

**NELSON ENTERPRISES, INC.
STATION EMPLOYMENT UNIT
ANNUAL EEO PUBLIC FILE REPORT
JULY 31, 2011**

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
WLBK-AM	DeKalb, 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, 2010 to and including July 31, 2011.

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
EEO Public File Report
July 31, 2011

Job Title -	Sales		
Date Filled -	8/9/2010		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
On Air - WSPY/WSQR	Beth Pierre, Gen Mgr.	No	0
WSPY/WSQR Website	Peth Pierre, Gen Mgr.	No	0
Fox Valley Shopper	Classifieds 630-553-6616	No	0
Record Newspapers	222 S. Bridge Street, Yorkville, IL 60560	No	0
Other	Employee Referral	Yes	1
Other	Referral by Other	No	2

Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2011

Job Title -	Station Manager		
Date Filled -	10/1/2010		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Exigent	Employee of Prior Licensee	Yes	1

Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2011

Job Title -	News Director		
Date Filled -	10/1/2010		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Exigent	Employee of Prior Licensee	Yes	1

**Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2011**

Job Title -	Ops Director		
Date Filled -	10/1/2010		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Exigent	Employee of Prior Licensee	Yes	1

Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2011

Job Title -	Sales		
Date Filled -	10/1/2010		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Exigent	Employee of Prior Licensee	Yes	1

**Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2011**

Job Title -	Sales		
Date Filled -	10/1/2010		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Exigent	Employee of Prior Licensee	Yes	1

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2011**

Job Title -	Sales		
Date Filled -	11/29/2010		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
On Air - WSPY/WSQR	Beth Pierre, Gen Mgr. 1 Broadcast Center, Plano, IL 60545	No	0
WSPY/WSQR Website	Beth Pierre, Gen Mgr. 1 Broadcast Center, Plano, IL 60545	No	0
Fox Valley Shopper	Classifieds 630-553-6616	No	0
Record Newspapers	222 S. Bridge St. Yorkville IL 60560	Yes	1
Other	Employee Referral	No	0

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2011**

Job Title -	News Director		
Date Filled -	1/3/2011		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Other	Promotion of Part-time Employee	Yes	2
Illinois Broadcasters Assoc.	200 Missouri Ave, Carterville, IL 62918	No	0
Illinois News Directors Assoc.	#1 University Circle, Macomb, IL 61455	No	0

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2011**

Job Title	Sales Manager - 2 Hires		
Date Filled	11/8/2010 and 3/30/2011		
Recruitment /Referral Sources:		Referred Person Hired?	# Interviewees Referred
Station Websites	Beth Pierre, Gen Mgr. WSPY, 1 Bdcst Center, Plano, IL 60545 630- 552-1000	YES	1
Other - Walk In		YES	1
Other - Employee Referral		NO	1

Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2011

Job Title -	Business Manager		
Date Filled -	6/1/2011		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Part-Time Promoted		Yes	1
*Note-when hired for Part-Time Actively Recruited in the Kendall County, Plano, Sandwich Record and The Fox Valley Shopper			

Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2011

Job Title -	Sales		
Date Filled -	10/4/2010		
Recruitment /Referral Sources:		Referred Person Hired?	# Interviewees Referred
Morris Daily Herald/Yahoojobs.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	NO	0
The Paper in Dwight	Marsha, 204 E. chippewa, Dwight, IL 60420	NO	0
WCSJ-WJDK Radio On-Air Announcements	Jack Daly, WCSJ-WJDK, 219W. Washington, Morris, IL 60450. 815- 941-1000	YES	1

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2011**

Job Title -	Sales		
Date Filled -	10/25/2010	Referred Person Hired?	Interviewees Referred
Recruitment /Referral Sources:			
Free Press Papers	271 S. Broadway Coal City, IL	No	0
Morris Daily Herald/Yahoojobs.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	YES	2
The Paper in Dwight	Marsha, 204 E. chippewa, Dwight, IL 60420	NO	0
WCSJ-WJDK Radio On-Air Announcements	Jack Daly, WCSJ-WJDK, 219W. Washington, Morris, IL 60450. 815-941-1000	NO	0

