

**NELSON ENTERPRISES, INC.  
STATION EMPLOYMENT UNIT  
ANNUAL EEO PUBLIC FILE REPORT  
JULY 31, 2013**

**Annual EEO Public File Report**

This EEO Public File Report is filed in compliance with Section 73.2080©(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

WSPY-FM	Plano, IL
WSPY-AM	Geneva, IL
WSPY-TV-CA	Plano, IL
WSQR-AM	Sycamore, IL
WLBK-AM	DeKalb, IL
WCSJ-AM	Morris, IL
WCSJ-FM	Morris, IL
WJDK-FM	Seneca, IL

The information contained in the Report covers the time period beginning August 1, 2012 to and including July 31, 2013.

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the applicable period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080( c ) (1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number. This has been provided when available, otherwise we only supplied the information we used when we contacted the recruitment sources.
3. The recruitment source that referred the hiree for each full-time vacancy during the applicable period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080( c )(2) of the FCC rules.

For purposes of this report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

**Nelson Enterprises, Inc.  
Station Employment Unit  
Outreach Activities  
July 31, 2013**

**Through July 2013    Networking to inform business and professionals of career opportunities in Broadcasting (#11)**

**Employment Unit is a member of 5 Leads Groups. Most of the Leads Groups meet on a weekly basis with some meeting on a twice monthly basis.**

**The basic structure of all the groups consist of a 30 second intro and description of what is a good lead for that business. Each member must make a presentation about their business. The number of presentations per year vary with each group. Attendance and leads are recorded and there is a set criteria for each group as to what is required. Tips and referrals are also shared with members which many times consist of recruitment efforts. Each Leads Group is attended by a different staff member.**

**Nelson Enterprises, Inc.  
Station Employment Unit  
Outreach Activities  
July 31, 2013**

**Aug 29, 2012 – Present      Internship Program directed at students to acquire  
Skills for Broadcasting (5)**

WLBK has an ongoing Internship program with Northern Illinois University, Illinois Center for Broadcasting and Kishwaukee College. Students receive 'hands-on' experience in various aspects of radio for college credit and/or course credit. The participating schools post our internship availability on their websites and/or bulletins. Interns are exposed to basic station operations, i.e., equipment operation, programming, producing commercials, producing and hosting live radio programs.

**Nelson Enterprises, Inc.  
Station Employment Unit  
Outreach Activities  
July 31, 2013**

May 17, 2012 – Aug 16, 2012      Internship Program directed at students to acquire  
Skills for Broadcasting (5)

WLBK has an ongoing Internship program with Northern Illinois University, Illinois Center for Broadcasting and Kishwaukee College. Students receive 'hands-on' experience in various aspects of radio for college credit and/or course credit. The participating schools post our internship availability on their websites and/or bulletin-boards. Interns are exposed to basic station operations, i.e., equipment operation, programming, producing commercials, producing and hosting live radio programs.

**Nelson Enterprises, Inc.  
Station Employment Unit  
Outreach Activities  
July 31, 2013**

Through July 2013    Participating in job fairs by station personnel who have substantial responsibility for hiring decisions (#1)

Northern Illinois University Job Fair

Feb 20<sup>th</sup>2013    10 AM – 3 PM

Northern Illinois University  
NIU Convocation Center  
DeKalb, IL

Beth Pierre Vice President & General Manager, and Doug Nelson Vice President represented the Stations and received resumes for sales, office/clerical, talent and internships from attendees, distributed employment applications and discussed employment opportunities at the Stations.

**Nelson Enterprises, Inc.  
Station Employment Unit  
Outreach Activities  
July 31, 2013**

Through July 2013    Participating in job fairs by station personnel who have substantial responsibility for hiring decisions (#1)

Spring Job Internship Fair

April 12, 2013 9:30 AM – 1:30 PM

Waubonsee Community College  
Sugar Grove Campus  
Sugar Grove, IL

This event is a collaborative effort sponsored by the Illinois Department of Employment Security, Illinois Work Net Center, Kane County Department of Employment & Education, and River Valley Workforce Investment Board and Waubonsee Community College. Nelson Enterprises, Inc. participated and took applications and conducted on-site interviews.

Beth Pierre, General Manager and Jennifer Beckman, Treasurer, represented the Stations and received resumes for sales, office/clerical, talent and internships from attendees and discussed employment opportunity at the Stations.

