

Annual EEO Public File Report
For the period April 1, 2019 through March 31, 2020

Thunderbolt Broadcasting Company
WCMT (AM) Martin, TN
WCDZ (FM) Dresden, TN
KYTN (FM) Union City, TN
WQAK (FM) Union City, TN
WCMT (FM) South Fulton, TN

The purpose of this Equal Employment Opportunity Public File Report is to comply with the Federal Communications Commission's 2002 EEO Rule-47 C.F.R. Section 73.2080©(6). This report has been prepared for Thunderbolt Broadcasting, which is comprised of the above captioned stations, which are all licensed to Thunderbolt Broadcasting Company. This report has been placed in the Public Inspection Files of these stations and posted on the radio stations website.

The information contained in this report covers the time period beginning on April 1, 2019 and ending on March 31, 2020 (the "applicable period.")

The FCC's 2002 EEO Rule requires that this report contain the following information:

1. A list of all full-time vacancies filled by the stations;
2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080© (1)(iii) of the new EEO Rule, which should be separately identified,) identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the applicable period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with each vacancy.

VACANCY INFORMATION

Three (3) full time vacancies were filled for Thunderbolt Broadcasting during the applicable period of this report.

1. Sales Position 1
Source: University of Tennessee at Martin

2. Sales Position 2
Source: Facebook

3. Sales Position 3
Source: Thunderbolt Website

Recruitment Source Information

Notice of full-time vacancies included a variety of sources and included but were not limited to newspaper, websites and word of mouth inside Thunderbolt Broadcasting, posted on company bulletin boards and posted on the company website, etc.

Notice announcing each full-time vacancy also noted that Thunderbolt Broadcasting is an equal opportunity employer.

Below is a listing of recruitment sources used during the reporting period:

Thunderbolt Broadcasting Website, Brian Qualls
1410 North Lindell Street , Martin, Tennessee 38237 731-587-9526

The University of Tennessee at Martin, Richard Robinson
Communications Department
304 Administration Building
Martin, TN. 38238

Center Point Business Solutions, Elizabeth Pritchett
1413 Home Street Suite A
Union City, TN. 38261

Union City Daily Messenger, Want ad office
613 East Jackson Street
Union City, TN. 38261

Weakley County Press, Want ad office
235 South Lindell Street
Martin, TN. 38237

Thunderbolt Radio On-Air Announcements, Production Department

Facebook: Brian Thomas Qualls
www.facebook.com

Ken-Tenn Area Help Wanted.com:Administrator

Jobs for TN.Gov through the American Job Center-Peggy Cook
135 South Poplar Street
Dresden, TN. 38225

Kentucky Association of Broadcasters
101 Enterprise Drive
Frankfort, KY. 40601

IDEA Bank-T. David Luther
ibib.org

Tennessee Association of Broadcasters-Brenda Heidt
Two International Plaza Drive
Nashville, TN. 37217

No outside agency or community interest group requested information about openings.

Analysis of effective EEO Recruitment Program

The vacancies filled were for the positions of Sales Representatives at Thunderbolt Broadcasting. The company websites, WCMT.com, thunderboltradio.com, on-air radio announcements, kentennareahelpwanted.com website and Facebook, along with local newspapers were used to encourage prospective job seekers to email their resumes to jobs@wcmt.com or to bring resumes to our studios at 1410 North Lindell Street in Martin Tennessee and 223 Westgate Drive in Union City, Tennessee or to mail them to the company's offices in Union City, Tennessee and Martin, Tennessee where the studios are located. The Thunderbolt Broadcasting Company radio station websites, on air announcements and Facebook have proven to be the most beneficial in generating applications. No organization or special group requested notice of any job openings.

During the past reporting period Thunderbolt Broadcasting has participated in local "career fairs" which have provided incredible visibility for Thunderbolt stations along with our consistent outreach efforts and being in local schools sharing the opportunities of careers in radio. Thunderbolt Broadcasting maintains a relationship with the local university (The University of Tennessee at Martin) and local school educators in Obion, Weakley, Fulton Counties and the Union City School System, keep open dialogue concerning part-time job opportunities for students who may have an interest in broadcasting. Also local educators are in our studios often or on our radio stations news and community affairs shows, in addition to the

Chancellor of the local University remain well acquainted with Thunderbolt Broadcasting staff to inform us of students who may have an interest in broadcasting.

