

**NELSON ENTERPRISES, INC.  
STATION EMPLOYMENT UNIT  
ANNUAL EEO PUBLIC FILE REPORT  
JULY 31, 2010**

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
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, 2009 to and including July 31, 2010.

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  
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<b>Job Title -</b>	<b>Sales - Hire</b>		
<b>Date Filled -</b>	<b>9/9/2009</b>		
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b># of Interviewees Referred</b>
Free Press Papers	Phone: (815) 634-0315	No	2
Grundy County Workforce	Grundy WorkforceServices, 1715 N Division St, Morris, IL 60450-- www.grundyworkforce.com; www.jjc.edu	No	0
On Air Annments WCSJ-WJDK	Jack Daly 815-941-1000 Ext. 103 Ph 815-942-3221 Fax: 815-942	No	0
Morris Daily Herald-Julie	-0988 -Classified Dept	No	4
Other-Referred-Walk In		Yes	3

**Nelson Enterprises, Inc.  
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<b>Job Title - Sales</b>			
<b>Date Filled - 9/28/2009</b>			
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b># of Interviewees Referred</b>
Morris Daily Herald/Yahoojobs.com	Vicki, Morris Daily Herald,1804 Division, Morris, IL 60450	NO	2
Grundy County Workforce-Job Fair	Grundy WorkforceServices, 1715 N Division St, Morris, IL 60450-- www.grundyworkforce.com; www.jjc.edu	Yes	2
The Paper in Dwight	Marsha, 204 E. chippewa, Dwight, IL 60420	NO	1
WCSJ-WJDK Radio On-Air Announcements	Jack Daly, WCSJ-WJDK, 219W.Washington, Morris, IL 60450. 815-941-1000	NO	1
Other-Referred-Walk In		NO	2

**Nelson Enterprises, Inc.  
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<b>Job Title -</b>	<b>News Director</b>		
<b>Date Filled</b>	<b>1/25/2010</b>		
			<b># of</b>
<b>Recruitment /Referral Sources:</b>		<b>Referred Person</b>	<b>Interviewees</b>
		<b>Hired?</b>	<b>Referred</b>
Illinois Broadcasters Assn	www.ilba.org	No	0
National Assoc. Broadcasters	CareerPage.org	No	0
Radio Television News Director Assn	rtnda@rtnda.org	No	0
Illinois News Broadcasters Assn	www.inba.net	Yes	1
TVandRadioJobs.com	TVandRadioJobs.com	No	0
WSPY-FM website	wspyfm.com	No	0

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<b>Job Title -</b>	<b>Sales</b>		
<b>Date Filled</b>	<b>3/15/2010</b>		
		<b>Referred Person Hired?</b>	<b># of Interviewees Referred</b>
<b>Recruitment /Referral Sources:</b>			
On Air - WSPY/WSQR	Beth Pierre, Gen Mgr.	No	0
WSPY/WSQR Website	Beth Pierre, Gen Mgr.	Yes	1
Fox Valley Shopper	Classifieds 630-553-6616	No	0
Record Newspapers	Classified Dept 630.553.7034	No	1
InDeed.com		No	1

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<b>Job Title -</b>	<b>Sales</b>		
<b>Date Filled -</b>	<b>4/12/2010</b>		
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b># of Interviewees Referred</b>
Grundy County Workforce	Grundy WorkforceServices, 1715 N Division St, Morris, IL 60450-- www.grundyworkforce.com; www.jjc.edu	No	0
On Air Announcements WCSJ-WJDK	Jack Daly 815-941-1000 Ext. 103 Ph 815-942-3221 Fax: 815-942-0988	No	5
Morris Daily Herald-Julie	Classified Dept	No	5
Other-Referred-Walk In		No	2
The Paper in Dwight	Marsha, 204 E. Chippewa, Dwight, IL 60420	Yes	1

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<b>Job Title -</b>	<b>Business Mgr</b>		
	5/17/2010		
<b>Recruitment /Referral Sources:</b>		<b>Referred Person Hired?</b>	<b># of Interviewees Referred</b>
Record News Papers	Classified Dept 630.553.7034	No	2
Fox Valley Shopping News	Classifieds 630-553-6616	Yes	5

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<b>Job Title</b>	<b>Sales Manager</b>		
<b>Date Filled</b>	<b>6/21/2010</b>		
		<b>Referred Person Hired?</b>	<b># of Interviewees Referred</b>
<b>Recruitment /Referral Sources:</b>			
TV & Radio Jobs.Com	tvandradijobs.com	No	1
Craigslist	Craigslist.org	No	1
Illinois Broadcasters Assn	ilba.org	No	0
Chicagoland Radio and Media Group	chicagoradioandmedia.com	No	0
IDES	ides.cmf.state.il.us	No	0
On Air - WSPY/WSQR	Beth Pierre, Gen Mgr.	No	1
Other-Referred-Walk In		Yes	2