**Nelson Enterprises, Inc.  
Station Employment Unit  
Outreach Activities  
July 31, 2013**

Through July 2013    Participating in job fairs by station personnel who have substantial responsibility for hiring decisions (#1)

Kendall County Job and Resource Fair

June 7, 2013 9:30 AM – 1:30 PM

Waubonsee Community College  
Plano Campus  
Plano, IL

This event is a collaborative effort sponsored by the Village of Oswego, MEDC, Kendall County Economic Development Corporation, City of Sandwich, Yorkville Economic Development Corporation, Kendall County Health Department, Plano Economic and Development Corporation, and Waubonsee Community College Nelson Enterprises, Inc. participated and took applications and conducted on-site interviews.

Doug Nelson, Vice President, and Jennifer Beckman, Treasurer, represented the Stations and received resumes for sales, office/clerical, talent and internships from attendees and discussed employment opportunity at the Stations.

**Nelson Enterprises, Inc.  
Station Employment Unit  
Outreach Activities  
July 31, 2013**

Through July 2013

**Sandwich Special Needs Students Tour of Radio  
and TV studios (#11)**

January 24 2013

7 Students and their teachers toured the WSPY Radio and TV studios.

The visitors toured the station and observed and learned about our TV and radio production, how we gather and broadcast local information, weather, and news to the community and got to see where the programs they listen to on the radio come from.

Visitors get a demonstration of how the microphone and equipment can change their voices. Also discussed is the studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community broadcast career opportunities.

**Nelson Enterprises, Inc.  
Station Employment Unit  
Outreach Activities  
July 31, 2013**

Through July 2013

Hinckley Scouts Tour of Radio and TV studios (#11)

January 25 2013

Scouts and adults toured the WSPY Radio and TV studios.

The visitors toured the station and observed and learned about our TV and radio production, how we gather and broadcast local information, weather, and news to the community and got to see where the programs they listen to on the radio come from.

Visitors get a demonstration of how the microphone and equipment can change their voices. Also discussed is the studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community broadcast career opportunities.

**Nelson Enterprises, Inc.  
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Feb 12, 2013

**Local Students Tour Radio & TV Stations (#11)**

Four students from Kaneland High School for Skills USA were interviewed on air about their efforts to teach computer skills to underprivileged students. The students participated in an after school program in Kaneland Middle School to teach computer science workshops. They also talked about their plans to bring the same workshops to rural Missouri students during their spring break in March.

The students received a tour of our station and a description of our efforts to help community organizations through our public affairs broadcasting. They were shown our equipment and informed about careers available in broadcasting.

**Nelson Enterprises, Inc.  
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Through July 2013                      Yorkville Scouts Tour of Radio and TV studios (#11)

February 15 2013

7 Scouts and adults toured the WSPY Radio and TV studios.

The visitors toured the station and observed and learned about our TV and radio production, how we gather and broadcast local information, weather, and news to the community and got to see where the programs they listen to on the radio come from.

Visitors get a demonstration of how the microphone and equipment can change their voices. Also discussed is the studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community broadcast career opportunities.

**Nelson Enterprises, Inc.  
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Feb 18, 2013

Local Students Tour Radio & TV Stations (#11)

Two FFA members from Newark High School FFA chapter were interviewed on air regarding national FFA Week, their agriculture education and leadership and community service efforts. The students received a tour of WSPY and learned about radio and TV broadcast during their visit to our station. They were shown our equipment and informed about careers available in broadcasting.

**Nelson Enterprises, Inc.  
Station Employment Unit  
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July 31, 2013**

Through July 2013

Sugar Grove Scouts Tour of Radio and TV studios (#11)

March 15 2013

7-10 Scouts and adults toured the WSPY Radio and TV studios.

The visitors toured the station and observed and learned about our TV and radio production, how we gather and broadcast local information, weather, and news to the community and got to see where the programs they listen to on the radio come from.

Visitors get a demonstration of how the microphone and equipment can change their voices. Also discussed is the studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community broadcast career opportunities.

**Nelson Enterprises, Inc.  
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Through July 2013                      Scouts Tour of Radio and TV studios (#11)

March 8 2013

15 Scouts and adults toured the WSPY Radio and TV studios.

The visitors toured the station and observed and learned about our TV and radio production, how we gather and broadcast local information, weather, and news to the community and got to see where the programs they listen to on the radio come from.

