

EEO Public File 2017 – 2018 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, 2017 through July 31, 2018. ("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)]

One full-time job opportunity was made available during the time-period of August 1, 2017 through July 31, 2018. Mary Moonen, part-time business development assistant, has been receiving in-house training to assume some of the traffic duties currently held by Jonny Pierce and was elevated to full-time status in May, 2018. Susan Nunn, was hired part-time as Membership Assistant in October, 2017 and Gregg Cockroft was hired part-time as Engineering Assistant to replace Curtis Brothers, who retired at the end of 2017. The two recent hires responded to advertising on the WCPE Website, Indy Week and/or Monster.com. Three positions were advertised: 1) Promotions Coordinator 2) Member Services Associate and 3) Engineering Assistant toward the end of July, 2017. Interviews were scheduled with eleven individuals encompassing all three part-time jobs. (July 19, 2017 – July 26, 2017). The gentleman hired as the Promotions Coordinator, Stephen Dear, did not stay with the station.

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

From August 1, 2017 through December 31, 2017 WCPE had nine full-time employees. At the end of 2017, one full-time employee, Curtis Brothers, retired leaving eight full-time employees. At the time of reporting, WCPE has nine full-time employees (see preceding paragraph). Since there were fewer than ten full-time employees for all of the reporting period, WCPE is required to engage in at least two of the sixteen listed initiatives. 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 #5: Broadcast Internship Programs and Mentoring of Station Personnel

Volunteer Announcer Training (July, 2017 – September, 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 training. Classes ran from July, 2017 through September, 2017. Assisting Dick Storck with training were three experienced announcers, two of them volunteers: George Douglas, Rob Kennedy and Stanley Ray Hoffman. The participating students received training in basic and advanced announcing techniques, hands-on training in the operation of broadcast studio equipment and the fundamentals of transmitter operation. Volunteers from the 2017 class that completed training and are currently hosting solo air shifts are: Dan Poirier, Claire Huene, Mike Huber, David Smith, Orlando Jejalva, Mike Hugo, James Degnan and Naomi Lambert.

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 7176 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 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 2018 is 6500 people. WCPE also maintains a Twitter account with 2,500 followers and Instagram with 225 followers. WCPE also has 55,000 listeners through TuneIn. Social Media accounts are maintained by Rob Kennedy.

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 volunteers attend these events and offer station promotional materials at meet & greet tables. Partner organizations/guest lecturers during the reporting period included:

NC Opera

Cold Mountain	9/7/17	Guest Speaker: Eric Mitchko WCPE Staff: David Ballantyne – Announcer Betty Madren – Development
6 th Annual Opera Reveal	4/5/18	Guest Speaker: Eric Mitchko WCPE Staff: Bob Chapman –Announcer Betty Madren - Development

Samson & Delilah	4/20/18	Guest Speaker: Eric Mitchko WCPE Staff: Bob Chapman – Announcer Betty Madren - Development
<u>Carolina Ballet</u>		
The Nutcracker	12/2/17	WCPE Staff: Phil Campbell – Announcer Betty Madren – Development
Sleeping Beauty	5/5/18	WCPE Staff: Betty Madren – Development
<u>NC Symphony</u>		
A Hero's Life	4/26/18	Guest Speaker: Grant Lewellyn WCPE Staff: David Ballantyne – Announcer Betty Madren – Development

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:

Guest Who's Coming To Dinner - United Arts Council hosted this 3-day evening event. Dinners were held in private homes and event spaces in Raleigh and surrounding areas. Each event had an accomplished guest “mystery” artist with North Carolina ties. WCPE announcer Bob Chapman participated as one of those mystery artists. Also in attendance were WCPE staff members David Ballantyne, Dan McHugh, Patty Pearce and Peggy Powell. (11/2/17 – 11/4/17)

Change the World One Life at a Time - WCPE staff members participated in the 500th Anniversary of the Lutheran Reformation. The event was held at Dorton Arena on the North Carolina State Fairgrounds and was sponsored by congregations in the greater Raleigh, North Carolina region. The keynote speaker for the day was Rev. Dr. Gregory Seltz of The Lutheran Hour. WCPE Staff members that hosted the promotional table included Dick Storck, Betty Madren, Steve Dear, Greg Cockroft and Mary Moonen. WCPE also provided promotional materials soliciting volunteer announcers. Raleigh, NC (11/5/17)

Art Of The Grape - WCPE staff member, Steve Dear, participated in this event hosted by the Women's Club of Raleigh and Alzheimer's North Carolina with a WCPE promotional table. Raleigh, NC (11/15/17)

Wake Forest Area Chamber of Commerce 2018 Senior Lifestyle Expo - WCPE participated in a Meet & Greet at this Expo with a promotional table. Handout sheets recruiting potential volunteer announcers and other promotional materials were distributed. WCPE staff

announcers, Dick Storck and Patty Pearce, and development team, Betty Madren and Mary Moonen were at the Expo. Wake Forest, NC (March 20, 2018)

North Carolina Symphony Summerfest Series - Booth Amphitheater, Cary NC: The following outdoor summer concert events were hosted by WCPE staff and volunteer announcers, with promotional tables available to provide informational materials to concert-goers:

Pictures at an Exhibition, 5/26/18 – Phil Campbell (host) & Christopher Scoville

Summer Nights in Spain, 6/23/18 – Greysolynne Hyman (host) & Ed Amend

Romantic Russian Nights 7/7/18 – David Ballantyne (host) & Bob Chapman

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 is attached as “Appendix A” to this report. However, it should be noted that 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 sixty thousand dollars to more than twenty non-profit organizations focused on music education and performance skills. For the 2017 – 2018 season, the Ed Fund received a record 18 applications. Grants totaling \$10,000 were awarded to: 1) The Raleigh Community Music School 2) the Greensboro Symphony for its *Beginning Strings* program 3) Musical Empowerment with partners UNC-Chapel Hill, NC State University and Wake Forest University 4) Wake Forest Community Youth Orchestra, and 5) Young Musicians of Alamance in Burlington, NC.

Each of these recipient organizations is dedicated to helping youth experience the joy of music by providing accessible affordable lessons, instruments and meaningful performance opportunities. Summaries of their achievements were provided in the 2018 summer issue of *Quarter Notes*, WCPE’s member magazine.

Initiative #8/#9: Training/Mentoring for Station Personnel (Professional Development)

Mary Moonen has been receiving on-going in-house instruction in programming traffic from Jonny Pierce. She has also been pursuing additional on-line self-guided instruction. This has allowed her to expand her professional knowledge and expand into another job function.

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

Governor Morehead School for the Blind Station Tour: Program Director Dick Storck gave a tour of the station studio and transmitter facilities. The tour was attended by nine students and three faculty members. (November 1, 2017)

JOC 7/26/2018

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..