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WCPE

Great Classical Music, 24 Hours A Day

November 17th, 2023

Dear Friends of *The Classical Station*,

Thank YOU for all of your help as this year draws to a close. You are the reason this station is able to broadcast this beautiful music around the clock; thank you so very much!

What we Need to Do in December:

We rely upon four Membership drives, spring, summer, fall, and December's end of the year. The last month of 2023 will have to be the one to do the heavy lifting for us. Usually we calculate reasonable monetary targets for each drive; but that's too big a gamble this time. The Fall Fund Drive did not do too well, just \$110,000 as opposed to \$388,000 in 2022. So we have our work laid out for us.

We've been receiving apologies for smaller gifts; please don't feel that way! A united effort perseveres. Now that we're hit with more than a quarter-of-a-million dollar vanishing, absolutely everything counts! **Remember, the only gift that's too small is the one that's not made at all!**

"What a wonderful station! WCPE is my lifeline to rescue me from the uncertainty and chaos of daily living. This station is so well put together! Each and every day the music delights and the staff is terrific. I am definitely a Member for the long haul. It doesn't get any better than this 24 hour music station! Hooray!" Emily, Carrboro

Emily's support adds to your support, and together with all our other Supporters we jointly ensure that *Great Classical Music*, *Grand Opera*, and *Great Sacred Music* always have a secure home at WCPE Radio and <TheClassicalStation.org>.

The Importance of Sharing WCPE with New Listeners

I believe in making our *Great Classical Music* easily and universally available, to ensure that our service to our longstanding listeners remains solid and uncompromised, and to hold diligently to the old values and trusted standards that made *The Classical Station* the station that we all enjoy.

"I began to listen to your station before the signal could reach my former residence in Red Oak. I could pick up WCPE on my car radio. There were times I would drive around aimlessly in order to receive your signal. You can imagine the joy I felt when I could tune in your strengthened signal in my home. The station has been a great comfort to me and I have recommended to many the joy of 24 hour classical music. I see from your mailings that the WCPE signal is reaching listeners around the world through varied formats. You share the joy of classical music with so many in so many places. Keep up the good work!" Gerald in South Boston, VA, about ten years ago

WCPE is Unique and Special -- and So Are You!

Your personal help is crucial to WCPE because WCPE is unlike almost every other public broadcast station. We rely completely -- 100% -- on listener support and the support of listeners who help us in the name of their businesses. (Most public stations are owned by government units and receive tax entitlements and university support; not so with WCPE or *The Classical Station*.)

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*That's why YOUR support is so vital to us.
It's only your help which keeps us on the air and the web!*

"Great Classical Music, 24 Hours A Day with Texas does not always measure up to my idea of what public radio should be, but your presence during the overnight hours makes up for a great deal! Many thanks for making the wee hours delightful; my radio stays on all night long." Patricia in Edinburg, Texas

As you consider how much to pledge in support of this very special and unique community radio station, think about how much you rely on *The Classical Station* for quality programming that is entertaining, informative, and enlightening. Our *Great Classical Music* is there whenever you desire, so I hope you'll agree that this station is worthy of your generous support!

"You are my lifeline to sanity! In the car and at home." Sonia in Chapel Hill, NC

*"Thanks for a wonderful radio station! It helps me through the work day, every day."
Thomas in Raleigh, NC*

There are Good Ways to Help, Here is One:

If you are on a limited budget, you can become a Sustaining Member. This allows you to split up your donation into smaller monthly or quarterly installments. You can set your gift to match your budget, and you can change it as your circumstances change. Other Donors gifts range from \$5 per month and up, and \$25 per quarter and up. Because I know these gifts are coming, I can make my quarterly budget for Station expenses with much more confidence.

