

**NELSON ENTERPRISES, INC.
STATION EMPLOYMENT UNIT
ANNUAL EEO PUBLIC FILE REPORT
JULY 31, 2015**

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
WOAM-AM	Peoria, IL
WSQR-AM	Sycamore, IL
WLBK-AM	DeKalb, IL
WCSJ-AM	Morris, IL
WCSJ-FM	Morris, IL
WJDK-FM	Seneca, IL
WMNK-FM	Minooka, IL
WAED-FM	Lee, IL

The information contained in the Report covers the time period beginning August 1, 2014 to and including July 31, 2015.

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, 2015**

Through July 2015

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, 2015**

Through July 2015

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

January 16th 2015

5 Scouts their siblings and 5 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 and the career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015**

Through July 2015

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

January 17th 2015

6 Boy Scouts, siblings and 6 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 and the career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015**

Through July 2015

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

February 6th 2015

9 Tiger Scouts, siblings and 10 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 and the career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015**

Through July 2015

Scouts Tour of Radio and TV studios (#11)

February 13th 2015

5 Scouts, siblings and 5 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 and the career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015**

Through July 2015

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

March 6th 2015

8 Scouts, siblings and 8 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 and the career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015**

Through July 2015

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

March 6th 2015

2 Scouts and 2 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 and the career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015**

Through July 2015

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

March 14th 2015

5 Scouts, siblings and 5 adult 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 and the career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015**

Through July 2015

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

March 20th 2015

5 Boy Scouts, siblings and 5 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 and the career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015**

Through July 2015

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

March 18th 2015

6 Scouts, siblings and 6 adult 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 and the career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015**

Through July 2015

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

May 1st 2015

5 Tiger Scouts, siblings and 5 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 and the career opportunities in the field of broadcasting.

Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015

Through July 2015 Mentoring Program designed for Management Level Position (#10)

Employment Unit established a mentoring program to mentor a person for the position of station manager. The mentored employee now oversees all sales responsibilities for 3 radio stations in this employment group. In addition to creating and overseeing implementation of sales products and training and management of the sales staff, trainee audits incoming sales orders for accuracy and compliance with station rates and policies. Under the Mentoring Program, the employee participates in weekly Management/Operation meetings of department heads and is involved in procedure and policy making decisions. In these meetings the employee is exposed to staffing, sales, news and broadcast content, technical and engineering issues and participates in decisions to accommodate these issues. The employee is instrumental in making management decisions affecting many of stations operations and many hiring discussions/decisions. The employee has traveled this each year to multi-day Management meetings involving broadcast groups to keep abreast of broadcast management issues involved with local broadcast operations, thus broadening her exposure to management ideas, techniques, and styles. This person has also attended training classes at a state broadcaster meeting. Employee has shared primary responsibility in recruiting and hiring and training key staff members responsible for Station Employment Unit operational and programming functions. This year the corporate President, Treasurer & Vice President have actively worked with the person in mentoring for Station Manager. The person was promoted to Assistant Station Manager this year.

Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2015

Through July 2015 Training Program designed to enable station personnel to acquire skills that could qualify them for higher level positions(#9)

Employment Unit established a training program to train a person for the position of station manager. The trainee employee now oversees all sales responsibilities for 2 radio stations in this employment group. In addition to creating and overseeing implementation of sales products and training and management of the sales staff, trainee audits incoming sales orders for accuracy and compliance with station rates and policies. Under the Training Program, the trainee participates in Management/Operation meetings of all department heads and observes the process 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. The trainee is exposed to the concerns considered by management in making decisions affecting many of stations operations and personnel.

Trainee traveled to state broadcast association meetings 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 responsibility in recruiting and is exposed to considerations weighed in hiring and training staff members responsible for Station Employment Unit operational and programming functions.

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Job Title -	Sales		
Date Filled -	2/2/2015		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Morris Daily Herald/Monster.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	Yes	3
Indeed.com	Indeed.com	No	0
Other	LeeAnn Oliver Sales Manager	No	0
Braidwood Journal	111 S. Water, Wilmington, IL 60481	No	1
Dwight Paper	204 E Chippewa St, Dwight IL 60420	No	0
Wilmington Advocate	111 S. Water, Wilmington, IL 60481	No	0
Radio Ads	WJDK WCSJ Lee Ann Oliver	No	0

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Job Title -	Sales		
Date Filled -	5/27/2015		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Morris Daily Herald/Monster.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	Yes	2
Indeed.com	Indeed.com	No	1
Other	LeeAnn Oliver Sales Manager	No	0
Braidwood Journal	111 S. Water, Wilmington, IL 60481	No	0
Dwight Paper	204 E Chippewa St, Dwight IL 60420	No	0
Wilmington Advocate	111 S. Water, Wilmington, IL 60481	No	0
Radio Ads	WJDK WCSJ Lee Ann Oliver	No	0

