

**NELSON ENTERPRISES, INC.
STATION EMPLOYMENT UNIT
ANNUAL EEO PUBLIC FILE REPORT
JULY 31, 2014**

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, 2013 to and including July 31, 2014.

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, 2014**

Through July 2014 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, 2014**

Through July 2014 Host Job Fair Participating in job fairs by station personnel who have substantial responsibility for hiring decisions (#1)

June 12, 2014 5:00 PM – 7:00 PM

WLBK
2410 Sycamore Rd Suite C
DeKalb IL 60115

WLBK
FM 98.9
AM 1360

WSQR
FM 92.9
AM 1180



Your next career is HERE – at WLBK and WSQR Radio
We're looking for *experienced business-to-business* sellers.

Join us Thursday, June 12th at the offices of WLBK and WSQR, 24-10 Sycamore Road in DeKalb from 5 to 7pm for our job fair open house. Bring your resume and come prepared to interview.

If you're chosen to join our team, you can expect a guaranteed base and great commissions, a great work environment, and the opportunity to represent an incredible product...

The Sales Job Fair Open House is Thursday, June 12th from 5 to 7pm at the offices of WLBK and WSQR, 24-10 Sycamore Road in DeKalb

If you can't make it during that time, please contact us to set up an interview at 815-748-1000, extension 201... DeKalb County Broadcasters Inc. is an equal opportunity employer.

Advertised On the air also on Facebook.com

Vicki Buckley, Assitant Station Manager, Doug Nelson, President and Beth Pierre, Vice President 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, 2014**

Through July 2014 Girl Scout Tour of Radio and TV studios (#11)

October 24, 2013

On Thursday, October 24, 2013 three Girl Scouts from our area, were interviewed on Fox Valley Today about their adventures in Girl Scouting and how viewers can support Girl Scouting through their Fall Promotional sales program. They were accompanied by two adult leaders, who explained the program and also the benefits of adult leadership in Girl Scouting.

The students also received a tour of our station and a description of our efforts to help community organizations through our public affairs broadcasting.

Also discussed the studio equipment and our broadcast career opportunities.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2014**

October 30, 2013

Local Students Tour Radio & TV Stations (#11)

On Wednesday, October 30, 2013, three students of Sandwich High School were interviewed on Fox Valley Today about Twelve Angry Jurors, the fall play at SHS. Before the production of Fox Valley Today the students received a tour of our stations and a description of our efforts to help community organizations through our public affairs broadcasting and discussed career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2014**

Nov 13, 2013

Local Students Tour Radio & TV Stations (#11)

Three foreign exchange students for the Academic Year in America, a program created after 9-11 and funded from the State Department to bring foreign students to the USA to learn about our culture were interviewed on Fox Valley Today. The students were from Kuwait, Istanbul and Germany.

The students received a tour of our stations 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.
Station Employment Unit
Outreach Activities
July 31, 2014**

Nov 30, 2013

4-H Student and Advisor Tour Radio & TV Stations (#11)

On Wednesday, November 30, four 4-H club members from Kendall County and their Extension Advisor were interviewed on Fox Valley Today to discuss holiday craft ideas and to promote 4-H activities. In addition to the television interview, they were introduced to Chris Schwemlein, Production Manager who gave them a tour of our studios where they learned more about WSPY broadcasts, and a description of our efforts to help community organizations through our public affairs broadcasting and about career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2014**

December 2, 2013

Local Students Tour Radio & TV Stations (#11)

On Monday, December 2, 2013, four students of Oswego High School and Oswego East High School were interviewed on radio and television. The teens shared their perspectives on teen issues and talked about their leadership efforts through a program called TALK, Teens Articulating the Language of Kindness. The students received a tour of our stations studios where they learned more about WSPY broadcasts and a description of our efforts to help community organizations through our public affairs broadcasting and discussed career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2014**

December 4, 2013

Local Students Tour Radio & TV Stations (#11)

On December 4, 2013, 16 high school students of Sandwich High School were interviewed on Fox Valley Today to promote their Madrigal performances. The students received a tour of our stations studios where they learned more about WSPY broadcasts and a description of our efforts to help community organizations through our public affairs broadcasting and discussed career opportunities in the field of broadcasting.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2014**

Through July 2014 Tiger Scouts Tour of Radio and TV studios (#11)

January 10th 2014

10 Scouts 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, 2014**

Through July 2014 Tiger Scouts Tour of Radio and TV studios (#11)

January 17th 2014

10 Scouts 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, 2014**

Through July 2014 Tiger Scouts Tour of Radio and TV studios (#11)

January 24th 2014

10 Scouts 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.

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Station Employment Unit
Outreach Activities
July 31, 2014**

Through July 2014

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

March 14th 2014

2 Scouts and 1 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, 2014**

Through July 2014

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

March 14th 2014

8 Scouts 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, 2014**

Through July 2014 Girl Scouts Tour of Radio and TV studios (#11)

June 18th 2014

12 Scouts 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, 2014

Through July 2014 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 twice 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.