Nelson Enterprises, Inc.
Station Employment Unit
EEO Public File Report
July 31, 2011

Job Title -	Sales		
Date Filled -	10/25/2010		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Elburn Herald	Leslie Flint, Elburn Herald, 123 N. Main, Elburn, IL 60119 (630)365-6446 Fax:(630)365- 2251 - www.ElburnHerald.com	No	0
Shaw Suburban Media - DeKalb Chronicle, MidWeek, Valley Free Press	Norm Fossmeyer, Shaw Suburban Media 1586 Barber Greene Rd DeKalb , IL 60115	No	0
Walk In		Yes	1

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2011**

Job Title -	Sales		
Date Filled -	4/1/2011		
Recruitment /Referral Sources:		Referred Person Hired?	# Interviewees Referred
Morris Daily Herald/Yahoojobs.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	NO	0
The Paper in Dwight	Marsha, 204 E. chippewa, Dwight, IL 60420	NO	0
WCSJ-WJDK Radio On-Air Announcements	Jack Daly, WCSJ-WJDK, 219W.Washington, Morris, IL 60450. 815-941-1000	NO	0
Other	Employee/Client Referral	YES	2
indeed.com	indeed.com	NO	1

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2011**

Job Title -	2 Sales Hires		
Date Filled -	6/16/11 and 6/27/11		
Recruitment /Referral Sources:		Referred Person Hired?	Interviewees Referred
Elburn Herald	Leslie Flint, Elburn Herald, 123 N. Main, Elburn, IL 60119 (630)365-6446 Fax:(630)365-2251 - www.ElburnHerald.com	Yes	1
On Air Annncments WLBK-WSQR	Larry Timpe, Stn Mgr 815-748-1000 1 Broadcast Center, Plano, IL 60545	No	1
Shaw Suburban Media - DeKalb Chronicle, MidWeek, Valley Free Press	Norm Fossmeier, Shaw Suburban Media 1586 Barber Greene Rd DeKalb , IL 60115	No	2
Craigslist	Craigslist	Yes	9
Chicagoland Radio/Media Website	chicagoradioandmedia.com	No	1
Experience.com - Internet sites	Experience.com	No	1
Other	Employee Referral	No	1
Victor E Recruiting	CLB Room 200, Main Ofc 815-753-1641 careerservices@niu.edu	No	1
IL Center for Broadcasting	55 West 22nd Street, Lombard, IL60148	No	1

**Nelson Enterprises, Inc.
 Station Employment Unit
 EEO Public File Report
 July 31, 2011**

Total Number of Persons Interviewed for All Full-Time Vacancies Filled		40
During the Past Year:		
Total Number of Interviewees Referred for All Full-Time Vacancies Filled		Interviewed
During the Past Year per Recruitment/Referral Sources:		
Morris Daily Herald	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	2
Record Newspapers	222 S. Bridge St. Yorkville IL 60560	1
Shaw Media	Norm Fossmeier, Shaw Suburban Media 1586 Barber Greene Rd DeKalb, IL 60115	2
Walk-In - Employee Referral - Other		9
On Air Radio Announcements	Gen Mgr-Beth Pierre(630) 552-1000/Jack Daly(815) 941-1000/Larry Timpe(815) 748-1000-1 Broadcast Center, Plano, IL 60545	2
Radio Station Website	Gen Mgr-Beth Pierre(630) 552-1000/Jack Daly(815) 941-1000/Larry Timpe(815) 748-1000-1 Broadcast Center, Plano, IL 60545	1
Craigslist	craigslist.org	9
indeed.com	indeed.com	1
Exigent - Previous Employee of Previous Licensee		5
Promotion of Part-time Employee to Full-time		3
Elburn Herald	Leslie Flint, Elburn Herald, 123 N. Main, Elburn, IL 60119 (630)365-6446 Fax:(630)365-2551- www.ElburnHerald.com	1
Chicago Radio/Media Website	Chicagoradioandmedia.com	1
Experience.com	Experience.com	1
Victor E Recruiting-NIU	CLB Room 200, Main Ofc 815-753-1641 careerservices@niu.edu	1
Illinois Center for Broadcasting	55 West 22nd Street, Lombard, IL6014	1