Further Thunderbolt President Paul F. Tinkle is the play-by-play announcer of high school sports in Weakley County athletics and stays in contact with local high school principals and other administrators in West Tennessee maintaining a "unique" contact for the radio stations for prospective employees and interns while at the same time introducing students in the schools about careers in broadcasting. Color announcer Vic DuRall (a retired middle school teacher) takes opportunities to remind students about careers in broadcasting also. News Director, Charles Choate is a volunteer baseball coach and has contact with students in this manner providing additional connectivity with students for potential part-time positions with Thunderbolt Broadcasting. Meanwhile, local educators remind students who to contact at Thunderbolt radio stations for potential careers in broadcasting. Clearly we have a direct connection with the education community to foster messages of careers in broadcasting.

Thunderbolt Broadcasting is a member of the National Association of Broadcasters, the Tennessee Association of Broadcasters, the Kentucky Broadcasters Association, Arkansas Broadcasters Association and the International Broadcaster's Idea Bank. Paul Tinkle is a past TAB and NAB Radio Board member.

The relationships above allow us to network with others in the industry who may know of prospective applicants. Thunderbolt Broadcasting is also a participant in career fairs as evidenced by documentation elsewhere. It is apparent Thunderbolt stations are meeting the EEO requirements as set forth in guidelines and continues to open its doors for tours of our radio stations that include but are not limited to church groups, youth, leadership groups, school groups, Cub Scouts, Boy Scouts, Girl Scouts, public and private schools and others as well as community leaders who are able to see "first-hand" our continuing efforts to share opportunities with those who might have an interest in becoming an applicant to Thunderbolt Broadcasting. Prize winners are also given tours of the radio station when possible. Company employees maintain relationships with our listeners by attending functions and events as evidenced elsewhere in this document where they are able to network with prospective job seekers or those who may wish to know more about a career in broadcasting.

E E O OUTREACH

April 3, 2019

University of Tennessee at Martin Department of Communications Awards Reception. Terry Hailey and Paul Tinkle attended and presented scholarships to two students from the University.

April 13, 2019

Martin Parks and Recreation hosted the annual Easter Egg Hunt for all of the area children. Thunderbolt Radio stations were on hand to help and visit with the community. Our relationship in this outreach allows us to bond with children, show them how we broadcast "live" and get them interested and educated in what radio does and how it works. Those attending were Cindy Prince, Kevin Bartholomew, Delinda Goad, Gary Capers and Leatha McCroskey.

April 16, 2019

Weakley County Chamber of Commerce Annual Awards Banquet at the University of Tennessee at Martin. This event was attended by Paul & Diane Tinkle, Gary Capers, Leatha McCroskey and News Director Steve James. This event continues to allow us to bond with community members and network with school officials and community representatives. Many young people including students attend this event.

April 16, 2019

Twin Cities Chamber of Commerce Annual Banquet & Awards Ceremony. This event continues to allow us to bond with community members and network with school and community representatives. This was attended by Mr. & Mrs. Paul Tinkle, Delinda Goad and Travis Johnson. (Mr. and Mrs. Tinkle were able to attend both events in the same evening because they were held at different times.)

April 22, 2019

Union City High School Top 10 Banquet at Union City High School. Attending were Paul Tinkle and Davita Stephenson. Mr. Tinkle met with three students among the top 10 senior class and discussed career opportunities and also sent a financial gift to the school.

April 23, 2019

UT Martin Ned Ray McWherter Institute Igniting Innovation.

Skylar McCroskey and Paul Tinkle met with three students Leslie, Miles and Daniel and discussed our radio careers. Skylar is also a student at UT Martin and networks with students on campus.

April 27, 2019

The Associated Press Awards Banquet was held in Nashville. Attending were Mr. & Mrs. Paul Tinkle, Mr. & Mrs. Charles Choate and Mr. & Mrs. Steve James. At this event we meet with Journalism students at various colleges in Nashville and other parts of the state.