Employee has shared primary responsibility in recruiting and hiring and training key staff members responsible for Station Employment Unit operational and programming functions.

Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2014

Through July 2014 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 weekly 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.

Trainee has 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.

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2013**

Job Title -	Sales		
Date Filled -	1/13/2014		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Morris Daily Herald/Monster.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	No	1
Indeed.com	Indeed.com	No	3
Other	LeeAnn Oliver Sales Manager	YES	1
Coal City Courrant	111 S. Water, Wilmington, IL 60481	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
The Paper in Dwight	Marsha, 204 E. Chippewa, Dwight, IL 60420	No	0

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2013**

Job Title -	News Director		
Date Filled -	7/14/2014		
Recruitment /Referral Sources:		Referred Person Hired?	# Interviewees Referred
Chicagoradiomedia.com	Chicagoradiomedia.com	Yes	2
allaccess.com	allaccess.com	No	0
linkedin	linkedin.com	No	0
Walk In/Employee/Client Referral	Beth Pierre Vice President	No	1

Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2013

Job Title -	Sales		
Date Filled -	4/7/2014		
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	2
Radio Ad	WLBK	No	0

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2013**

Job Title -	Sales		
Date Filled -	11/11/2013		
Recruitment /Referral Sources:		Referred Person Hired?	# Interviewees Referred
Career Builder	Career Builder.com	No	1
Walk In/Employee/Client Referral	Beth Pierre Vice President	YES	1
Indeed	Indeed.com	No	1
Radio Ad	WLBK	No	0

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2013**

Job Title -	Sales		
Date Filled -	3/3/2014		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
WSPY/WSQR Website	Peth Pierre, Gen Mgr.	Yes	1
Career Builder	Career Builder.com	No	1
Indeed	Indeed.com	No	1
Shaw Suburban Media - DeKalb Chronicle, MidWeek, Valley Free Press	Norm Fossmeier, Shaw Suburban Media 1586 Barber Greene Rd DeKalb , IL 60115	No	0
Radio Ad	WLBK	No	0

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2013**

Job Title -	Sales		
Date Filled -	6/24/2014		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
WSPY/WSQR Website	Peth Pierre, Gen Mgr.	Yes	1
Indeed	Indeed.com	No	6
Monster	Monster.com	No	1
Career Builder	Career Builder.com	No	1
Other	Beth Pierre, Gen Mgr.	No	1
Radio Ad	WSPY	No	0
Record Newspapers	222 S. Bridge Street, Yorkville, IL 60560	No	0

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Station Employment Unit
EEO Public File Report
July 31, 2014

Total Number of Persons Interviewed for All Full-Time Vacancies Filled		
During the Past Year:		39
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	1
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	0
WSPY Station Website	Beth Pierre- WSPY, 1 Broadcast Center, Plano, IL 60545	2
WLBK Station Website	Beth Pierre- WSPY, 1 Broadcast Center, Plano, IL 60545	0
Craigslist	craigslist.org	0
Exigent	Promotion of Part-time Employee to Full-time	0
Linkedin	Linkedin.org	0
RAB	RAB.com	0
Waubonsee Job Fair	Waubonsee Community College	0
Northern Illinois University Job Fair	careerservices@niu.edu	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	0
Record Newspapers	222 S. Bridge Street, Yorkville, IL 60560	0
Elburn Herald	Leslie Flint, Elburn Herald, 123 N. Main, Elburn, IL 60119 (630)365-6446	0
Coal City Courrant	111 S. Water, Wilmington, IL 60481	0
Braidwood Journal	111 S. Water, Wilmington, IL 60481	0
Dwight Paper	204 E Chippewa St, Dwight IL 60420	0
Wilmington Advocate	111 S. Water, Wilmington, IL 60481	0
The Paper in Dwight	Marsha, 204 E. Chippewa, Dwight, IL 60420	0
AllAccess.com	AllAccess.com	0
CareerBuilder.com	CareerBuilder.com	4
Facebook.com	Facebook.com \ WSPY	0
Indeed.com	Indeed.com	24
Illinois Broadcasters Association	ilba.org	0
WLBK Job Fair	IL 60115	0
Chicagoradiomedia.com	Chicagoradiomedia.com	2
Monster.com	Monster.com	1
Other	Walk In/Employee/Client Referral	5