

EEO Public File 2015 – 2016 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, 2015 through July 31, 2016. ("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.

Full Time (and part-time) Job Opportunities [47 CFR §73.2080(c)(1)]

* Note: specific rule requirements only apply to full-time job openings, although both full-time and part-time are included in this discussion.

(1) One full-time job opportunity was made available to an existing part-time employee during the time-period August 1, 2015 through July 31, 2016. Traffic scheduling, which had been split between two part-time people, was turned into a full-time position during spring 2016. Jonathan Pierce was promoted internally to this position. (2) Upon the retirement of WCPE's Business and Underwriting Director, Peter Blume, at the end of June 2016, a part-time person was recruited via business contacts of Program Director, Dick Storck. Mr. Storck drew from his extensive commercial radio background and circulated an email inquiry and job description among current and former radio sales representatives. As a result of this inquiry, Betty Madren was interviewed and hired June 27, 2016. This position was also advertised on the WCPE website, Indy Week Magazine and online with the News & Observer – Durham. (3) After the departure of WCPE host Tara Lynn in March 2016, Patricia Smith Pearce was promoted in April 2016 from Music Library Support to host the air show vacated by Ms Lynn. (4) The Development Director position advertised during the summer of 2015 (see previous filing) has not been filled and there are no plans currently to pursue filling this position.

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

From August 1, 2015 – June 27, 2016 WCPE had 11 full time employees. At the time of reporting, WCPE has ten full-time employees and does not have a small market exemption. WCPE is required to engage in at least four of the listed initiatives for the eleven months of the reporting period that it had eleven full-time employees.

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: Participation in Conventions, Career-Days & Workshops

- 1) Raleigh Salvation Army (May 11, 2016)

Program Director Dick Storck, along with Announcer Sherman Wallace presented a WCPE “Virtual Station Tour” Power Point program to approximately 25 attendees.

- 2) Cary High School (March 17, 2016)

Program Director Dick Storck, along with Announcer Sherman Wallace set up a table, showed station Power Point photos and training aids and offered WCPE broadcasting career information to high school students at a career day sponsored by Cary High School.

- 3) Saint Catherine of Sienna Catholic Church, Wake Forest (March 4, 2016)

Program Director Dick Storck presented a WCPE “Virtual Station Tour” Power Point program to approximately 250 members of a Saint Catherine’s senior group. (WCPE actively recruits seniors).

- 4) Cary Rotary Club (January 5, 2016)

Program Director Dick Storck gave a luncheon talk and WCPE “Virtual Station Tour” Power Point presentation to approximately 100 Rotary Club attendees.

Initiative #5/9: Broadcast Internship Programs and Mentoring of Station Personnel

- 1) Volunteer Announcer Training (May, 2016 – June, 2016)

Program Director Dick Storck, from expressions of volunteer interest collected over the preceding year, invited ten potential announcer candidates to attend a group station information session, auditions and interviews for WCPE’s Volunteer Announcer Training program. From that group eight volunteers qualified for and completed training as Volunteer Announcers. Classes were conducted over a six-week period on Wednesday evenings from May 25 through June 29, 2016. Assisting Dick with training were three experienced announcers, two of them volunteers. The three assisting were: George Douglas, Rob Kennedy and Stanley Ray Hoffman. The participating students received training in basic and advanced announcing techniques, the operation of broadcast studio equipment and the fundamentals of transmitter operation. They are currently being mentored during live programs by station staff and experienced volunteers. Subsequent to mentoring, they will be given opportunities for hosting independently. The new volunteer hosts are: David Parrott, Brandon Macer, Jay Pierson, Joe Johnston, Peggy Powell, Helen Bowman, Mark Schreiner and Christopher Scoville.

2) Station Intern Recruiting (June 17, 2016)

Program Director Dick Storck met with Nicole Langton, Director of Professional Services of the Living Arts College and discussed WCPE Intern opportunities. As a result, student Paul Taylor was recruited as a station Intern and put on “fast track” training for on-air hosting and has been on the air several times. The WCPE Intern program is available to any qualified Living Arts College student.

3) Student Broadcast Opportunity (September 21st and 27th, 2015)

On July 15, 2015 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. Fifteen advanced orchestral 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 twice in September 2015. Kidz Notes has received several grants from the WCPE Education Fund.

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 14, 2015, January 20, 2016, February 11, 2016, and February 25, 2016 of the reporting period.

Internet and Social Media Programs: WCPE maintains a website at: theclassicalstation.org and a facebook page, with a current following of 7240 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. An electronic newsletter, *Crescendo*, is available free to any individual who would like to join the email distribution list. The distribution for *Crescendo* as of July 2016 is 2100 people. WCPE also maintains a Twitter account with 2,000 followers.