May 5, 2019

Fulton Rotary Club annual scholarship banquet. Paul Tinkle attended and made a donation from Thunderbolt Broadcasting to the Rotary Club's scholarship program.

May 30, 2019

Mr. Paul Tinkle met with Dr. Richard Robinson of the University of Tennessee at Martin Communications Department regarding sales positions and encouraging students to come and shadow Thunderbolt Broadcasting staff and to inquire about job opportunities.

June 8, 2019

Obion County Cancer Agency held their annual event, The Hometown Walk of Hope, at the Obion County Fairgrounds in Union City. All teams involved raise money for cancer patients of Obion County. Thunderbolt Broadcasting sets up our tent and prize wheel and for \$2 per spin, contestants win prizes. Davita Stephenson, Breanna Bell, Paul Tinkle, Delinda Goad, Leatha McCroskey, Olivia Johnston and Gary Capers were all in attendance.

June 10, 2019

A donation was made to the CE Weldon Public Library for continuing education for children.

June 15th, 2019

A campaign to salute family and friends known as Father Mows Best was held in Martin where some 100 people came out to participate in a contest to win a lawn mower. Staff included Delinda Goad, Gary Capers, Davita Stephenson, Paul Tinkle, Diane Tinkle, Leatha McCroskey, Olivia Johnston and Robin Francis were in attendance.

June 17, 2019

Town and Gown luncheon held at the University of Tennessee at Martin, hosted by Chancellor Keith Carver and Mayor of Martin Randy Brundige. Delinda Goad and Olivia Johnston attended.

July 2019

Each year to help some of those who are not fortunate enough to have air conditioning, Thunderbolt Broadcasting along with Gibson Electric Membership Cooperative has a fan drive. We asked our listeners to bring fans, either new or used in working order to be donated to Helping Hand Ministry and also We Care Ministry to be given to those who need them most.

July 5, 2019

A financial contribution was made to the Weakley County Education Foundation in Martin, TN

August 5-6, 2019

Paul Tinkle, President and General Manager attended the Tennessee Association of Broadcasters convention in Murfreesboro, TN. Mr. Tinkle met with TAB interns and discussed career opportunities with Thunderbolt Broadcasting. Mr. Tinkle also met with John Dyess, Chair Emeritus Tennessee and received a statement of support for the National Guard and Reserve for Thunderbolt stations. The award fully recognizes Thunderbolt complies with the uniformed services employment and re-employment rights act (USERRA) and that we provide our managers and supervisors with the tools they need to effectively manage those employees who serve in the TN National Guard and Reserve. Representing Thunderbolt Broadcasting were Delinda Goad, Leatha McCroskey, April Moore, Davita Stephenson, Brian Thomas Qualls, Brad Hosford, Skylar McCroskey and Cindy Prince.

August 12-19, 2019

During the The Obion County Fair in Union City staff is regularly interacting with youth about careers in broadcasting. In attendance for the week were: Gary Capers, Cindy Prince, Delinda Goad, Leatha McCroskey, April Moore, Davita Stephenson and Robert Leyhue.

August 26, 2019

The University of Tennessee at Martin held their annual organizational fair at the Elam Center. It's during this time that freshman students meet businesses like ours. We introduced ourselves to these new students and faculty and they get to learn how their home town radio station allows them to hear the college games on the radio. Thunderbolt Broadcasting staff attending were Leatha McCroskey, Gary Capers, Delinda Goad, April Moore and Paul Tinkle.

September 3, 6, 2019

The annual Soybean Festival Parade was held in downtown Martin. Thunderbolt Broadcasting staff takes an active role in this community event and sponsors an event known as the Singing Bee. We provide additional exposure for Thunderbolt radio stations by driving our radio vehicles Robert Leyhue, Paul Tinkle and Leatha McCroskey participated in this event.

September 21, 2019

The annual Banana Festival parade was held in downtown Fulton, Kentucky. The largest of parades in our area This event continues to allow us to bond with community members and network with school and community representatives Taking part in the parade were Paul Tinkle, Leatha McCroskey and Davita and Robert Stephenson. This event allows us to expose or radio stations and staff to community members. Many asks us how to "get into radio."