"Hi, I have been listening to the classical station for about thirty years. I supported the station during their fund drives and became a sustaining member about ten years ago. I turn on my computer in the morning and the first thing I do is launching the station using I-tunes. The music is on all day. I cannot imagine not having WCPE available to me throughout the day." Alex in Haddonfield, NJ

"I listened to your station while living in southern VA and then when I was home from Hanscom AFB in MA over the next 2½ years. I enjoyed it immensely. Living in Colorado Springs, we have another station which I also enjoy. But, finding out I can stream your station through my Amazon Echo, I now listen to you primarily. I find your station more organic, your on-air personalities more down to earth, and your basically home grown play lists more enjoyable, especially as you play longer tracks. The fact that you are live 24 hours a day is also great. Wanted you to know you have a loyal listener in Colorado." Michael

The End of the Year Emergency Fund Drive is coming in a couple of weeks. We'll figure out the best time and method to hold an End of the Year drive, probably the six days immediately after Christmas.

Thank You for your Understanding,

Deborah S. Proctor
General Manager

PS: Please take a moment right now to get your checkbook and give us your support while you've got our return envelope in your hand. If you're at your computer, you can log onto the secure pledge page at TheClassicalStation.org. Feel free to choose your *Thank You Gift*. These gifts were chosen for you, we'd like you to consider one or two for Christmas or Hanukkah.

Here is a boring survey; please complete this as it will make your listening more enjoyable, really.

1] Would you like more, the same, less, or none in the types of music we play? Circle your desires:

Works with a full orchestra (symphonies, concerti, overtures)	Add More	Okay	Cut Back
Solos with a single instrument (keyboard, wind, string, organ)	Add More	Okay	Cut Back
Works with several instruments (trios, quartets, quintets)	Add More	Okay	Cut Back
Sacred Music in addition to Sunday (oratorios, chants, vocal w/organ)	Add More	Okay	Cut Back
Vocal Music in addition to Thursday Evening (arias, solos, overtures)	Add More	Okay	Cut Back
Choral Music, do we play enough or too much choral music?	Add More	Okay	Cut Back

2] About the length of the pieces we play each day, circle as many as suit you, time is in Minutes:

Morning Wake-Up (5 to 7 AM)	Up to 7	7 to 15	15 to 30	Unabridged/Full
Morning Drive to work (7 to 9 AM)	Up to 7	7 to 15	15 to 30	Unabridged/Full
Morning Office Hours (about 9 to 11:30)	Up to 7	7 to 15	15 to 30	Unabridged/Full
Noon Lunch Hour (about 11:30 to 1:30)	Up to 7	7 to 15	15 to 30	Unabridged/Full
Afternoon Office (about 1:30 to 5 PM)	Up to 7	7 to 15	15 to 30	Unabridged/Full
Afternoon Drive (about 5 to 6 PM)	Up to 7	7 to 15	15 to 30	Unabridged/Full
Dinner Hours (about 5:30 to 7 PM)	Up to 7	7 to 15	15 to 30	Unabridged/Full
Evenings (after dinner to 10 PM)	Up to 7	7 to 15	15 to 30	Unabridged/Full
Late Evening (10 PM to Midnight)	Up to 7	7 to 15	15 to 30	Unabridged/Full
Overnight and "the graveyard shift"	Up to 7	7 to 15	15 to 30	Unabridged/Full

3] What times do you like to hear these general types of music on our station, circle your choices:

Full orchestral music:	Morning	Afternoon	Dinner	Evening	Overnight	Not Preferred at all
Trios, quartets, quintets:	Morning	Afternoon	Dinner	Evening	Overnight	Not Preferred at all
Solos, single instrument:	Morning	Afternoon	Dinner	Evening	Overnight	Not Preferred at all
Feature Wind instruments:	Morning	Afternoon	Dinner	Evening	Overnight	Not Preferred at all
Feature Percussion insts.	Morning	Afternoon	Dinner	Evening	Overnight	Not Preferred at all
Feature String insts:	Morning	Afternoon	Dinner	Evening	Overnight	Not Preferred at all

