

**NELSON ENTERPRISES, INC.
STATION EMPLOYMENT UNIT
ANNUAL EEO PUBLIC FILE REPORT
JULY 31, 2021**

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-LD	Earlville, IL
WDYS-AM	Geneva, IL	WAUR-LD	Aurora, 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, 2020 to and including July 31, 2021.

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© (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©(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
EEO Public File Report
July 31, 2021

Total Number of Persons Interviewed for All Full-Time Vacancies Filled		
During the Past Year:		2
Total Number of Persons Interviewed for All Full-Time Vacancies Filled		Interviewed
During the Past Year Per Recruitment/Referral Sources:		
Indeed.com	Indeed.com	4
Walkin/Employee Referral	Walkin/Employee Referral	1
Facebook.com	Facebook.com/WSPY	0
Nelson Publishing	Beth Pierre-WSPY, 1 Broadcast Center, Plano, IL 60545	0
WLBK Radio.com website	Beth Pierre-WSPY, 1 Broadcast Center, Plano, IL 60545	0
JournalismJobs.com	JournalismJobs.com	0
IL News Bdcstrs Assn	IL News Bdcstrs Assn, #1 University Circle, Macomb IL 61455	1

Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2021

Job Title	Admin Asst		
Date Filled	5/17/2021		
Recruitment - Referral Sources:		Referral Hired?	# Interviewes Referred
Indeed	Indeed.com	Yes	3

Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2021

Job Title	News Director		
Date Filled	1/29/2021		
Recruitment - Referral Sources:		Referral Hired?	# Interviews Referred
Employee Referral	Current Employee	No	1
IL News Bdcstrs Assn	INBA, #1 University Circle, Macomb, IL 61455	Yes	1
Indeed	Indeed.com	No	1

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2021**

**Through July 2021 Training Program designed for I.T. and Engineering Level
Position (#8)**

Employment Unit has established a mentoring program to train a part-time board operator for higher level I.T. As a full-time employee, the trainee now handles various responsibilities for all of the broadcast stations in this employment group. Trainee has been instrumental in upgrading the stations information computer network. Trainee is actively involved in the installation of new broadcast equipment including studio digital equipment; and switching from a previous system to a new system and training other station personnel in its use.

The trainee participates in weekly Management/Operation meetings of department heads and is involved in technical and engineering issues and how these issues are accommodated.

Employment Unit is supplying education for Trainee to master requirements to receive a 1st Class Engineer certification from the FCC.

This year Trainee is actively involved in constructing a new AM transmission site, from involvement in design and construction of the Transmitter building and new tower erection.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2021**

**Through July 2021 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 2 radio stations in this employment group. The employee is instrumental in making management decisions affecting many stations operations and many hiring discussions/decisions.

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 employee in mentoring for Assistant Station Manager. 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.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2021**

Through July 2021 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 trains to move up from a part time operations position to undertake supervisory duties of a retiring corporate Vice President. The employee is instrumental in making management decisions affecting operations of multiple stations including hiring discussions/decisions.

Employee has primary responsibility in recruiting and hiring and training key staff members responsible for Station Employment Unit operational and programming functions. In addition to creating and overseeing implementation of sales products, 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.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2021**

Through July 2021

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. (Limited during COVID-19 shelter in place)

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 criterion 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. (Limited during COVID-19 shelter in place)