



# WCPE Expands Offerings to Mandarin Speaking Audience

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*New Web site Goodien.org Reaches World's Largest Language Population*

PR9.NET January 31, 2008 - WAKE FOREST, N.C. - Curtis Brothers, outreach director for WCPE, TheClassicalStation.org, announces today that WCPE Member Paul C. Hsieh has developed a Mandarin-language Web site to promote the availability of Great Classical Music, 24 Hours a Day to the Mandarin Chinese speaking audience.

Hsieh created the site so that Chinese-speaking music lovers will have a name that is easier to remember and to spell. In Mandarin, The Classical Station is pronounced Goo-Dien. The entire site is written in the Mandarin Chinese language and is independently owned and operated by Hsieh.

"A great feature of WCPE is its link to the online ArkivMusic CD store," says Hsieh. "Listeners in Taiwan and Hong Kong are now able to buy classical CDs from ArikivMusic, which started its direct shipping program in 2007." A portion of the price for CDs purchased from ArikivMusic through the WCPE site is donated back to WCPE.

WCPE's live broadcast of Great Classical Music, 24 Hours A Day can be accessed around the globe in several ways; on-line streaming in multiple formats, including IPv6, local cable television systems and traditional radio broadcasting. A complete list of the ways WCPE is available with instructions for cable and satellite reception can be found at [TheClassicalStation.org/listen.shtml](http://TheClassicalStation.org/listen.shtml).

In central North Carolina and southern Virginia, WCPE is found on the radio at 89.7 FM.

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## About WCPE Radio

With a 30-year history, WCPE is a non-commercial, 100 percent listener-supported, independent station dedicated to excellence in Great Classical Music, 24 Hours A Day. Community-minded business underwriters and foundations are among the 150,000 listeners in the North Carolina broadcast area. Other radio stations and cable television systems can rebroadcast Great Classical Music, 24 Hours A Day. WCPE is one of the first public broadcasters to stream on the Internet. WCPE is heard worldwide on the Internet in multiple formats, including the next generation IPv6. Because WCPE receives no tax-derived support, the station conducts two on-air fundraising campaigns and two major mail-out campaigns per year to raise needed operating funds. Quarter Notes, the WCPE Program Guide, is published four times a year as a means to enhance appreciation and understanding of classical music.

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