

EEO Public File 2020 – 2021 Report

This EEO 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 of August 1, 2020 through July 31, 2021. ("WZPE" is hereinafter included with and referred to as "WCPE").

WCPE, an equal opportunity, affirmative action employer, is dedicated to providing broad and inclusive 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 EEO Program Requirements [47 CFR §73.2080(c)]

Full Time Job Opportunities [47 CFR §73.2080(c)(1)]

Two part-time employees were recruited using broad outreach, and were later promoted from part-time to full-time status this past year, in the position of full-time Director of Programming and Audience Development (Kristine Bellino) and Director of Production (Elizabeth Elliot). In order to initially recruit these new part-time employees who later became full-time, ads were run simultaneously for both part-time openings in:

(1) the News & Observer (advertisement posted September 25, 2019, for thirty days), 421 Fayetteville Street, Suite 104, Raleigh, NC 27601; [919-442-8358](tel:919-442-8358); customerservice@newsobserver.com;

(2) on the station website at *theclassicalstation.org* beginning September 27, 2019, with a deadline to reply of October 25, 2019, Box 828 Wake Forest, NC 27588; 919-556-5178; Susan Nunn, webmaster@TheClassicalStation.org;

(3) over the air with run dates from October 05, 2019 – October 24, 2019, Box 828 Wake Forest, NC 27588; 919-556-5178; Dick Storck, programs@TheClassicalStation.org.

The advertisements were then extended (except in the News & Observer) through November, 2019, with a deadline to reply by December 01, 2019. WCPE received: 3 interviewee referrals from the News & Observer; 19 interviewee referrals from the station website; and 8 interviewee referrals from the over-the-air advertisements. In total, WCPE interviewed a total of 10 persons for the foregoing two full-time positions.

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

As of July 2021, WCPE has nine 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.

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)

Notwithstanding the extraordinary and unusual circumstances presented by the COVID-19 national and international pandemic—which has made accomplishing and conducting certain outreach activities difficult if not unhealthy and potentially dangerous since mid-March 2020 (which is approximately 75 percent of the period covered by this and last year’s annual EEO Public File Reports)—WCPE participated in multiple 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 10,865 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 2021 is approximately 8,225 people. WCPE also maintains a Twitter account with 2,329 followers and Instagram with 545 followers. WCPE also has approximately 600 listeners at any given time through its various listening apps. Social Media accounts are maintained by Kristine Bellino, WCPE’s Program Director, and are designed to promote outreach generally.

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 management 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. To help increase outreach and provide a community tether to those affected by the COVID-19 national and international pandemic, throughout the period encompassed by this report WCPE also allowed stations who had closed due to COVID-19 and lack of staffing to broadcast our programs at no cost until they were able to reopen and resume regular broadcasting.

Echo/Alexa Users: An Alexa “skill” has been developed and is being maintained to allow all Alexa users to listen to WCPE on any Echo devices, thereby increasing station outreach to those who might not otherwise have an at-home radio tuner or who primarily rely on an Alexa unit for radio content..

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 \$104,000 to more than twenty non-profit organizations focused on music education and performance skills. For the 2020 – 2021 season, the Ed Fund committee awarded grants totaling \$10,800 to:

- (1) Greensboro Symphony Orchestra (\$2,000),
- (2) NC Chamber Music Institute (\$2,000),
- (3) Wake Forest Community Youth Orchestra (\$2,000),
- (4) Young Musicians of Alamance (\$2,000),
- (5) Community Music School (\$2000),
- (6) SKJAJA (\$800.00).

Summaries¹ of the achievements of each of these organizations are available on 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’s Education Fund also includes 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.

¹ Education Fund Summaries attached.

Examples include the following: Two employees, Kristine Bellino and Elizabeth Elliott, both with some prior broadcasting experience (59 years combined experience), were hired and trained individually by station personnel as part-time announcers with solo air shifts. As a result of continuing station training and mentoring, one (Kristine Bellino) is expanding their responsibilities to include outreach, and the other (Elizabeth Elliott) has become the production director.

Initiative #16: Notification of Job Opportunities

Job availability with our station were advertised on our WCPE website (*theclassicalstation.org*).

