

NELSON ENTERPRISES, INC.
STATION EMPLOYMENT UNIT
ANNUAL EEO PUBLIC FILE REPORT
JULY 31, 2009

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
W24AJ	Aurora, IL

The information contained in the Report covers the time period beginning August 1, 2008 to and including July 31, 2009.

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.

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Job Title -	Sales Manager		
Date Filled -	8/18/2008		
Recruitment /Referral Sources:		Referred Person	
		Hired?	Interviews
Illinois Broadcasters Association Website	200 Missouri Ave, Carterville, IL 62918. 618-985-5555	Yes	1
Monster.com	Monster.com	No	1
Radio Grit	radiogrit.com	No	1
Craigs List.org	P.O. Box 225159 San Francisco, CA 94122-5159. 415-566-6394	No	3
OTHER		No	1

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Job Title - Date Filled	Sales 10/28/2008	Referred Person	
		Hired?	Interviews
Recruitment /Referral Sources:			
WSPY Website	www.wspyfm.com	NO	0
WSPY Radio On-Air Announcements	Beth Pierre, WSPY, 1 Broadcast Center, Plano, IL 60545. 630-552-1000	NO	1
WSQR Website	www.wsqram.com	NO	0
WSQR Radio On-Air Announcements	Beth Pierre, WSPY, 1 Broadcast Center, Plano, IL 60545. 630-552-1000	NO	0
Fox Valley Shopper	110 E Countryside Parkway, # C, Yorkville, IL 60560. 630-553-7431	NO	0
Kendall County Record	222 S Bridge Street, Yorkville, IL 60560. 630-553-7034	NO	0
Yorkville Area Chamber of Commerce	26 West Countryside Parkway, Yorkville, IL 60560. 630-553-6853	NO	0
OTHER		YES	5

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Job Title - Date Filled	Sales 11/3/2008	Referred Person	
		Hired?	Interviews
Recruitment /Referral Sources:			
Morris Daily Herald/Yahoojobs.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	NO	5
The Paper in Dwight	Marsha, 204 E. chippewa, Dwight, IL 60420	NO	0
Coal City Courant/Free Press Newspapers	Eric, 111 S. Water Street, Wilmington, IL 60481. 815 476-7966	NO	0
Ottawa Daily Times	Mindy Crouch, 110 W Jefferson St., Ottawa, Ill., 61350. 815-433-2001	NO	0
Channahooka Weekly-Rock Valley Publishing	11512 N. Second St., Machesney Park, IL 61115. 815-877-4044	NO	0
Nelson Publishing Spring Buyers Guide	Nelson Publishing, 1 Broadcast Center, Plano, IL 60545,	NO	0
Grundy County Work Force	Griselda Martinez, www.grundyworkforce.com	NO	1
Illinois Skills Match	www.illinoisskillsmatch.com	NO	0
WCSJ-WJDK.com Website	www.wcsj 103.1 fm	NO	0
WCSJ-WJDK Radio On-Air Announcements	Jack Daly, WCSJ-WJDK, 219W.Washington, Morris, IL 60450. 815-941-1000	NO	0
Other		YES	2

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Job Title	Sales		
Date Filled	12/1/2008		
Recruitment /Referral Sources:		Referred	
		Person Hired?	Interviews
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
Coal City Courant/Free Press Newspapers	Eric, 111 S. Water Street, Wilmington, IL 60481. 815 476-7966	NO	0
Ottawa Daily Times	Mindy Crouch, 110 W Jefferson St., Ottawa, Ill., 61350. 815-433-2001	NO	0
Channooka Weekly-Rock Valley Publishing	11512 N. Second St., Machesney Park, IL 61115. 815-877-4044	NO	0
Nelson Publishing Spring Buyers Guide	Nelson Publishing, 1 Broadcast Center, Plano, IL 60545,	NO	0
Grundy County Work Force	Griselda Martinez, www.grundyworkforce.com	NO	0
Illinois Skills Match	www.illinoisskillsmatch.com	NO	0
WCSJ-WJDK.com Website	www.wcsj_103.1_fm	NO	0
WCSJ-WJDK Radio On-Air Announcements	Jack Daly, WCSJ-WJDK, 219W.Washington, Morris, IL 60450. 815-941-1000	NO	0
Employee Referral		NO	0
Other		NO	0