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<b>Total Number of Persons Interviewed for All Full-Time Vacancies Filled</b>		
<b>During the Past Year:</b>		<b>48</b>
<b>Total Number of Interviewees Referred for All Full-Time Vacancies Filled</b>		
<b>During the Past Year per Recruitment/Referral Sources:</b>		
TV & Radio Jobs.Com	TV and Radio Jobs.Com	1
National Assoc. Broadcasters	CareerPage.org	0
Illinois Broadcasters Assn Internet Site	iba.org	0
Illinois News Broadcasters Assn	inba.net	1
Chicagoland Radio and Media Group	chicagoradioandmedia.com	0
IDES	ides.cmcf.state.il.us	0
Morris Daily Herald/Yahoojobs.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	11
Record Newspapers	Classified - kcrecord.com	4
Free Press Newspapers	Classified - 815-634-0315	2
On Air Radio Announcements WCSJ-WJDK	Gen Mgr-Jack Daly(815) 941-1000	6
On Air Radio Announcements WSPY-WSQR	Gen Mgr-Beth Pierre(630) 552-1000	1
Stations Website	Gen Mgr-Beth Pierre(630) 552-1000 or Gen Mgr-Jack Daly(815) 941-1000	2
Fox Valley Shopper	Classified 630-553-6616	5
Radio Television News Directors Assn	rtnda@rtnda.org	0
Craigslist	craigslist.org	1
The Paper in Dwight	Marsha, 204 E. Chippewa, Dwight, IL 60420	2
Grundy County Workforce -(Job Fair 9/16/09)	Grundy WorkforceServices, 1715 N Division St, Morris, IL 60450-- www.grundyworkforce.com; www.jjc.edu	2
YEDC Career/Job Fair	YorkvilleEconomicDev.Corp-Lynn Dubajic 630-553-0843	0
InDeed.com		1
Other - Walk In - Referral		9

**Nelson Enterprises, Inc.  
Station Employment Unit  
Outreach Activities  
July 31, 2010**

Through July 2010    Participating in job fairs by station personnel who have substantial responsibility for hiring decisions (#1)

Yorkville Economic Development Corporation's

Annual "Business Expo / Job Fair"

March 30, 2010      10AM – 2 PM      Yorkville H.S. Cafeteria  
797 Game Farm Road  
Yorkville, IL

This event is sponsored by the Yorkville Economic Development Corporation. Hiring professionals from over 35 companies including Nelson Enterprises, Inc. participate and take applications and conduct on-site interviews.

Beth Pierre, General Manager represented the Stations and received resumes from attendees and discussed employment opportunity at the Stations.



**Nelson Enterprises, Inc.  
Station Employment Unit  
Outreach Activities  
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Through July 2010    Internship Program directed at students to acquire skills for  
Broadcasting (#5)

Employment Unit established a Paid Internship program aimed at a high school or college student interested in the Broadcasting field. The program was overseen by the Corporate Treasurer and Operations Specialist including interaction with the News Director and Operations Director.

The intern was exposed to basic station operations, i.e., equipment operation, programming, producing commercials, producing and hosting live radio programs including the morning show, mid-day noon show and afternoon drive news block, producing and hosting live interviews with community service organizations, and covering local governmental meetings and producing news stories aired during the stations local newscasts.

**Nelson Enterprises, Inc.  
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Through July 2010 WCSJ/WJDK Broadcast Scholarship-Morris High School (#7)

Established a scholarship awarded to one Morris high school senior who will pursue a two or four year college program that focuses on broadcasting, journalism, or broadcast engineering or a similar training program teaching skills needed for career in broadcast or broadcast engineering. WCSJ/WJDK provides the money that is awarded. Recipient is selected on the basis of financial need, ability to achieve, and an interest in broadcasting. Scholarship winner is selected by a committee led by the station General Manager and members of the Morris high school staff. The \$500.00 scholarship was awarded for 2010 to a Morris high school senior at the Morris high school awards ceremony by the station General Manager. Information as to the availability of the Broadcast Scholarship money and application details is disseminated through the Morris high school.

**Nelson Enterprises, Inc.**  
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**Outreach Activities**  
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Through July 2010    Training Program designed for Management and Engineering  
Level Position (#8)

Employment Unit continues a mentoring program to train a person, Douglas Nelson, (son of the principals of the licensee corporation) for Management. The trainee now handles various responsibilities for the 6 radio stations in this employment group. Trainee has been instrumental in investigating automation systems for the TV stations. Trainee was actively involved in the installation of the new automation system, 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. Trainee researched and was responsible for acquiring, installing and implementing Sales Tracking Business software which interacts with station orders, logging and billing systems. Trainee acquired, implemented the stations first websites, and revisions thereof to include 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.

The trainee 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.

**Nelson Enterprises, Inc.**  
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**July 31, 2010**

Through July 2010    Training Program designed for Management Level Position (#8)

Employment Unit continues a mentoring program to train a person, Jennifer Beckman, (daughter of the principals of the licensee corporation) for Station Manager. The trainee now handles all traffic responsibilities for the 6 radio stations in this employment group. In addition to entering all sales orders and producing daily logs for each of the 6 radio stations and exporting the logs to the appropriate radio stations, trainee audits incoming sales orders for accuracy and compliance with station rates and scheduling policies and has traveled to train in operation of the 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. Beckman is now the technical operator directing and switching camera shots and character generation for a daily live half-hour talk show.

The trainee oversees and works with the Business Manager and is instrumental in making management decisions affecting stations programming, operations, and many hiring discussions/decisions.

The trainee has traveled to Management meetings involving 20 radio groups who meet discuss and 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 two key accounting staff members responsible for Station Employment Unit accounting functions.

**Nelson Enterprises, Inc.  
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Through July 2010

Local 4-H Members Recording PSA's (#16)

Each year local 4-H Members from Kendall County 4-H clubs write PSA's promoting June as Dairy Month. These PSA's include health tips and benefits to our listening audience including dairy products in their diets. The PSA's also promote the 4-H Clubs and their activities and invite listeners to their June community events.

The members then visit the radio stations and record their PSA's in our studios. This introduces each member to the broadcast industry and career opportunities.

**Nelson Enterprises, Inc.  
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Through July 2010    Networking to inform business and professionals of career opportunities in Broadcasting (#16)

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.