4] Drive time works should be easy-to-listen-to, non-distracting, short and happy pieces to offset the tension of traffic and help people stay alert. Agree Disagree

5] No distracting music, like screechy violins or solo sopranos when people are trying to drive or concentrate on their work at home or office. Agree Disagree

6] Most stations use a computer to run their station, especially nights and weekends. There is always someone here to answer your telephone call if you have a question. Is this important to you? Yes Not Important

7] We make our *Great Classical Music* available to any public radio station or small entity without charge or obligation. Is this important to you? Very Okay Don't Care

8] During regular days (not drive days) do we ask for support too often? Yes Okay as is No

9] What about excerpts of works? Okay as is Don't Care Play complete works in Evenings

We have limited time to devote to pledge drives, so we have to choose our message carefully. Of the choices below, check what you consider to be the most important points when you think about classical music and supporting *The Classical Station*. All are good points; pick the ones you feel are best. Feel free to write more points if you feel I overlooked something important to you.

You can also add your own personal comment for the next newsletter at the bottom of the next page, you might be reading about yourself in one of the next newsletters, include your first name, your city and state.

10] What do you feel is most important about classical music in general?

- Classical music is one of the few good things remaining on the radio.
- Availability of classical music around the clock is important to me.
- Classical music gives a "refuge" and a "safe harbor" from the world's woes.
- Classical music enhances my quality of life.

- 11] What do you feel is most important when you decide to support WCPE?
 Membership in public radio is important to ensure it's continuation.
 Public radio listeners have a duty/obligation to become Members.
 Donations to certain public radio stations like WCPE are tax deductible.
 Most community radio stations like WCPE are commercial free.
- 12] How do you feel about specifically supporting WCPE?
 I feel good about helping make WCPE available to others in the US.
 It's important to preserve and protect my classical music option.
 I am proud to be a Member of a nationally listened-to classical station.
 Listeners must be donors when a station is 100% listener supported.
- 13] I specifically enjoy or appreciate WCPE because:
 WCPE has a live announcer who is listening with me, not a "DJ on a computer".
 I have the ability to call speak with someone at WCPE 24/7.
 WCPE plays classical music exclusively, without news or talk programs.
 WCPE's music selections are from the best of the classical repertoire.
 WCPE has friendly and knowledgeable announcers who enjoy the music with me.
- 15] What do you is the most important benefit you gain from your support of the station?
 My support ensures the continuation of *The Classical Station*.
 I fulfill my sense of duty to be more than just a listener.
 Donations to stations like you may be tax deductible.
 My financial support keeps the service commercial free.
- 16] How do you feel about specifically supporting *The Classical Station*?
 I feel good about helping share *Great Classical Music* with others around the world.
 It's important to me to preserve and protect this classical music option.
 I feel proud to be a Member of *The Classical Station* with other like-minded people.
 I feel especially good when I find out about how the music helps specific individuals.
- 18] If you feel Thank You Gifts are important to offer to listeners, which do you particularly like?
 Classical compact discs
 Downloads of classical music
 Coffee mugs, insulated drink containers, etc. with *The Classical Station* logo
 Coffee mugs, insulated drink containers, etc. with pictures of major composers
 Tee shirts, pullovers, baseball caps, and other apparel items with our logo, particularly:
 Umbrellas, beach towels, other similar items with our logo, particularly:
 Tote bags, knapsacks, grocery bags with our logo, particularly:
 I get enough of them; use my donation for things that matter, like the electric bill!
 Additional premium you'd be interested in, tell us:

Please feel free to expand on any question or give a more detailed answer, or add in what other items you believe would make the Station better.

You are also welcome to give your thoughts and experiences of how *The Classical Station* has helped you or someone you know during a difficult time in their life, or had made your life or someone you care about more enjoyable. Other listeners would like to hear from you!

Thank You! for completing this survey! I know it's a bit complex, but your responses are important to us, and learning more about the details of your musical desires will enable us to give you better music, 24 hours a day, every day of the year.