Visitors get a demonstration of how the microphone and equipment can change their voices. Also discussed is the studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community broadcast career opportunities.

**Nelson Enterprises, Inc.  
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Feb 28, 2013

Tour Radio & TV Stations (#11)

Autistic teenager who has a passion for listening to radio and wanted to see firsthand the nuts and bolts of how radio works received a tour of the radio and tv facilities. His father asked if the stations ever cover awareness campaigns for things such as Autism and was assured that we have, over the years, done such Public Affairs programs with the likes of Easter Seals, and the Autism National campaign with local representatives.

**Nelson Enterprises, Inc.  
Station Employment Unit  
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Through July 2013                      Rural King 4-H Tour of Radio and TV studios (#11)

March 15 2013

10 4-H and adults toured the WSPY Radio and TV studios.

The visitors toured the station and observed and learned about our TV and radio production, how we gather and broadcast local information, weather, and news to the community and got to see where the programs they listen to on the radio come from. Visitors get a demonstration of how the microphone and equipment can change their voices. Also discussed is the studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community broadcast career opportunities.

**Nelson Enterprises, Inc.  
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Through July 2013                      Montgomery scout Tour of Radio and TV studios (#11)

March 22 2013

10 Scouts and adults toured the WSPY Radio and TV studios.

The visitors toured the station and observed and learned about our TV and radio production, how we gather and broadcast local information, weather, and news to the community and got to see where the programs they listen to on the radio come from. Visitors get a demonstration of how the microphone and equipment can change their voices. Also discussed is the studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community broadcast career opportunities.

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March 27, 2013

4-H Student and Coordinator Tour Radio & TV Stations

(#11)

Ethan Heidrich, a 14 year old Oswego High School Student who is a 4-H member with Barn and Beyond club in Kendall County was interviewed on air. Ethan brought his eco-bot robots to the studio and talked about being a Science Ambassador to other students in local schools, and also about his experiences being a 4-H Ambassador in our State Capitol to promote funding for 4-H to our legislators.

After the television broadcast, Ethan and his father were given a tour of the station and explanation of the production of our TV and radio shows. The Kendall County 4-H Program Coordinator, Kim Eisnaugle also attended the tour.

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Through July 2013

Scout Tour of Radio and TV studios (#11)

April 5 2013

6 Scouts and adults toured the WSPY Radio and TV studios.

The visitors toured the station and observed and learned about our TV and radio production, how we gather and broadcast local information, weather, and news to the community and got to see where the programs they listen to on the radio come from. Visitors get a demonstration of how the microphone and equipment can change their voices. Also discussed is the studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community broadcast career opportunities.

**Nelson Enterprises, Inc.  
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Through July 2013

Scout Tour of Radio and TV studios (#11)

November 2 2013

**8 Scouts and adults toured the WSPY Radio and TV studios.**

**The visitors toured the station and observed and learned about our TV and radio production, how we gather and broadcast local information, weather, and news to the community and got to see where the programs they listen to on the radio come from. Visitors get a demonstration of how the microphone and equipment can change their voices. Also discussed is the studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community broadcast career opportunities.**

**Nelson Enterprises, Inc.  
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Through July 2013

Scout Tour of Radio and TV studios (#11)

November 9 2013

10 Scouts and adults toured the WSPY Radio and TV studios.

The visitors toured the station and observed and learned about our TV and radio production, how we gather and broadcast local information, weather, and news to the community and got to see where the programs they listen to on the radio come from.

Visitors get a demonstration of how the microphone and equipment can change their voices. Also discussed is the studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community broadcast career opportunities.

