

EEO Public File 2019 – 2020 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, 2019 through July 31, 2020. ("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 Job Opportunities [47 CFR §73.2080(c)(1)]

No new full-time employees were added during the reporting period.

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

As of July, 2020 WCPE has six full-time employees. 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 every two years. 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)

WCPE participated in at least three of the 16 initiatives as outlined in the following paragraphs.

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 10,300 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 2020 is approximately 8,490 people. WCPE also maintains a Twitter account with 2300 followers and Instagram with 450 followers. WCPE also has approximately 600 listeners at any given time through its' various listening apps. Social Media accounts are maintained by Rob Kennedy.

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 available from WCPE by contacting Gregg Cockroft at *facilities@theclassicalstation.org*. 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.

Meet and Greet Tables/Local Concert Stage Emcees/Local Arts Series:

As a result of the coronavirus pandemic and North Carolina state restrictions on large gatherings, these community events were not held this year.

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 by partnering with other non-profit organizations. Ed Fund grant monies come from private donor tax-deductible gifts made to WCPE. Grant applications are received by March 31st and recipients chosen by a committee of WCPE staff and volunteers. Since its founding, the Ed Fund has granted nearly ninety-three thousand dollars to more than twenty non-profit organizations focused on music education and performance skills. For the 2019 – 2020 season, the Ed Fund committee awarded grants totaling \$12,500 to: 1) Musical Empowerment (\$3000), 2) NC Chamber Music Institute (\$2,250), 3) Wake Forest Community Youth Orchestra (\$2,250), 4) Young Musicians of Alamance (\$2,000), 5) Community Music School (\$2000), 6) Kidznotes (\$1,000).

Summaries of the achievements of each of these organizations are provided at WCPE's *theclassicalstation.org* website. A video on WCPE's facebook page includes a presentation of the awards to the recipient organizations and allows each representative to give a brief synopsis of how the monies will be used.

WCPE has also this year expanded the Education Fund to include an Instrument Donation Program. The purpose is to make instruments donated to the station available to students in music education programs and to other nonprofit organizations in North Carolina.

Initiative #8/#9: Training & Mentoring for Station Personnel

WCPE offers training and mentoring programs designed to offer advancement opportunities.

Examples include the following: Elizabeth Elliott and Kristine Bellino, both with some prior broadcast experience, were hired and trained individually by station personnel as part-time announcers with solo air shifts. Kristine is also expanding her responsibilities to include outreach.

Dean Baldwin, with little to no business development experience, was hired part-time in February, 2020 and is being mentored by Mary Moonen in how to run business underwriting on a non-profit radio station. Eventually he will also be responsible for soliciting new corporate underwriting.

Charles Holloway, a substitute announcer hired during summer, 2019 has expanded his responsibilities to include learning to create podcasts.

Nan Pincus has continued her music library and playlist programming training with Will Woltz.