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Job Title -	Sales 2/4/2009	Referred Person Hired?	Interviews
Recruitment /Referral Sources:			
WSPY Website	www.wspyfm.com	NO	0
WSPY Radio On-Air Announcements	Beth Pierre, WSPY, 1 Broadcast Center, Plano, IL 60545. 630-552-1000	YES	3
WSQR Website	www.wsqram.com	NO	0
WSQR Radio On-Air Announcements	Beth Pierre, WSPY, 1 Broadcast Center, Plano, IL 60545. 630-552-1000	NO	0
Fox Vailey Shopper	110 E Countryside Parkway, # C, Yorkville, IL 60560. 630-553-7431	NO	1
Kendall County Record	222 S Bridge Street, Yorkville, IL 60560. 630-553-7034 Katherine Zuidema, NIU, 1425 W Lincoln Highway, Dekalb, IL 60115 (815) 753-1000	NO	0
Northern Illinois University-Career Services		NO	0
Waubonsee Comm College-Career Services	Rt 47atWaubonsee Drive, Sugar Grove, IL 60554. 630-466-7900	NO	0
Yorkville Area Chamber of Commerce	26 West Countryside Parkway, Yorkville, IL 60560. 630-553-6853	NO	0
OTHER		NO	3

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Job Title -	Sales 3/23/2009	Referred Person	
		Hired?	Interviews
Recruitment /Referral Sources:			
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
Coal City Courant/Free Press Newspapers	Eric, 111 S. Water Street, Wilmington, IL 60481. 815 476-7966	NO	0
Ottawa Daily Times	Mindy Crouch, 110 W Jefferson St., Ottawa, Ill., 61350. 815-433-2001	NO	0
Channooka Weekly-Rock Valley Publishing	11512 N. Second St., Machesney Park, IL 61115. 815-877-4044	NO	0
Nelson Publishing Spring Buyers Guide	Nelson Publishing, 1 Broadcast Center, Plano, IL 60545,	NO	0
Grundy County Work Force	Griselda Martinez, www.grundyworkforce.com	NO	0
Illinois Skills Match	www.illinoisskillsmatch.com	NO	1
WCSJ-WJDK.com Website	www.wcsi103.1fm	NO	0
WCSJ-WJDK Radio On-Air Announcements	Jack Daly, WCSJ-WJDK, 219W.Washington, Morris, IL 60450. 815-941-1000	NO	0
Employee Referral		NO	0
Other			

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Job Title - Date Filled -	Sales 5/7/2009	Referred Person	
Recruitment /Referral Sources:		Hired?	Interviews
WSPY Website	www.wspyfm.com	NO	0
WSPY Radio On-Air Announcements	Beth Pierre, WSPY, 1 Broadcast Center, Plano, IL 60545. 630-552-1000	NO	0
WSQR Website	www.wsqgram.com	NO	0
WSQR Radio On-Air Announcements	Beth Pierre, WSPY, 1 Broadcast Center, Plano, IL 60545. 630-552-1000	NO	0
Fox Valley Shopper	110 E Countryside Parkway, # C, Yorkville, IL 60560. 630-553-7431	NO	3
Kendall County Record	222 S Bridge Street, Yorkville, IL 60560. 630-553-7034	NO	0
Northern Illinois University-Career Services	Katherine Zuidema, NIU, 1425 W Lincoln Highway, Dekalb, IL 60115 (815) 753-1000	YES	1
Waubonsee Comm College-Career Services	Rt 47atWaubonsee Drive, Sugar Grove, IL 60554. 630-466-7900	NO	0
Yorkville Area Chamber of Commerce	26 West Countryside Parkway, Yorkville, IL 60560. 630-553-6853	NO	0
OTHER		NO	3

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Job Title - Date Filled -	Sales 6/18/2009	Referred Person	
		Hired?	Interviews
Recruitment /Referral Sources:			
Morris Daily Herald/Yahoojobs.com	Vicki, Morris Daily Herald,1804 Division, Morris, IL 60450	NO	3
The Paper in Dwight	Marsha, 204 E. chippewa, Dwight, IL 60420	NO	0
Coal City Courant/Free Press Newspapers	Eric,111 S. Water Street, Wilmington, IL 60481. 815 476-7966	NO	1
Ottawa Daily Times	Mindy Crouch, 110 W Jefferson St., Ottawa, Ill., 61350. 815-433-2001	NO	0
Channooka Weekly-Rock Valley Publishing	11512 N. Second St., Machesney Park, IL 61115. 815-877-4044	NO	0
Nelson Publishing Spring Buyers Guide	Nelson Publishing, 1 Broadcast Center, Plano, IL 60545,	NO	0
Grundy County Work Force	Griselda Martinez, www.grundyworkforce.com	YES	1
Illinois Skills Match	www.illinoisskillsmatch.com	NO	0
WCSJ-WJDK.com Website	www.wcsi 103.1 fm	NO	0
WCSJ-WJDK Radio On-Air Announcements	Jack Daly, WCSJ-WJDK, 219W.Washington, Morris, IL 60450. 815-941-1000	NO	0
Employee Referral		NO	0
Other		NO	0

