

EEO Public File 2014 – 2015 Report

This Public File Report is made available on behalf of WCPE Radio, Raleigh, North Carolina and WZPE, Bath, North Carolina, pursuant to 47 CFR §73.2080(c)(6) of the Code of Federal Regulations: Telecommunication, Radio Broadcast Services, Equal Employment Opportunities. This report covers the twelve month period August 1, 2014 through July 31, 2015. ("WZPE" is hereinafter included with and referred to as "WCPE").

WCPE, an equal opportunity, affirmative action employer, is dedicated to providing broad outreach regarding job vacancies and volunteer opportunities to all qualified individuals without regard to race, color, age, religion, national origin, sexual orientation or gender. Pursuant to 47 CFR §73.2080(c)(1)(ii) organizations that wish to receive our job availability information should advise us by sending a written request in the US mail to: WCPE Radio, Attn: Deborah S. Proctor – Positions, Box 828, Wake Forest, NC 27588. Please include your organization's name, mailing address, telephone number, contact person, and the categories of job vacancies for which the organization requests notice. Resumes will be held for a minimum of six months.

Full Time Job Opportunities [47 CFR §73.2080(c)(1)]

No full-time job opportunities requiring recruitment were available during the time-period August 1, 2014 through July 31, 2015. During this period the station received two unsolicited resumes not attached to a specific job opportunity. WCPE also received six resumes during the June-July 2015 timeframe in response to advertising on the air, company website and in the Raleigh News and Observer for a new Development Director. This position will be part-time with the potential to become full-time. (The individual hired in 2014 for this position did not stay with the company; therefore WCPE has re-opened the position). No interviews have yet been conducted and advertising is incomplete as of this writing.

Specific EEO Program Requirements [47 CFR §73.2080(c)(2)]

For a part of the reporting period, August 1, 2014 through July 31, 2015, WCPE had eleven full-time employees and is therefore required to engage in four of the listed initiatives. For part of the same reporting period, WCPE had ten full-time employees. WCPE does not have a small market exemption.

The sixteen initiatives are listed as follows:

- Initiative 1: Participation in at least four job fairs by station personnel with substantial responsibility in the making of hiring decisions.
- Initiative 2: Hosting of at least one job fair.
- Initiative 3: Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.

- Initiative 4: Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.
- Initiative 5: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
- Initiative 6: Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).
- Initiative 7: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
- Initiative 8: Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
- Initiative 9: Establishment of a mentoring program for station personnel.
- Initiative 10: Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
- Initiative 11: Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.
- Initiative 12: Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.
- Initiative 13: Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
- Initiative 14: Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
- Initiative 15: Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
- Initiative 16: Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

WCPE Compliance with 47 CFR §73.2080(c)(2)

Initiative #4/#16: Participation in Conventions, Career-Days & Workshops

Presentation at St Michael's Episcopal Church, Raleigh: Program Director Dick Storck gave a "Tour of WCPE" power point presentation in the church parish hall to 40+ adult attendees. The

audience was then invited to ask questions about the station and offered an opportunity to sign up for volunteer announcer training. Date attended: September 18, 2014

Initiative #5: Broadcast Internship Programs

1) Volunteer Announcer Training

Program Director Dick Storck, from expressions of volunteer interest collected over the preceding year, invited twenty-one potential announcer candidates to attend a group station information session, auditions and interviews for WCPE's Volunteer Announcer Training program. From that group, fifteen candidates were selected for training. Beginning January 14, 2015, classes were conducted over an eleven-week period on Wednesday evenings for two-hour training sessions. Assisting Dick with training were five experienced announcers, most of them former volunteers. The five assisting were: Paul Jordan, George Douglas, Rob Kennedy, Stanley Ray Hoffman and Patty Smith-Pearce.

The participating students received training in basic and advanced announcing techniques, the operation of broadcast studio equipment and the fundamentals of transmitter operation. Following training, eight volunteers were qualified as announcers and were further mentored during live programs by station staff and experienced volunteers. Subsequent to mentoring, all became qualified for hosting air shifts and are given opportunities for hosting independently.

2) Station Intern Recruiting

On June 15, 2015, station employee Curtis Brothers gave high school student Raymond Jaquez a tour of the studio and an opportunity to record and audition. Program Director Dick Storck followed up by email and offered an internship to the student and is awaiting his reply.

Initiative #6: Participation in Programs Designed to Promote Outreach

Local Arts Series: WCPE partners with Quail Ridge Books and Music in Raleigh to provide an opportunity to the community to connect with the radio station and local arts groups in the Triangle. Events are held at Quail Ridge Books & Music and are free to the public. Featured organizations included the North Carolina Symphony, the North Carolina Opera, the Carolina Ballet and guest lecturers. Events were held on October 27, 2014, November 3, 2014, January 6, 2015, January 15, 2015, January 22, 2015, February 18, 2015, April 7, 2015, April 21, 2015 and May 5, 2015 of the reporting period.