September 26, 2019

The Main Street Taste of Ken Tenn, a community function to raise money for the downtown businesses and was held at the Kiwanis Park in Union City. Staff members Delinda Goad and Davita Stephenson were in attendance serving as volunteers.

October 1, 2019

National Night Out was held at Virginia Weldon Park in Martin, TN. During this time we helped teach small children to stay away from drugs. Attending this event were Paul Tinkle, Robert Leyhue and Courtney Sowell.

October / November 2019

With the threat of on-coming winter weather, Thunderbolt Broadcasting held our annual "Warm Hearts" Coat Drive with the help of Town and Country Dry Cleaners and Comet Cleaners. We asked our listeners to either clean out their coat closet to find coats that no longer fit or were no longer worn and bring them to our stations or to purchase new coats and drop off at our studios. All coats were taken to the dry cleaners to be cleaned and were then delivered to Helping Hand Ministries in Union City and We Care Ministries in Martin.

October 30th, 2019

A financial contribution was made to the Matt Beaty Scholarship.

October 31st, 2019

Staff members Delinda Goad, Maggie Olmstead and Paul Tinkle were in attendance giving out candy and reminding children to be safe while trick or treating. Over 500 children attended.

November 1st - 2019

In conjunction with the Tennessee Department of Transportation, the Obion County Litter Grant had students come into the Thunderbolt Broadcasting, Union City studios to record announcements encouraging everyone to not litter. Students who recorded were, from Union City High School, Hudson Calfee, Jake Clapper from South Fulton High School and Austin Norton from Obion County Central High School. These students were also given tours of the station and about possible careers in the broadcasting industry.

November 12, 2019

Thunderbolt Radio stations hosted a radiothon for special needs adults. Approximately \$15,956.05 was raised in three hours for these adults.

December 2, 2019

The Martin Christmas Parade in downtown Martin and taking part in the Christmas festivities were Paul Tinkle, Robert Leyhue and April Moore and Delinda Goad who interacted with parade watchers and told them to be sure and listen to the radio!

December 5, 2019

The Union City Christmas Parade was held from the Reelfoot Shopping Center in Union City to downtown Union City. Taking part and throwing candy to the excited community were Robert Leyhue Paul and Diane Tinkle Delinda Goad and Davita Stephenson.

December 6, 2019

The Chimes for Charity event "Blue Lights and Banks" was held at the Obion County Courthouse. In the event, people can drive around the courthouse to donate can goods, toys and money and not have to get out of their car. On hand to help receive donations were Maggie Olmstead hosting our live remote broadcast, Delinda Goad, Leatha McCroskey, Gary Capers and Jeff Stevens. This event includes the area banks, police department and sheriff's department.

December 11, 2019

The annual Blue Light Hunger Fight was held in downtown Martin Thunderbolt Broadcasting on hand to broadcast live all day with: Paul Tinkle, Cindy Prince, Kevin Bartholomew, Leatha McCroskey, Delinda Goad and others.

December 12, 2019

The annual Thunderbolt Broadcasting Can Caravan was held. Representing Thunderbolt Broadcasting was Robert Leyhue along with these volunteers from the University of Tennessee at Martin: Chelsea Farmer, Robbie VanHolten, Jerry Carpenter, Austin Swafford, Jodie Duncan, Danelle Fabianich, Julie Nue, Laura Taylor, Kim Leiter, Ashley Bynum and Emily Anne Sparks. Teams were disbursed to go to schools in Weakley County to pickup canned goods that were taken to We Care Ministries. Prior to the teams leaving, Danelle Fabianich from the University of Tennessee at Martin Athletic Department spoke with Paul Tinkle, President of Thunderbolt Broadcasting, on the Good Times in the Mornings program live on the air.

December 16, 2019

Thunderbolt Broadcasting communicates with the UT Martin "Skyhawk Talent Pipeline" which allows us to communicate with the university regarding job openings. Contact 881-3716 Katie Mantooth.

