

EEO Public File 2013 – 2014 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, 2013 through July 31, 2014. ("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)]

Membership Director and Membership Associate (Full and Part-Time)

During the reporting period, one full-time position was filled. The position of Membership Director was filled August 29th, 2013. Announcements ran on the air beginning just prior to the reporting period (July 19) and through August 9, 2013 of the reporting period. An ad was also placed on the WCPE website, *the classicalstation.org* to run concurrently with the on-air scripts. A hiring team interviewed nine individuals from forty-two resumes that were received. A part-time Membership Associate was also hired. The Membership Director, Patricia Crane, was hired from resumes received via the on-air advertisements. The Membership Associate, Adrienne DiFranco, was hired via a station volunteer referral.

Development Director (Part-Time with Potential to become Full-Time)

On April 13, 2014, a position for Donor Relations/Fundraising was advertised in Sunday's News & Observer (three responses received). This same position was also advertised over the air (which is also heard on the internet) four times per day from April 28, 2014 through May 16, 2014, (five responses received) and was posted on WCPE's *the classicalstation.org* website from April 24, 2014 through June 10, 2014 (two responses received). An additional four applicants were reviewed as referrals from staff members. Seven individuals were selected for interviews by the hiring committee (two withdrew their names from consideration) and the position was filled on June 24, 2014. The position is thirty hours per week, with the potential for advancement to full-time. The individual hired was recruited from the News and Observer advertisement.

All three of the positions filled during the reporting period were individuals recruited outside the organization, as a result of advertising over the air, on the website and in the News & Observer.

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

For a part of the reporting period, August 1, 2013 through February 28, 2014, WCPE had eleven full-time employees and no small market exemption. Accordingly, the requirement is: 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. For the remainder of the reporting period, WCPE had ten full-time employees and would only be subject to the requirement of engaging in two of the listed requirements. WCPE has complied with the requirement to engage in at least four of the sixteen requirements.

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/#4: Participation in Job Fairs

Living Arts College Career Networking Fair: Program Director Dick Storck, along with Programming and Traffic Assistant Jonathan Pierce, participated in this day-long career fair at the School of Communications Arts in Raleigh, NC. They brought with them a display table, power point presentations, contact information and recruiting documents for staff, intern and volunteer positions. Dick Storck also participated in an advisory board meeting and contributed ideas to improve courses as they might relate to broadcasting. Date attended: November 7, 2013

Initiative #5: Broadcast Internship Program

Program Director Dick Storck, along with two volunteer announcer-instructors, screened twenty-seven potential announcer candidates who had contacted the station via the online volunteer application (originating on the station website), phone calls, and in response to the “considering applicants” announcements which aired from late July through August 9, 2013. On September 4, 2013, twenty candidates were invited to attend a two-hour station event during which the program director and his assistant instructors conducted individual announcer auditions, and a group station information session and station tour.

Five applicants passed the auditions held on September 4th and were placed into the Volunteer Announcer Training class sessions, which were conducted in a series of seven two-hour evening classes from September 11, 2013 through November 6, 2013. The five students received training in basic and advanced announcing techniques, the operation of broadcast studio equipment and the fundamentals of transmitter operation. Upon successfully completing the course work, the five trainees were mentored during live programs by station staff and experienced volunteers. All became qualified for hosting air shifts and given opportunities for hosting independently.

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, and guest lecturers. Events were held on September 18, 2013, November 12, 2013, December 7, 2013, January 15, 2014, March 11, 2014, April 22, 2014 and June 14, 2014 of the reporting period.

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 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, and increasing.

Meet and Greet Tables: WCPE staffed meet and greet tables at public venues in NC including:

- 1) Summerfest at the Cary, NC Booth Amphitheatre on May 24, May 31, & June 21, 2014.
- 2) Memorial Hall in Chapel Hill, NC on May 8, 2014.
- 3) WCPE partnered with the North Carolina Opera for a season kickoff event in downtown Raleigh on June 30, 2014.

The Meet and Greet tables are designed to promote outreach between the radio station and any interested member of 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 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, record their music to be broadcast on the station.

Initiative #7: Scholarship Programs, continued

Most recently, the Women's Voices Chorus was supported by the Ed Fund in their effort to produce a short documentary and concert video, portions of which will be made available on the WCPE website: *theclassicalstation.org*.

Also supported were six children for Kidznotes Summer Camp in Durham. The children will be featured during special programming on WCPE in September, 2014. The young musicians were coached and voiced tracked for broadcast by Dick Storck, WCPE program director, earlier in the summer of 2014.

On October 15, 2013, WCPE premiered recordings produced with the aid of Ed Fund grant monies to the Living Composers Project youth orchestras sponsored by the Philharmonic Association.

Initiative #8: Advancement Training for Station Personnel

Non-Profit Software Training: Two station employees, Patricia Crane and Adrienne DiFranco, attended a five-day training program in the Raisor's Edge non-profit database management software at Blackbaud University in Charleston, South Carolina. As new hires, this training enhanced their understanding of the software they are currently using in the Membership Department. Dates of attendance: September 16 - 20, 2013. Patricia Crane also attended an advanced course in the same software from February 3 - 7, 2014.

Training in Accounting: Membership Associate employee, Adrienne DiFranco, is receiving training in Quick Books, to enhance her bookkeeping skills so that she can perform station accounting tasks, to include the annual IRS 990 filing. To date, she has attended training in Quick Books start-up (April 23, 2014) and Quick Books for advanced users (July 30 - 31, 2014).

Social Media Marketing: Station employee Dan McHugh attended a two-day social media marketing seminar to enhance his skills in marketing, as he transitions into this station function. Dates of attendance: November 18 - 19, 2013.