

EEO Public File 2016 – 2017 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, 2016 through July 31, 2017. ("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.

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

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

No full-time job opportunities requiring recruitment were available during the time-period of August 1, 2016 through July 31, 2017. The Membership Director, Patricia Crane, has recently resigned her position effective June 9th, 2017 toward the end of this reporting period. Dan McHugh, already a full-time employee of the station has given up his broadcast duties and replaced Ms. Crane in the Membership office. A search is currently being conducted to add a part-time person in the Membership Office to assist.

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

From August 1, 2016 through June 09, 2017 (which includes most of this reporting period) WCPE had ten full time employees and one contract employee. At the time of reporting, WCPE has nine full-time employees and one contract employee. Since there were ten employees (plus the contract employee) for most of the reporting period, WCPE is required to engage in at least four of the listed initiatives for the eleven months of the reporting period that it had at least 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: Participation in Conventions, Career-Days & Workshops

Tar Heel Golden K Kiwanis, Chapel Hill - Power Point Presentation: Program Director Dick Storck presented the WCPE Power Point Station Tour, gave the history of the station and answered questions about the station. He distributed recruiting information. Approximately 35 Kiwanis members attended. The event was conducted at Binkley Baptist Church in Chapel Hill. (December 1, 2016)

Exploris School, Raleigh, NC - School Visit: Program Director Dick Storck visited Exploris School, participated in morning assembly, and conducted a Power Point program about WCPE and broadcasting for six advanced students specializing in broadcasting and performance. (May 5, 2017)

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

Volunteer Announcer Training (July, 2017 -)

Program Director Dick Storck, from expressions of volunteer interest collected over the preceding year, invited eighteen potential announcer candidates to attend a group station information session, auditions and interviews for WCPE's Volunteer Announcer 2017 Training program. Thirteen candidates recorded auditions and of that group ten qualified for and are currently in training as Volunteer Announcers. (Classes began July, 2017 and are expected to be completed August 22, 2017). Assisting Dick with training are three experienced announcers, two of them volunteers. The three assisting are: George Douglas, Rob Kennedy and Stanley Ray Hoffman. The participating students receive training in basic and advanced announcing techniques, hands-on training in the operation of broadcast studio equipment and the fundamentals of transmitter operation. Eventually they will be mentored during live programs by station staff and experienced volunteers. Subsequent to mentoring, they will be given opportunities for hosting independently. Volunteers from the 2016 class that are currently hosting solo air shifts are: Jay Pierson, Joe Johnston, Peggy Powell, Helen Bowman, Mark Schreiner and Christopher Scoville.

Initiative #6: Participation in Programs Designed to Promote Outreach

Internet and Social Media Programs: WCPE maintains a website at: theclassicalstation.org and a facebook page, with a current following of 7677 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 2,100 followers and Instagram with 125 followers. Social Media accounts are maintained by Rob Kennedy.

Bach Music Festival, Harrisonburg, VA: Attended by Adrienne DiFranco from June 14th – June 18th, 2017 to distribute information regarding the radio station including how the station transmission can be easily accessed by listeners.

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 and open to the public. WCPE staff and announcers attend these events and offer station promotional materials. Partner organizations/guest lecturers during the reporting period included: NC Symphony (September 20, 2016), Carolina Ballet (December 10, 2016), Guest Speaker William Henry Curry (February 17, 2017), NC Symphony (April 3, 2017), and the NC Opera (April 13, 2017).

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:

Artsposure, Raleigh, NC: Various staff members were available at an informational meet and greet table on May 20th – 21st, 2017 at this open-air community event in downtown Raleigh to hand out brochures and talk with the public about WCPE. Participating staff/volunteers included: Betty Madren, Mary Moonen, Dick Storck, Dan McHugh, Patty Pearce, Jane O'Connor, Peggy Powell, and Joe Johnston.

Concerts for a Cause, Kirk of Kildare, Cary, NC: Concert with featured classical pianists emceed by WCPE Great Sacred Music host Rob Kennedy. (June 4, 2017)

North Carolina Symphony Summerfest Series, Booth Amphitheater, Cary, NC: Outdoor summer concert events hosted by WCPE Announcers Phil Campbell (May 27th), Greysolynne Hyman & Jay Pierson (June 9th), Kathryn Stansbury & Chris Scoville (June 17th), and Jonny Pierce & Bruce Matheny (July 1st). At each even, a WCPE promotional table was available to provide informational materials to concert-goers.

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, the list of organizations carrying WCPE programming may not always reflect the most up-to-date information.

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. 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. Since its founding, the Ed Fund has granted nearly fifty thousand dollars to a total of twenty non-profit organizations focused on music education and performance skills. Organizations in receipt of sponsorship from the WCPE Education Fund during for the 2016 – 2017 period are: 1) The Duke Medicine Orchestra (to host an interactive children’s concert), 2) Musical Empowerment (Raleigh, NC), 3) North Carolina Chamber Music Institute (Raleigh, NC), and 4) Young Musicians of Alamance (Burlington, NC). Combined, these organizations received a total of \$10,000.

One organization that has received funding from the WCPE Ed Fund on several occasions (in prior years) is Kidz Notes. Some of these student musicians have been coached in voice tracking for broadcast and allowed opportunities to host a pre-recorded program on WCPE

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

Jonathan Pierce attended Raiser’s Edge non-profit software training August 15th – August 18th, 2016. The purpose is to enable him to increase his responsibilities to assist in the Membership Office.

Dan McHugh attended a for-credit course “Fund Development” at North Carolina State University from August through December 2016, to enhance his fundraising and donor development skills.

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

Living Arts College - Field Trip to WCPE: Approximately 20 students received a station tour and listened to a lecture given by Development Director Betty Madren and Program Director Dick Storck. Recruiting material was distributed to the class. (November 29, 2016)

Youngsville Elementary School Career Day, Youngsville, NC: Program Director Dick Storck participated in a four-hour career day event with a booth set up in the multi-purpose room of the school. The booth featured a computer slide show of station studios, personnel and equipment. Brochures about a career in broadcasting and opportunities at WCPE were distributed. Approximately 300 students passed through the large room and most visited the WCPE booth. (April 28, 2017)

Exploris School, Raleigh, NC - Field Trip to WCPE: Program Director Dick Storck conducted a tour of the station studios and transmitter to five advanced students specializing in performance and broadcasting. They were accompanied by adults. (May 19, 2017)

STEM, Durham, NC - Station Tour: Program Director Dick Storck and station staff conducted a tour of the station studios and transmitter. Twenty six young people attended accompanied by adults. Recruiting material was made available. (July 3, 2017)

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

Homeschoolers of Knightdale Station Tour: Program Director Dick Storck gave a station studio and transmitter tour to approximately 15 students, accompanied by parents. (December 9, 2016)

Homeschoolers of Knightdale Station Tour, Second Group: Program Director Dick Storck gave a station studio and transmitter tour to approximately 15 students, accompanied by parents. This was the second tour for Homeschoolers of Knightdale for those students who couldn't attend the first tour in December. (January 18, 2017)

Girl Scout Troop 1353 Station Tour: Program Director Dick Storck gave a station studio and transmitter tour to five girl scouts accompanied by adults. (February 13, 2017)

Greaves Family Station Tour: Program Director Dick Storck conducted a station studio and transmitter tour to Tanja Greaves, her husband and children with the objective of recruiting Tanja for Volunteer Announcer Training. She expressed interest the training classes but has yet to attend in the classes which began in July, 2017. (February 27, 2017)

JOC 7/20/2017

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..