December 17, 2019

Weakley County Prevention Coalition held their meeting at the Martin Police Department. News Director Steve James attended and reported on the events that will be taking place in the upcoming months. He also interacted with police and WCPC staff. Our radio stations have a very good relationship with both.

January 6th, 2020

Thunderbolt Broadcasting made a financial contribution for Special Needs adults for St John's Community Services.

February 12, 2019

Thunderbolt Broadcasting made a monetary donation to the Fulton-South Fulton Rotary Club to two students. This annual scholarship fund helps to meet the needs of the young people of Fulton and South Fulton.

March 10, 2020

Paul Tinkle was a speaker at the Dresden Rotary Club discussing the importance of local radio especially in light of the coronavirus.

CAREER FAIRS, INTERNSHIP, EDUCATION

May 10, 2019

Hillcrest Elementary school held a "Careers on Wheels Day". Skylar McCroskey attended and spoke to about 250 children about careers in broadcasting.

June 17, 2020

Paul Tinkle was invited to speak at the TAB Radio Talent Institute in Knoxville where he taught a Radio Advertising course on sales, discussed career opportunities in broadcasting and invited students to go to our website for career opportunities. Approximately 30 students attended.

August 14, 2019

Thunderbolt Radio partnered with the American Job Centers of Northwest Tennessee for a Career Fair at the National Guard Armory in Union City, TN. Davita Stephenson, Delinda Goad and Paul Tinkle manned a table.

January 30, 2020

Thunderbolt Radio partnered with The University of Tennessee at Martin for an on-campus Career Fair in the University Center, Room 206 from 2:00-4:00pm. Mr. Paul Tinkle, Cindy Prince and Delinda Goad attended and talked to 24 students about marketing positions and board operator positions available at Thunderbolt Broadcasting.

February 22nd, 2020

UT Martin student Madison Sisco interned with Thunderbolt's Skylar McCroskey for six hours learning all things radio. Besides touring the radio station she also learned on air skills.

**Employment Vacancy Information
Covering Period April 1, 2019 - March 31, 2020**

Full Time Position: Sales Representative

Source Used: Thunderbolt Radio.com

Number of Interviews: 2

Hired from this source: 0

Source Used: Union City Daily Messenger

Number of Interviews: 0

Hired from this source: 0

Source Used: KenTennAreaHelpWanted.com

Number of Interviews: 0

Hired from this source: 0

Source Used: JobsforTN.gov

Number of Interviews: 3

Hired from this source: 0

Source Used: Kentucky Broadcasters Association

Number of Interviews: 0

Hired from this source: 0

Source Used: Facebook

Number of Interviews: 2

Hired from this source: 0

Source Used: International Broadcasters Idea Bank

Number of Interviews: 0

Hired from this source: 0

Source Used: On-Air announcements

Number of Interviews: 1

Hired from this source: 0

Source Used: University of Tennessee at Martin

Number of Interviews: 1

Hired from this source: 1

Source Used: Referral/Word of Mouth

Number of Interviews: 2
Hired from this source: 0

Full Time Position: Sales Representative

Source Used: ThunderboltRadio.com
Number of Interviews: 4
Hired from this source: 0

Source Used: Union City Daily Messenger
Number of Interviews: 0
Hired from this source: 0

Source Used: University of Tennessee at Martin
Number of Interviews: 0
Hired from this source: 0

Source Used: Tennessee Association of Broadcasters
Number of Interviews: 0
Hired from this source: 0

Source Used: Facebook
Number of Interviews: 2
Hired from this source: 1

Source Used: On-Air Announcements
Number of Interviews: 2
Hired from this source: 0

Source Used: Referral/Word of Mouth
Number of Interviews: 1
Hired from this source: 0

Source Used: Center Point Business Solutions
Number of Interviews: 1
Hired from this source: 0

Full Time Position: Sales Representative

Source Used: Center Point Business Solutions

Number of Interviews: 0

Hired from this source: 0

Source Used: ThunderboltRadio.com

Number of Interviews: 3

Hired from this source: 1

Source Used: On-Air Announcements

Number of Interviews: 3

Hired from this source: 0

Source Used: Referral/Word of Mouth

Number of Interviews: 1

Hired from this source: 0