Meet and Greet Tables/Local Concert Stage Emcees: WCPE announcers and staff frequently appear at local performance venues and provide meet & greet tables with station information to promote outreach to any interested member of the public. WCPE staff participated at the following venues:

North Carolina Symphony Beethoven Festival, Booth Amphitheater, Cary, NC. The two-day outdoor concert event was hosted by WCPE Announcer Dan McHugh. (June 16 & 17, 2016)

North Carolina Symphony Summerfest Series, Booth Amphitheater, Cary, NC. Outdoor concert event was hosted by WCPE Announcer Phil Davis Campbell. A promotional table was available to provide informational materials to concert-goers. (May 28, 2016)

North Carolina Chamber Music Institute, Church of the Nativity, Raleigh, NC. A promotional table staffed by WCPE's Dan McHugh and Christina Romano was available at a reception for concert-goers to greet listeners and hand out promotional literature. (April 17, 2016)

North Carolina Symphony Concert, Chapel Hill, NC. A promotional table staffed by WCPE's Dick Storck and Adrienne DiFranco to provide informational materials and greet listeners was available before and during the intermission of the concert. (April 14, 2016)

North Carolina Opera Season Reveal at CAM, Raleigh, NC. WCPE Opera host Bob Chapman along with Announcer Dan McHugh staffed an information table and greeted attendees while giving out promotional materials. (April 12, 2016)

North Carolina Ballet – The Nutcracker, Raleigh Memorial Auditorium, Raleigh, NC. WCPE Arts Liaison Tara Lynn and staff members made two personal appearances in the lobby to disseminate WCPE information prior to and during intermission of the performance. (December 26, 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 and is attached as "Appendix A" to this report. The list of partner stations was verified and updated by Dan McHugh in April, 2016 by contacting each station by phone. However, the managements of these organizations can and do make changes to their channel lineups and program schedules without notifying WCPE. 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, 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 classical music-related educational opportunities to the community, focused primarily on youth groups. Ed Fund grants come from private donor tax-deductible gifts made to WCPE. Grants are awarded annually by a committee of WCPE staff and volunteers. To date, the Ed Fund has invested over thirty-eight thousand dollars in music education and performance opportunities to a wide variety of nonprofit organizations since its' founding. Organizations in receipt of sponsorship from the WCPE Education Fund during 2015 included the North Carolina Chamber Music Institute, Wake Forest Community Youth Orchestra, Community Music School, Chamber Music Raleigh and the Raleigh Concert Band. Combined, these organizations received more than \$8,000.

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

Jonathan Pierce is schedule to attend Raiser's Edge non-profit software trainings sometime in July, 2016. This will enable him to increase his responsibilities to assist in the Membership Office.

Initiative #10: Dissemination of Broadcast Career Information via Educational Institutions

Program Director Dick Storck participated in an Advisory Board meeting at the Living Arts College. An hour of the meeting was devoted to audio broadcasting instructors, professional and students. Radio broadcasting and production suggestions made by Storck (invited as a guest lecturer) included voice and diction, digital automation, music and traffic scheduling software, ripping CDs and voice tracking. (July 12, 2016)

Initiative #16: Other Activities to Inform and Educate the Public

A tour of the WCPE studios and transmitter facilities was conducted by Program Director Dick Storck for the Happy Families Homeschool Group. Approximately 50 students and their parents were present for the tour. (May 27, 2016)

JOC 7/21/2016

Appendix A - WCPE Partner Stations as of April, 2016

KXMS 88.7KXMS/Fine Arts Radio International Missouri Southern State University in Joplin, MO

Tom Hewett: 417-625-3192

Broadcasts their programming between the hours of 3-9 pm, Monday-Friday and carries WCPE the rest of the time.

KWIT-HD2 90.3 FM Sioux City, Iowa Western Iowa Technical Community College

Gretchen Gondek, GM: 712-274-6406

Carrying WCPE exclusively on their HD2 transmission. Their website also provides links to the WCPE homepage and a spot advertising our classical music.

<http://kwit.org/>

WMCO FM, 90.7 FM New Concord, Ohio Muskingum University

This station carries us 7 days a week between the hours of 2 am and 4 am.

<http://www.muskingum.edu/>
<http://www.orbitmediaonline.com/>

Rio Grande Valley Public Radio 88 FM Harlingen and McAllen, Texas

Mario: 956-421-4111

Broadcasts WCPE between 10 pm and 6 am, Central Time.

WRLC FM - Lycoming College Williamsport, PA

Faith: 570-323-5360

Broadcasts WCPE every day between 6 am and 11 pm. The only interruption in programming is when students host their own shows. Right now, student programming makes up between 8 and 10 hours per week.

WCHW 91.3 FM
Bay City Central High School, Bay City, MI

Allegheny Mountain Radio
Hot Springs and Monterey, VA and Durbin, WV

Chuck Niday, Chief Engineer: 304-799-6004

This collection of three stations broadcasts WCPE programming *mostly* between 10 pm and 6 am. There are some programs which run until midnight on certain days of the week.

Classical Radio – Oklahoma’s Choice for Classical Music
KUCO FM 90.1 Edmond, OK
KBCW FM 91.9 McAlester, OK

Broadcasts WCPE between 11 pm and 6 am.

Kimberly Powell
Director of Programming, Production & Syndication Host/Producer Performance Oklahoma
Oklahoma's Choice for Classical Music
90.1 KUCO Edmond Oklahoma City
91.9 KBCW McAlester
95.9 KCSC Woodward
<http://www.kucofm.com/>
(405) 974.2111
KPowell12@uco.edu

KBTL FM 88.1
Butler County Community College
Dr. Keith West: 316-322-3194

Have not carried WCPE in 5 years, but would be interested in taking our signal again via satellite once programming is upgraded from Simeon Lite to Simeon (full version). Estimated cost is \$2,000. Dr. West is requesting a larger budget so that he can upgrade his equipment and carry us again. We agreed to talk again in September..