Internet Programs: WCPE maintains a website at: theclassicalstation.org and a link to our facebook page, with a current following of 4700 people, designed to promote daily interaction with any individual interested in our organization. On its webpage, WCPE also provides a link to its live broadcast via several different streaming options, all free of charge. A bi-weekly electronic newsletter, *Crescendo*, is available free to any individual who would like to join the email distribution list. The distribution as of July 2014 is 2600 people.

Meet and Greet Tables/Local Concert Stage Emcees: Station announcers regularly appear on stage as masters of ceremonies at local concerts. Volunteers and staff are on hand at information tables located on-site at the performance venues to provide station information and promote outreach to any interested member of the public. WCPE staff participated at the following venues:

A concert free to the public featuring Dr. Anatoly Larkin at the piano was sponsored by WCPE and the Cary Arts Center in Cary, NC. Over 400 members of the public attended. A reception following the concert gave attendees a chance to meet most of the WCPE staff and announcers. January 18, 2015.

The Free Spirits of Raleigh Symphony emceed by WCPE's Dan McHugh at the Wake Forest Renaissance Center. April 17, 2015.

North Carolina Symphony Concert, Memorial Hall, Chapel Hill, NC. Participants at a Meet and Greet table were Dick Storck and Colleen Huseboe. April 23, 2015.

Cary Music & Arts Festival (showcasing area high school band talent) at Cary's Booth Amphitheater, co-emceed by WCPE's Tara Lynn. Meet and Greet table staffed by WCPE volunteer Bruce Huffine. April 26, 2015.

North Carolina Symphony at Cary's Booth Amphitheatre emceed by WCPE's Tara Lynn. May 23, 2015.

North Carolina Symphony at Cary's Booth Amphitheatre emceed by WCPE's David Ballantyne. May 30, 2015.

North Carolina Symphony at Cary's Booth Amphitheatre emceed by WCPE's William Woltz. June 12, 2015.

North Carolina Symphony at Cary's Booth Amphitheatre emceed by WCPE's Dan McHugh. June 13, 2015.

Free Programming: WCPE offers blanket permission to the use of its signal and programming without charge, royalty or obligation to any licensed public radio station, university station or general broadcast entities nation-wide to fill any gaps they may have in their own programming. A list of these rebroadcast partners can be found on our website at: theclassicalstation.org. To the best of our knowledge, this list is up to date and accurate. However, the managements of these organizations can and do make changes to their channel lineups and program schedules without notifying WCPE. Also, these partners are not required to include the carriage of WCPE programs on their web sites or in other published materials regarding their programming schedules. Therefore, we suspect that there may be more organizations carrying WCPE programming than are listed.

Initiative #7: Scholarship Programs for Students

WCPE Education Fund: In 2010, WCPE established an Education Fund “Ed Fund” for the purpose of promoting educational opportunities to underprivileged youth in the community. A committee of WCPE staff and volunteers meet periodically to review potential recipients of monetary grants from the Ed Fund. The grant recipients are given opportunities to tour the station and, in some instances have recorded their music to be broadcast on the station.

Organizations in receipt of sponsorship from the WCPE Education Fund during 2014 – 2015 included the Chapel Hill Philharmonia, the Boys & Girls Clubs of Greensboro and the North Carolina Symphony Ovarions program. Combined, these organizations received \$7,250.

Student Broadcast Opportunity: On July 1, 2014 Program Director Dick Storck, with the assistance of WCPE staff member Jonny Pierce spent a day at the Kidz Notes summer music camp held in the Club Blvd Elementary School. The student musicians were coached in voice tracking for broadcast and learned to prepare scripts and record their own material on portable digital equipment provided by WCPE. The students were given the opportunity to perform as broadcast hosts for a one-hour pre-recorded program aired on WCPE 89.7 to its listeners on September 15, 2014 and again on September 21, 2015. Kidz Notes has received several grants from the WCPE Education Fund.

Initiative #8: Training for Station Personnel (Professional Development)

Membership Associate Adrienne DiFranco attended a notary training course which prepared her to take and pass the NC state notary exam and further enhance her ability to perform station accounting tasks. Date attended: August 14, 2014.

Development Director Colleen Huseboe attended a non-profit town hall forum sponsored by the NC Center for Nonprofits and the Triangle Community Foundation; an event featuring legislative updates affecting the nonprofit sector. Date attended: January 30, 2015.

Facilities Engineer Curtis Brothers attended an automation summit in Las Vegas sponsored by Siemens. The conference was designed to aid attendees the training needed to improve efficiencies and increase performance in daily operations. June 22 – June 25, 2015.

Initiative #11/#16: Community Events to Inform and Educate the Public

Several informational tours of the WCPE studios and transmitter facilities were conducted by Program Director Dick Storck for local scout troops. The dates of these tours were December 8, 2014, February 5, 2015, February 10, 2015, March 2, 2015 and May 19, 2015.

Initiative #14: EEO Training

Short training points were presented to staff by General Manager Deborah Proctor regarding EEO requirements. Date: April 14, 2015.