

**NELSON ENTERPRISES, INC.
STATION EMPLOYMENT UNIT
ANNUAL EEO PUBLIC FILE REPORT
JULY 31, 2023**

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	Somonauk, IL	WAUR-LD	Aurora, IL
WOAM-AM	Peoria, IL		
WSQR-AM	Sycamore, IL		
WLBK-AM	DeKalb, IL		
WAUR-AM	Somonauk, 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, 2022 to and including July 31, 2023.

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.

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Job Title	Sales		
Date Filled	12/19/2022		
Recruitment - Referral Sources:		Referral Hired?	# Interviewes Referred
In Person Leads Group			1
Indeed	Indeed.com	Yes	5

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Job Title	Inside Sales		
Date Filled	9/1/2022		
Recruitment - Referral Sources:		Referral Hired?	# Interviewes Referred
Indeed	Indeed.com	Yes	1

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Job Title	Inside Sales		
Date Filled	2/20/2022		
Recruitment - Referral Sources:		Referral Hired?	# Interviewes Referred
Indeed	Indeed.com	Yes	1

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Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year:			8
Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year Per Recruitment/Referral Sources:			Interviewed
Indeed.com	Indeed.com		7
Walkin/Employee Referral	Walkin/Employee Referral		1
Linked In	Linkedin.com		0
Nelson Publishing	Pam Nelson-WSPY, 1 Broadcast Center, Plano, IL 60545		0

Nelson Enterprises Incorporated

Station Employment unit outreach activities

July 31st 2023

Entering program design for management level position item number 10

The employment unit has established a mentoring program to mentor a person for the position of station manager the metered employee now receives sales responsibility for two radio stations in the employment group the employee is instrumental in making management decisions affecting the station's sales operations, including hiring decisions and discussions.

The employee has shared primary responsibilities in recruiting, hiring, and training salespersons members of the staff for the station's employment unit operation paragraph. This year the corporate CEO, treasurer, and president have actively worked with employees in the mentoring process to become assistant station managers. In addition to creating and overseeing administration of sales products and training management of sales staff, trainee checks on sales orders for accuracy and completion along with compliance for station rates and policies. Under the mentoring program the employee participates in weekly operational meetings with the corporate CEO, treasurer, business manager, and operations director in these meetings. The employee is exposed to all issues including general station staffing sales, news, and broadcast content along with technical problems and participates in the decision on how to resolve those issues the mentoring has now occurred for approximately 11 months.

LWN July 2023

Nelson Enterprises Incorporated

Station Employment unit outreach activities

July 31st 2023

The employment unit established A mentoring program to mentor a person for the operations/ accounting manager position. The mentored employee has moved from a part-time operations position to assume many supervisory duties of a retiring corporate vice president. The employee is instrumental in making management decisions affecting the operations of multiple stations, including hiring decisions and discussions.

The employee has primary responsibilities in recruiting and hiring, and training key staff members responsible for stations employment unit up operation and programming functions in addition to creating and overseeing the implementation of sales product training audits and incoming sales orders for accuracy and compliance with stations rates and policies employee now has a full-time person To handle the line operation of inputting orders and checking for accuracy with the employee having the responsibility of making sure these jobs are done properly employee is exposed to daily sales news and broadcast in these meetings in addition to the employee being exposed two staffing sales news and broadcast content technical and engineering issues the employee also overseas operations of a second station cluster which is part of this employment group.

Nelson Enterprises Incorporated

Station Employment unit outreach activities

July 31st 2023

A training program designed for it and engineering-level position #8

Employment unit has established A mentoring program to train a part time radio board operator for a higher level IT and engineering position as a full time employee the trainee now handles various responsibilities for all the broadcast stations in the employment group trainee has also been instrumental in upgrading stations information computer network trainee is actively involved in the installation of new broadcast equipment including studio digital equipment: switching from the previous system to a new design and training other station personnel in the proper use the trainee participates in management operations meetings of department heads and is involved in technical and engineering issues and how those issues can be accommodated paragraph employment unit supplying education for trainee to master the requirements for the trainee to obtain FCC general engineering certificate paragraph trainee has been actively involved in constructing 2 new am transmission facilities this includes the design of the transmitter building installation of the am transmitters audio processing and remote control equipment and the new tower erection as well as putting in the grounding system trainee has also been tasked with the design selection and installation of a new digital phone system Which is an ongoing project at the time of this report being written.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2023**

Through July 2023

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 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.

EXHIBIT B – Narrative - Outreach

During the most recent 12-month period the Employment Unit believes it has succeeded in broad and inclusive employment outreach by using a variety of recruitment sources throughout our communities. It is noted that each of our stations has a relatively small coverage area. All are Class A FM's, or lower power AM's. We advertise on our station websites, in various local newspapers, shoppers, primarily covering our local communities. We also advertise in regional web sites, trade associations, over our broadcast stations, word of mouth, and networking. We believe that these sources, used in various combinations depending upon the nature of the hiring opportunity, are reasonably calculated to result in wide recruitment throughout our area.

Apart from job specific recruitment, the Employment Unit participates in a variety of supplemental recruitment. For example, we devote considerable time to local 4-H clubs at our studios. These students write and record thirty second messages promoting i.e., National Dairy Month and invite the community to their events celebrating National Dairy Month. This activity has been handled at the station since the 1970's. (Limited during COVID-19 shelter in place)

Additionally, we have interviewed local FFA students allowing them to explain the many experiences they have offered through their FFA chapter activities and how these experiences will aid them in pursuing their future education and career endeavors. These opportunities expose young people to copywriting skills, radio production, public speaking and using the broadcast medium as a promotional tool. (Limited since COVID-19 limited gatherings and interaction)

Through job fairs, community events and walk in applicants, we many times take applications and often interview promising persons when there is no full-time position currently open or they are applying for a position other than the position that is open. These applications and/or interview information is matched with full-time openings if timely and appropriate. (Limited since COVID-19 limited gatherings and interaction)

To assist and encourage young people with an interest in pursuing a broadcast industry-related career we encourage station tours where we discuss the workings of a broadcast station and related career opportunities. (Limited since COVID-19 limited gatherings and interaction)