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2011**

Through July 2011

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. 4-H members are introduced to our radio station and our mission to promote local organization's activities to the community and 4-H members are introduced to the broadcast industry and career opportunities.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2011**

Through July 2011

Waubonsee Community College and Fox Valley Career Center students and their
Advisor for Skills USA Guests on TV Talk Show (#11)

Tuesday, April 5, 2011,

Guests appearing on WSPY-TV talk show, Fox Valley Today, were Waubonsee
Community College and Fox Valley Career Center students and their Advisor for Skills
USA. The students are involved with a Skills USA project to address literacy and have
worked for several months on a community outreach program to help supply computers
and software for homeless and needy children in the Fox Valley.

Before today's broadcast, the students toured the station, and observed and learned
about our TV and radio production, and our mission to broadcast local information,
weather, and news to the community and broadcast career opportunities.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2011**

Through July 2011

Sugar Grove Scout Pack 347 tour Radio and TV studios (#11)

Wednesday, April 6, 2011

Approximately 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, and how we gather and broadcast local information, weather, and news to the community and get 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. Discuss studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2011**

Through July 2011

Somonauk Scout Pack 335 tour Radio and TV studios (#11)

Wednesday, March 16, 2011

Approximately 16 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, and how we gather and broadcast local information, weather, and news to the community and get 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. Discuss studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2011**

Through July 2011

Yorkville Cub Scout Den 7 tour Radio and TV studios (#11)

Wednesday, March 23, 2011

Approximately 15 Scouts and 15 adults toured the WSPY Radio and TV studios.

The visitors toured the station, and observed and learned about our TV and radio production, and how we gather and broadcast local information, weather, and news to the community and get 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. Discuss studio equipment, height of the tower outside the studio and our mission to broadcast needed information to the community.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2011**

Through July 2011 High School Students Guests on TV Talk Show (#11)

Monday, May 2, 2011,

Guests appearing on WSPY-TV talk show, Fox Valley Today, were Plano High School Students: Two Sophomores, and a Junior for the Student Leadership Initiative Program through Kendall County Outdoor Education. Deanna Bazan, Director of Kendall County Outdoor Education was also in attendance.

Prior to today's broadcast, the students toured the station, and observed and learned about our TV and radio production, and our mission to broadcast local information, weather, and news and broadcast career opportunities.

Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2011

Through July 2011 Training Program designed for Management and Engineering

Level Position (#8)

Employment Unit continues a mentoring program to train a person, (son of the principals of the licensee corporation) for Management. The trainee now handles various responsibilities for all of the broadcast stations in this employment group. Trainee has been instrumental in investigating feasibility of acquisition (purchase) of and assumption of existing radio stations. Trainee was actively involved in the installation of new broadcast equipment including studio and automation system, transmitter equipment and 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 has conceived and implemented new non-traditional streams of revenue for the broadcast stations.

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.

WSPY takes pride in our commitment to working with local law enforcement and emergency management agencies. Trainee interfaces with local Emergency Management

Agency personnel using cutting edge technology to allow listeners to receive information from the proper authorities in times of emergency. Trainee participates in training agency personnel and maintaining the equipment involved.

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.
Station Employment Unit
Outreach Activities
July 31, 2011**

Through July 2011 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, 2011**

Through July 2011 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 2011 to a Morris high school senior at the Morris high school awards ceremony by the station General Manager.

Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2011

Through July 2011 Training Program designed for Management Level Position (#8)

Employment Unit continues a mentoring program to train a person, (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. Trainee 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 state radio groups 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 primary responsibility in recruiting and hiring and training two key accounting staff members responsible for Station Employment Unit accounting functions.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2011**

February 1, 2011 – July 31, 2011 Internship Program directed at students to acquire Skills for Broadcasting (5)

WLBK has an ongoing Internship program with Northern Illinois University, Illinois Center for Broadcasting and Kishwaukee College. Students receive 'hands-on' experience in various aspects of radio for college credit and/or course credit. The participating schools post our internship availability on their websites and/or bulletin-boards. Interns are exposed to basic station operations, i.e., equipment operation, programming, producing commercials, producing and hosting live radio programs.