**Nelson Enterprises, Inc.**  
**Station Employment Unit**  
**Outreach Activities**  
**July 31, 2013**

Through July 2013    Training Program designed for Management Level Position (#8)

Employment Unit continues a mentoring program to train a person, (daughter of the principals of the licensee corporation) for station management including, financial, traffic, and programming. The trainee now oversees all traffic responsibilities for the 8 radio stations and a TV station in this employment group. In addition to overseeing production and transfer of daily logs for each of the 8 radio stations to the appropriate radio stations, trainee audits incoming sales orders for accuracy and compliance with station rates and scheduling policies and traveled to train in operation of the new traffic system in place for the employment group. Under the Training Program, the trainee participates in weekly Management/Operation meetings of department heads and is involved in procedure and policy making decisions. In these meetings the trainee is exposed to staffing, sales, news and broadcast content, technical and engineering issues and how these issues are accommodated. Trainee manages staff that direct and switch camera shots and character generation for a daily live half-hour talk show on TV. The trainee oversees and works with the Business Manager and is instrumental in making management decisions affecting stations financial, programming, operations, and many hiring discussions/decisions. The trainee has traveled to Management meetings involving state radio groups to keep abreast of broadcast management issues involved with local radio operations, thus broadening her exposure to management ideas, techniques, and styles. Trainee has shared primary responsibility in recruiting and hiring and training key accounting staff members responsible for Station Employment Unit accounting functions.

During the past year Trainee has been mentored in both the purchase and sale of broadcast properties, negotiating contracts for broadcast programming and in the selection, purchase and initial implementation of a new Accounts Receivable system for all stations.

**Nelson Enterprises, Inc.**  
**Station Employment Unit**  
**Outreach Activities**  
**July 31, 2013**

Through July 2013    Training Program designed for Management and Engineering  
Level Position (#8)

Employment Unit continues a mentoring program to train a person, (son of the principals of the licensee corporation) for Management. The trainee now handles various responsibilities for all of the broadcast stations in this employment group. Trainee has been instrumental in investigating feasibility of acquisition (purchase) of and assumption of existing radio stations. Trainee was actively involved in the purchase of and installation of new broadcast equipment including studio digital equipment; interface to new logging system and automation system, transmitter equipment and switching from the previous system to the new system and training other station personnel in its use. Trainee is involved in weekly Sales Management meetings, hiring of new Station Manager for two stations and Sales Manager for three stations. Trainee researched and was responsible for acquiring, installing and implementing at two stations Sales Tracking Business software which allow the Sales department of each station to become more productive. Trainee has conceived and implemented and is developing new non-traditional streams of revenue for the broadcast stations to counteract the recession. Trainee acquired, implemented the stations first websites, and revisions now to include interactive news, sports and weather information on-demand over the internet. The trainee participates in weekly Management/Operation meetings of department heads and is involved in procedure and policy making decisions. In these meetings the trainee is exposed to staffing, sales, news and broadcast content, technical and engineering issues and how these issues are accommodated. In addition, trainee participates in hiring interviews of most new employees.

WSPY takes pride in our commitment to working with local law enforcement and emergency management agencies. Trainee interfaces with local Emergency Management Agency personnel using cutting edge technology to allow listeners to receive information from the proper authorities in times of emergency. Trainee participates in training agency personnel and maintaining the equipment involved and a mock training for nuclear disaster with local, state and Homeland security agencies.

The trainee, a voting member in IBIB, travels to Management meetings involving 100 radio groups who meet twice yearly to discuss and keep abreast of broadcast management issues involved with local radio operations, thus broadening his exposure to management ideas, techniques, and styles.

During the past year Trainee has recruited, interviewed, drafted an employment agreement and participated in the hiring for a new Assistant Station Manager. Trainee has been mentored in both the purchase and sales of broadcast properties including actively negotiating transactions, including rewrites of Asset Purchase Agreements, Escrow Agreements and responsibility for on-site due diligence activities.

**Nelson Enterprises, Inc.  
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<b>Job Title</b>	<b>Sales</b>		
<b>Date Filled -</b>	<b>7/8/2013</b>		
			<b>#</b>
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b>Interview ees Referred</b>
WLBK Website	WLBK Website	No	3
Other	Walk In/Employee/Client Referral	No	3
Rock River Times	128 North Church, Rockford, IL 61101	No	1
Shaw Suburban Media - DeKalb Chronicle, MidWeek, Valley Free Press	Norm Fossmeier, Shaw Suburban Media 1586 Barber Greene Rd DeKalb , IL 60115	No	2
Indeed.com	Indeed.com	No	2
Careerbuilder.com	Careerbuilder.com	YES	2

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<b>Job Title -</b>	<b>Sales</b>		
<b>Date Filled -</b>	<b>7/8/2013</b>		
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b>Interviewees Referred</b>
Morris Daily Herald/Monster.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	YES	1
Indeed.com	Indeed.com	YES	1

