

**NELSON ENTERPRISES, INC.
STATION EMPLOYMENT UNIT
ANNUAL EEO PUBLIC FILE REPORT
JULY 31, 2020**

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
WSPY-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, 2019 to and including July 31, 2020.

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 Representative		
Date Filled	8/15/2019		
Recruitment - Referral Sources:		Referral Hired?	# Interviewes Referred
Indeed	Indeed.com	Yes	1
Employee Referral	Employee		1

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Job Title	Sales Representative		
Date Filled	12/4/2019		
Recruitment - Referral Sources:		Referral Hired?	# Interviewes Referred
Indeed	Indeed.com	Yes	3
Walk in	Walk in		1

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Job Title	Sales Representative		
Date Filled	1/2/2020		
Recruitment - Referral Sources:		Referral Hired?	# Interviewes Referred
WSPY On-Air Commercial	Beth Pierre, WSPY, 1 Broadcast Center, Plano, IL 60545	Yes	1

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Job Title	Sales Representative		
Date Filled	2/17/2020		
Recruitment - Referral Sources:		Referral Hired?	# Interviewes Referred
WSPY - On Air announcement	Beth Pierre, WSPY, 1 Broadcast Center, Plano, IL 60545		1
Indeed	Indeed	Yes	1

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Job Title	Sales Representative		
Date Filled	6/1/2020		
Recruitment - Referral Sources:		Referral Hired?	# Interviewes Referred
Indeed	Indeed.com	Yes	1

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Job Title	News Director		
Date Filled	7/13/2020		
Recruitment - Referral Sources:		Referral Hired?	# Interviewes Referred
Employee Referral	Employee	Yes	1

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Total Number of Persons Interviewed for All Full-Time Vacancies Filled		
During the Past Year:		11
Total Number of Persons Interviewed for All Full-Time Vacancies Filled		
During the Past Year Per Recruitment/Referral Sources:		Interviewed
On Air Radio Announcements	Beth Pierre-WSPY, 1 Broadcast Center, Plano, IL 60545	2
Indeed.com	Indeed.com	6
Fox Valley Shopper	<u>classified@fvshopper.com</u>	0
Walkin/Employee Referral	Walkin/Employee Referral	3
Facebook.com	Facebook.com/WSPY	0
Nelson Publishing	Beth Pierre-WSPY, 1 Broadcast Center, Plano, IL 60545	0
Mediarecruiter.com	<u>art.scott@mediarecruiter.com</u>	0
RAB Daily e-mail	RAB	0

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2020**

**Through July 2020 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.

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2020**

Through July 2020 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.

The employee has traveled this year to day Management meetings involving broadcast groups to keep abreast of broadcast management issues involved with local broadcast operations, thus broadening her exposure to management ideas, techniques, and styles. 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, 2020**

Through July 2020

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. (Limited during COVID-19 shelter in place)

**Nelson Enterprises, Inc.
Station Employment Unit
Outreach Activities
July 31, 2020**

Through July 2020 Participating in job fairs by station personnel who have substantial responsibility for hiring decisions (#1)

Spring Job Fair

THIS EVENT WAS CANCELED due to the State of Illinois COVID-19 Response banning public gathering events such as this.

Friday, April 9, 2019 10:30 AM – 1:00 PM

**Waubonsee Community College
Sugar Grove Campus
Sugar Grove, IL**

THIS EVENT WAS CANCELED due to the State of Illinois COVID-19 Response banning public gathering events such as this.

This event is a collaborative effort sponsored by the Illinois Department of Employment Security and Waubonsee Community College. In the past, Nelson Enterprises, Inc. participated and took applications and conducted on-site interviews.

In the past, Beth Pierre, General Manager represented the Stations and received resumes for sales, office/clerical, talent and internships from attendees and discussed employment opportunity at the Stations and had planned to attend this job fair also.

THIS EVENT WAS CANCELED due to the State of Illinois COVID-19 Response banning public gathering events such as this.