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Job Title -	Station Manager\ Sales Manager		
Date Filled -	7/6/2015		
Recruitment /Referral Sources:		Referred Person Hired?	# Interviewees Referred
Chicagoradiomedia.com	Chicagoradiomedia.com	No	0
allaccess.com	allaccess.com	No	0
linkedin	linkedin.com	No	0
Walk In/Employee/Client Referral	Beth Pierre Vice President	Yes	4
Radio Advertising Bureau	RAB.com	No	0
Record Newspapers	222 S. Bridge Street, Yorkville, IL 60560	No	0
Monster.com	Monster.com	No	2
On Air Radio Commercial	Beth Pierre Vice President	No	0
CareerBuilder.com	CareerBuilder.com	No	1
WSPYFM.com	WSPYFM.com	No	1
Illinois Broadcasters	IBA.com	No	0

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Job Title -	Sales		
Date Filled -	1/5/2015		
Recruitment /Referral Sources:		Referred Person Hired?	# Interviewees Referred
WSPY/WSQR Website	Beth Pierre, Gen Mgr.	No	0
Indeed	Indeed.com	Yes	2
Career Builder	Career Builder.com	No	1
Other	Beth Pierre, Gen Mgr.	No	2
Radio Ads	Beth Pierre, Gen Mgr.	No	0
RAB	RAB.com	No	0
The Record Newspapers	222 S. Bridge Street, Yorkville, IL 60560	No	0

**Nelson Enterprises, Inc.
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Job Title -	Sales		
Date Filled -	11/24/2014		
		Referred Person Hired?	# Interviewees Referred
Recruitment /Referral Sources:			
Career Builder	Career Builder.com	No	1
Walk In/Employee/Client Referral	Beth Pierre Vice President	No	0
Indeed	Indeed.com	YES	4
Radio Ad	WLBK	No	1
Facebook	WLBK Facebook	No	0

**Nelson Enterprises, Inc.
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 EEO Public File Report
 July 31, 2015**

Job Title -	Sales		
Date Filled -	6/15/2015		
Recruitment /Referral Sources:		Referred Person Hired?	# Interviewees Referred
Career Builder	Career Builder.com	No	0
Other	Beth Pierre Vice President	No	1
Indeed	Indeed.com	YES	4
Radio Ad	WLBK	No	1
Facebook	WLBK Facebook	No	0

**Nelson Enterprises, Inc.
 Station Employment Unit
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 July 31, 2015**

Job Title -	Sales		
Date Filled -	7/24/2015		
Recruitment /Referral Sources:		Referred Person Hired?	# Interviewees Referred
Career Builder	Career Builder.com	No	0
Walk In/Employee/Client Referral	Beth Pierre Vice President	No	0
Indeed	Indeed.com	Yes	1
Radio Ad	WLBK	No	0

**Nelson Enterprises, Inc.
Station Employment Unit
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July 31, 2015**

Total Number of Persons Interviewed for All Full-Time Vacancies Filled		33
During the Past Year:		
Total Number of Interviewees Referred for All Full-Time Vacancies Filled		
During the Past Year per Recruitment/Referral Sources:		Interviewed
Morris Daily Herald - Monster.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	5
Shaw Suburban Media - DeKalb Chronicle, MidWeek, Valley Free Press	Norm Fossmeier, Shaw Suburban Media 1586 Barber Greene Rd DeKalb, IL 60115	0
On Air Radio Announcements	Beth Pierre- WSPY, 1 Broadcast Center, Plano, IL 60545	2
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	0
Craigslist	craigslist.org	0
Linkedin	Linkedin.org	0
RAB	RAB.com	0
Waubonsee Job Fair	Waubonsee Community College	0
Fox Valley Shopper	Classifieds 630-553-6616 222 S. Bridge Street, Yorkville, IL 60560	0
Record Newspapers		
Braidwood Journal	111 S. Water, Wilmington, IL 60481	1
Dwight Paper	204 E Chippewa St, Dwight IL 60420	0
Wilmington Advocate	111 S. Water, Wilmington, IL 60481	0
AllAccess.com	AllAccess.com	0
CareerBuilder.com	CareerBuilder.com	3
Facebook.com	Facebook.com \ WSPY	0
Indeed.com	Indeed.com	12
Illinois Broadcasters Association	ilba.org	0
WLBK Job Fair	IL 60115	0
Chicagoradiomedia.com	Chicagoradiomedia.com	0
Monster.com	Monster.com	2
Other	Walk In/Employee/Client Referral	7