Appendix 1- Education Fund Summaries

Education Fund Grant Recipient Organizations Summary 2021

Young Musicians of Alamance – As the only nonprofit music education organization in Alamance County, YMA provides a need in the community through access to equitable cultural experiences. Many of the children YMA serves live in poverty and face barriers surrounding poor cognitive, emotional, physical, and social development. In addition, poverty widens the achievement gap causing children to fall behind in executive functioning and literacy skills. By including children experiencing poverty in Alamance County to participate in free music education lessons, YMA aids in increasing the holistic health and wellness of each child to ensure lifelong success. Additionally, the ensemble nature of classical, orchestral training affords children opportunities to acquire valuable social skills and values. Values like teamwork, responsibility, active listening, and mutual respect. With orchestra as the central paradigm of instruction, children are embraced in a new community from the outset, rather than practicing alone until they're good enough to join in. The El Sistema philosophy focuses on social inclusion, cultural equity, and building a sense of pride in citizenship for communities. YMA families develop a deep sense of pride for not only their individual culture, but their collective community through the use of music.

Community Music School, Raleigh – Founded in 1994, CMS is the only organization in Wake County that provides private, personalized music instruction in multiple genres exclusively to economically disadvantaged students. CMS has directly served more than 2000 children since its founding. Its primary objectives are to:

Ensure every child with a passion for music has access to affordable, high quality music education

Empower families to foster their children's love for music

Raise awareness of the benefits of musical instruction on the development of the whole child: academic, social, emotional, and physical

To enroll at CMS, students must be eligible for the Federal Free and Reduced Price Lunch Program and be between the ages of 8 and 18. Students take part in 32 weeks of 30-minute lessons between September and May; weekly tuition is just \$1, and instruments are provided for students' use free of charge during their enrollment. All lessons are taught by CMS's professional faculty of highly trained musicians. In addition to private lessons, CMS offers students the chance to take part in workshops, ensembles, recitals, and performances in the community. Through its membership in the Berklee College of Music's City Music Network, it also makes available an extensive range of online music education materials, free of charge.

Wake Forest Community Youth Orchestra – The mission of the Wake Forest Community Youth Orchestra is to serve families living in North Carolina communities where access to orchestral instruction is limited or does not exist. We will achieve our mission by providing expert orchestral instruction and access to instruments to families in the communities that we serve. Our primary focus area is youth orchestra education programming for Pre-K through 12th grade youth who live in rural and underserved communities.

North Carolina Chamber Music Institute - As the FIRST and ONLY comprehensive Chamber Music Education Program in Wake County, the appeal to students includes: 1. Working with peers of equal musical attainment in small ensembles of three or four players where every person plays an important and audible role; 2. Rapid improvement in skill level through weekly rehearsals and intensive coaching sessions with leading professional musician/educators in the region, including North Carolina Symphony musicians; 3. The experience of public performances that provides immediate positive feedback. NCCMI operates throughout the Wake County area, with additional outreach in Chapel Hill and Durham. In 2016-17, NCCMI developed key partnerships with NC State University, Chamber Music Raleigh and the North Carolina Symphony. These associations provide nationally and internationally recognized artists to teach NCCMI students in inspiring Master Classes/Workshops. NCCMI brings the highest quality chamber music training to young musicians, regardless of economic circumstance. Scholarship applications are accessed directly through the NCCMI website and awards have increased since inception to more than 312% of the total NCCMI budget. Program funding derives from charitable contributions, tuition payments and grants, including 3 years of grants from the City of Raleigh and United Arts Council (FY18-FY20) and 6 years from the WCPE Education Fund (FY15-present).

Greensboro Symphony Orchestra - The GSO OrKIDStra program includes twice-weekly classes & annual concerts for 4-year-olds in Head Start across 5 counties. Qualifications surrounding admittance into Head Start ensure 100% of program participants are low-to-moderate-income. OrKIDStra classes provide direct services for children in their classrooms. The GSO works with its Head Start partners to reach the target audience of children who would not otherwise benefit from professional music instruction. Classes uniquely combine Music Learning Theory-based curriculum and professional GSO musicians as teachers/presenters. The curriculum accounts for the process young people go through as they become able to participate in music activities, starting by absorbing sounds around them, entering stages of random and then purposeful response, imitating surrounding sounds, and ultimately responding and creating musical ideas. For the past 2 years, pre- and post-tests have shown students' increased musical abilities and provided information for curriculum development. All these components have

been carried into the online adaptation of the OrKIDStra classes which were used in the 2020-2021 year because of COVID-19. OrKIDStra also includes engaging annual concerts for 1,000+ children across the region, combining live music, storytelling, and singalongs, with the concert theme.

SKAJA Fund - SKAJA's mission is to level the playing field so that all youth have access to extracurricular and service opportunities that ignite their spark, strengthen their leadership skills, and expand their connections with their community. Extracurricular activities include, but are not limited to: team sports or camps, art or dance classes, educational camps; school band/orchestra, tutoring, and field trips. The Play It Forward Instrument Program provides band and orchestra instruments to students as a part of SKAJA Fund's mission to expand opportunities for students with limited financial resources. Primary Areas of Focus: music, arts, sports, education for K-12.