measure	Date	Describe
1. Sexual Harassment/Anti Discrimination for all new employees	Ongoing	Web based training
2. Preventing Harassment at CBS Corporation, Eye on Ethics for all employees	Ongoing	Ongoing