**Nelson Enterprises, Inc.  
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<b>Job Title -</b>	<b>News Director</b>		
<b>Date Filled -</b>	<b>4/24/2013</b>		
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b>Interviewees Referred</b>
<b>Other</b>	<b>Walk In/Employee/Client Referral</b>	<b>YES</b>	<b>1</b>

**Nelson Enterprises, Inc.  
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<b>Job Title -</b>	<b>Station Manager</b>		
<b>Date Filled -</b>	<b>4/22/2013</b>		
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b># Interviewees Referred</b>
Allaccess.com	Allaccess.com	YES	1
RAB	Radio Advertising Bureau.com	No	1
Other	Walk In/Employee/Client Referral	No	1

**Nelson Enterprises, Inc.  
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<b>Job Title -</b>	<b>Sales</b>		
<b>Date Filled -</b>	<b>4/15/2013</b>		
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b>Interviewees Referred</b>
Morris Daily Herald/Monster.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	No	5
Other	Walk In/Employee/Client Referral	YES	2
The Paper in Dwight	Marsha, 204 E. Chippewa, Dwight, IL 60420	No	2

**Nelson Enterprises, Inc.**  
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<b>Job Title -</b>	<b>Sales</b>		
<b>Date Filled -</b>	<b>4/3/2013</b>		
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b>Interviewees Referred</b>
Record Newspapers	222 S. Bridge Street, Yorkville, IL 60560	No	1
Other	Walk In/Employee/Client Referral	YES	2

**Nelson Enterprises, Inc.  
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<b>Job Title -</b>	<b>Sales</b>		
<b>Date Filled -</b>	<b>11/5/2012</b>		
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b>Interviewees Referred</b>
WSPY/WSQR Website	Peth Pierre, Gen Mgr.	No	1
Other	Walk in/Employee/Client Referral	No	2
Job Fair	Waubonsee Community College	YES	3
Facebook.com \ WSPY	Facebook.com	No	1

**Nelson Enterprises, Inc.  
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<b>Total Number of Persons Interviewed for All Full-Time Vacancies Filled</b>		
<b>During the Past Year:</b>		<b>38</b>
<b>Total Number of Interviewees Referred for All Full-Time Vacancies Filled</b>		
<b>During the Past Year per Recruitment/Referral Sources:</b>		<b>Interviewed</b>
Morris Daily Herald - Monster.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	6
Shaw Suburban Media - DeKalb Chronicle, MidWeek, Valley Free Press	Norm Fossmeier, Shaw Suburban Media 1586 Barber Greene Rd DeKalb, IL 60115	2
On Air Radio Announcements	Beth Pierre- WSPY, 1 Broadcast Center, Plano, IL 60545	0
WSPY Station Website	Beth Pierre- WSPY, 1 Broadcast Center, Plano, IL 60545	1
WLBK Station Website	Beth Pierre- WSPY, 1 Broadcast Center, Plano, IL 60545	3
Craigslist	craigslist.org	0
Exigent	Promotion of Part-time Employee to Full-time	0
Linkedin	Linkedin.org	0
RAB	RAB.com	1
Waubonsee Job Fair	Waubonsee Community College	3
Northern Illinois University Job Fair	<a href="mailto:careerservices@niu.edu">careerservices@niu.edu</a>	0
The Daily News-Tribune	426 Second Street, LaSalle, IL 61301 815-223-3200	0
Fox Valley Shopper	Classifieds 630-553-6616	0
Rock River Times	128 North Church, Rockford, IL 61101	1
Record Newspapers	222 S. Bridge Street, Yorkville, IL 60560	1
Elburn Herald	Leslie Flint, Elburn Herald, 123 N. Main, Elburn, IL 60119 (630)365-6446	0
The Free Press Newspapers	111 S. Water, Wilmington, IL 60481	0
The Paper in Dwight	Marsha, 204 E. Chippewa, Dwight, IL 60420	2
AllAccess.com	AllAccess.com	1
CareerBuilder.com	CareerBuilder.com	2
Facebook.com	Facebook.com \ WSPY	1
Indeed.com	Indeed.com	3
Illinois Broadcasters Association	ilba.org	0
Other	Walk In/Employee/Client Referral	11