

EEO Public File 2012 – 2013 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, 2012 through July 31, 2013. ("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 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 at least six months.

Full Time Job Opportunities

One full-time job was filled by an internal promotion. A job filled by an internal promotion is not considered a vacancy for which recruitment is necessary, pursuant to 73.2080 (c) (1). The part-time employee, Dan McHugh (a former WCPE intern), was promoted to full-time in the Member Services Department.

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

WCPE has more than ten full-time employees and does not have a small market exemption.

Requirement: Engage in at least four of sixteen initiatives during each two-year period beginning with the date the station is required to file its FCC renewal application. 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 #1: Participation in Job Fairs

Event: Living Arts College Career Networking Fair, Program Director Dick Storck participated in this day-long career fair. He brought with him a display table, power point presentations, contact information and recruiting documents for staff, intern and volunteer positions. He also participated in an advisory board meeting and contributed ideas to improve courses as they might relate to broadcasting. Date attended: August 23, 2012

Initiative #5: Internship Program

1) The WCPE Program Director trained an individual with no previous broadcast experience, Jonathan Pierce, beginning in August 2012 and qualified him as an announcer to begin hosting air shifts by September 30th, 2012. The intern was also assigned daily as a board

operator/producer during the October 2012 Membership Drive. He was also trained to assist the Program Director with production, traffic and FCC Public File reports.

2) The WCPE Music Director trained a college student, Alison Beskin, during the summer of 2012 in music library database procedures, scheduling, and ripping CD music tracks to digital automation files. The Program Director trained her as an announcer and assigned her weekly to air shifts through the end of her internship when she returned to her studies at Princeton University.

3) The WCPE Music Director trained a station volunteer, Patty Pierce, in the basics of cataloguing, filing and management of CDs in the music library, the basics of studio operation (board operation, programming log and playlist operation, and desk or laptop use for programming purposes on a live broadcasting format. Patty has received some training as an air-shift host.

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. Events are held at Quail Ridge Books & Music and are free to the public. Featured organizations included the North Carolina Symphony, the Brussels Chamber Orchestra, the North Carolina Opera, the Free Spirits Ensemble, and the Chamber Orchestra of the Triangle. Eight such events were held between August, 2012 and July, 2013. WCPE staff are on hand to answer questions from the attendees.

Internet Programs WCPE maintains a website at: theclassicalstation.org and a link to our facebook page, designed to promote daily interaction with any individual interested in our organization. Further, a monthly electronic newsletter, *Crescendo*, is available free to any individual who would like to join the email distribution list.

Meet and Greet Tables WCPE staffed meet and greet tables at public venues including two local theaters presenting Metropolitan Opera rebroadcasts, an outdoor NC Symphony performance in Cary, NC, two North Carolina Opera performances, one each in Raleigh and Chapel Hill and a NC Symphony concert in Southern Pines at Pinecrest High School. The Meet and Greet tables are designed to promote outreach between the radio station and the public.

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

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, meets monthly to review potential recipients of monetary grants from the Ed Fund. Since its’ establishment the Ed Fund has invested \$20,000 in the local community. During the period of August 1, 2012 – July 21, 2013, youth were supported through grants to the following organizations: the Eastern Music Festival, Kidznotes, MYCO, Raleigh Concert Band, the Philharmonic Association’s Living Composers Project and the Durham Symphony Orchestra. Some recipients have taken the opportunity to tour the station.

Initiative #8: Advancement Training for Station Personnel

Non-Profit Software Training Three station employees, Dan McHugh, Curtis Brothers and Jim Sempstrott attended a five-day training program in Raisor’s Edge non-profit database management software at Blackbaud University in Charleston, South Carolina. This training enhanced Dan McHugh’s understanding of the software that he is currently working with and provided new skills to both Curtis Brothers and Jim Sempstrott for the opportunity to work in the Member Services Department. Dan’s training has enabled him to move from a part-time position into a full-time position. Dates of attendance: June 3, 2013 – June 7, 2013.

Broadcast Traffic Management Training Two individuals who were formerly unpaid interns and are now part-time employees, Wes Witz and Alex Ruzier, received training from the Traffic Manager to include creating program logs, adding patron and underwriters to the daily logs and generating billing statements. Since the Traffic Manager has left WCPE for a new job, these two individuals are now jointly responsible for broadcast traffic management. Neither had any former exposure to broadcast media.

Initiative #11: Broadcast Related Informational Events

Station Tours During the coverage period, the Program Director conducted three separate group tours of the studio and transmitter facilities to youth groups, who received an introduction to broadcast operations. Tour dates were: December 17, 2012, January 8, 2012 and February 26, 2013.