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Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year:		45
Total Number of Interviewees Referred for All Full-Time Vacancies Filled During the Past Year per Recruitment/Referral Sources:		Interviews
Morris Daily Herald/Yahoojobs.com	Vicki, Morris Daily Herald, 1804 Division, Morris, IL 60450	12
The Paper in Dwight	Marsha, 204 E. chippewa, Dwight, IL 60420	
Coal City Courant/Free Press Newspapers	Eric, 111 S. Water Street, Wilmington, IL 60481. 815 476-7966	1
Ottawa Daily Times	Mindy Crouch, 110 W Jefferson St., Ottawa, Ill., 61350. 815-433-2001	
Channooka Weekly-Rock Valley Publishing	11512 N. Second St., Machesney Park, IL 61115. 815-877-4044	
Nelson Publishing Spring Buyers Guide	Nelson Publishing, 1 Broadcast Center, Plano, IL 60545,	
Grundy County Work Force	Griselda Martinez, www.grundyworkforce.com	2
Illinois Skills Match	www.illinoisskillsmatch.com	
WCSJ-WJDK.com Website	www.wcsj 103.1 fm	1
WCSJ-WJDK Radio On-Air Announcements	Jack Daly, WCSJ-WJDK, 219W.Washington, Morris, IL 60450. 815-941-1000	
Illinois Broadcasters Association Website	200 Missouri Ave, Carterville, IL 62918. 618-985-5555	1
Monster.com	Monster.com	1
WSPY Website	www.wspyfm.com	
WSPY Radio On-Air Announcements	Beth Pierre, WSPY, 1 Broadcast Center, Plano, IL 60545. 630-552-1000	4
WSQR Website	www.wsqram.com	
WSQR Radio On-Air Announcements	Beth Pierre, WSPY, 1 Broadcast Center, Plano, IL 60545. 630-552-1000	
Fox Valley Shopper	110 E Countryside Parkway, # C, Yorkville, IL 60560. 630-553-7431	4
Kendall County Record	222 S Bridge Street, Yorkville, IL 60560. 630-553-7034	
	Katherine Zuidema, NIU, 1425 W Lincoln Highway, Dekalb, IL 60115 (815) 753-1000	1
Northern Illinois University-Career Services		
Waubonsee Comm College-Career Services	Rt 47aWaubonsee Drive, Sugar Grove, IL 60554. 630-466-7900	
Yorkville Area Chamber of Commerce	26 West Countryside Parkway, Yorkville, IL 60560. 630-553-6853	
Radio Grit	radiogrit.com	1
Craigs List	P.O. Box 225159 San Francisco, CA 94122-5159. 415-566-6394	3
OTHER		14

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2009**

Through July 2009

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.
Station Employment Unit
Outreach Activities
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Through July 2009 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.

In June of 2003 the first intern was hired – the internship continues to this day.

Nelson Enterprises, Inc.
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Through July 2009 Training Program designed for Management Level Position (#8)

Employment Unit began a mentoring program in June 2003 to train a staff member (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.

Under the Training Program, the trainee participates in 2 to 3 monthly Management/Operation meetings of department heads each month 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. Throughout her high school years the trainee, as an intern, operated the TV equipment to switch programming on evenings and weekends. Beckman is now the technical operator directing and switching camera shots and character generation for a daily live half-hour talk show.

The trainee's additional mentoring continues and includes working with the Business Manager and sitting in on management decisions affecting stations programming, operations, and many hiring discussions/decisions.

The trainee has traveled to Management meetings involving 20 radio groups who meet twice yearly to discuss and keep abreast of broadcast management issues involved with local radio operations, thus broadening her exposure to management ideas, techniques, and styles.

In addition to the above duties, trainee has begun an introduction to Management Accounting in that she is responsible for reconciling all corporate bank accounts. This includes investigating and correcting any differences in the corporate accounting systems and the bank statements.

Trainee has learned the Accounts Payable process by reviewing and approving incoming invoices and statements, processing these for payment by entering into the corporate accounting system and then printing and mailing the Accounts Payable checks.

Trainee has shared primary responsibility in recruiting and hiring and training two key accounting staff members responsible for Station Employment Unit accounting functions.

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Through July 2009 Training Program designed for Management – Engineering Level
Position (#8)

Employment Unit began a mentoring program in May 2006 to train a staff member (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. The trainee has a degree in Physics and has studied Machining. The trainee secured the FCC General Class Radio Telephone license. 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 has been involved in weekly Sales staff meetings. In addition, trainee participates in hiring interview of most new employees. Under the Training Program, the trainee participates in 2 to 3 monthly Management/Operation meetings of department heads each month 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. Throughout his high school years the trainee, as an intern, operated the radio station and TV equipment to switch programming on evenings and weekends.

The trainee has traveled to Management meetings involving 20 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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Through July 2009 Networking to inform business and professionals of career opportunities in Broadcasting (#16)

Employment Unit is a member of 5 Leads Groups from 5 different communities in our coverage area. 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 meetings 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.

**Nelson Enterprises, Inc.
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Outreach Activities
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Through July 2009 Participating in job fairs by station personnel who have substantial responsibility for hiring decisions (#1)

Yorkville Economic Development Corporation's

8th Annual "Aiming for Success Career/Job Fair"

April 7, 2009 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 30 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.