

EEO Public File 2021 – 2022 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 from August 1, 2021 through July 31, 2022. (“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 EEO Program Requirements [47 CFR §73.2080(c)]

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

Four new full-time employees were hired.

In the position of Music Program Director we hired Caleb Gardner. In order to recruit this new full-time employee ads were run in:

1. employment website Indeed, 6433 Champion Grandview Way Building 1, Austin, TX 78750;
2. employment website ZipRecruiter, 1453 3rd Street Promenade, Santa Monica, CA 90401;
3. on the station website at *theclassicalstation.org*

We received 44 resumes. We received 30 from Indeed, nine from Ziprecruiter, and five by other means (email, mail, web). We interviewed five applicants who met the necessary qualifications. Three were referred by Indeed; one came from the web; and one came through email. We received Caleb’s resume through Indeed.

For the position of Accountant we hired Gloria Dunn. In order to recruit this new full-time employee ads were run in:

1. employment website Indeed, 6433 Champion Grandview Way Building 1, Austin, TX 78750;
2. employment website ZipRecruiter, 1453 3rd Street Promenade, Santa Monica, CA 90401;
3. on the station website at *theclassicalstation.org*

We received 41 resumes. 27 were from Indeed, 13 from Ziprecruiter, and one by other means (email, mail, and web). We interviewed five applicants who met the necessary qualifications.

Two applicants were referred through Indeed and three were referred through Ziprecruiter. We received Gloria's resume through Ziprecruiter.

For the position of Announcer we hired Katie Aufenthie. In order to recruit this new full-time employee ads were run in:

1. employment website Indeed, 6433 Champion Grandview Way Building 1, Austin, TX 78750;
2. on the station website at *theclassicalstation.org*

We received 39 resumes. We received 29 from Indeed and ten by other means (email, mail, and web). We interviewed approximately six interviewees who met the necessary qualifications. Approximately four were from Indeed and approximately two were from other sources (email, mail, and web). We received Katie's resume through Indeed.

Additionally, the position of Fundraising Coordinator was elevated to a full-time position, in which the existing Fundraising Coordinator, Tanja Greaves, continued to serve.

Note: No recruitment source has requested to be notified of full-time vacancies.

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

As of July 2022, WCPE has ten full-time employees. Because WCPE had fewer than eleven full-time employees throughout the reporting period, WPCE is required to engage in at least two of the sixteen listed initiatives every two years.

The sixteen initiative categories 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 over 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 2021 is approximately 8,000 people. WCPE also maintains a Twitter account with over 2,300 followers and Instagram with almost 600 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 Great Tables/Local Concert Stage Emcees/Local Arts Series:

WCPE had a booth at the Wake Forest Job Fair on August 18, 2021. There were 125 visitors. Fifteen people visited our booth. Nine people signed up to be volunteers. We received one resume for our Building Maintenance job position, two resumes for our Broadcast Engineer position, and two resumes for our Director of Data Services position.

We also had a booth at the Wake Forest Senior Expo on August 16, 2021. We were able to meet with our listeners and other people who had never listened to the station. We also had a volunteer signup sheet.

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 are chosen by a committee of WCPE staff and volunteers. Since its founding, the Ed Fund has granted nearly \$122,000 to more than twenty non-profit organizations focused on music education and performance skills. For the 2021 – 2022 season, the Ed Fund committee awarded grants totaling over \$17,700 to:

- (1) Chamber Orchestra of the Triangle (\$3,000)
- (2) Community Music School, Raleigh (\$3,000)
- (3) Dare Community Music School (\$1,200)
- (4) Musical Empowerment (\$3,000)
- (5) Greensboro Symphony (\$3,000)
- (6) SKJAJA Fund (\$3,000)
- (7) North Carolina Chamber Music Institute (\$2,500)

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.

The WCPE Education Fund 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.

Examples include the following: Tanja Greaves was working part-time as the volunteer coordinator and director of donor benefits. She had previously been a volunteer announcer and with retraining began a regular announcer schedule, and fills in when needed. Also, with other training she now helps in the membership department with patron announcements, the instrument donation program, the Education Fund and other various programs. She has also been trained to reconcile the logs and is able to step in and help the program director when needed. She also assists in the music library. Due to these additional responsibilities she was promoted to full-time in August 2021.

Initiative #16: Notification of Job Opportunities

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