

Annual EEO Public File Report  
For the period April 1, 2015 through March 31, 2016

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, 2015 and ending on March 31, 2016 (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

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

1. Sales Position 1

Source: On-Air Announcements

2. Sales Position 2

Source: Career Fair

3. Sales Position 3

Source: Referral

4. Sales Position 4

Source: Referral: Center Point Business Solutions

## Recruitment Source Information

Notice of full-time vacancies included a variety of sources and included but were not limited to newspaper, websites, email 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

Ken Tenn Area Help Wanted .com  
6465 Greenwood Plaza Blvd.  
Suite 400, Centennial, CO. 80111 303-562-0236  
Note: Indeed.com a referral source, came from KenTennArea Help Wanted.  
com

Weakley County Press, Advertising Department,  
235 Lindell St., Martin, TN. 38237 731-587-3144

Union City Daily Messenger  
Advertising Department  
P.O. Box 430, Union City, TN. 38281 731-885-0744

Center Point Business Solutions Kim Watts  
1413 South Home Street  
Union City, TN. 38261 731-885-4810

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. Local newspaper help wanted and display ads and their associated on-line websites have proven effective in providing candidates for these types of openings. In addition, the company websites, WCMT.com and thunderboltradio.com and the KenTennAreaHelpWanted.com as well as Center Point Business Solutions generated additional resumes. On air announcements were used to encourage prospective job seekers to visit jobs@wcmt.com where job openings were placed.

The Thunderbolt Broadcasting Company radio station websites have proven beneficial in generating applications. No organizations or special groups requested notice of any job openings.

During the past reporting period Thunderbolt Broadcasting has participated in local career fairs, provided intern and externship opportunities with the University of Tennessee at Martin, an institution of higher learning that has a school of Communications and Journalism, here in our community. Thunderbolt Broadcasting maintains a close and unique relationship with the local University and local school educators, keeping open dialogue concerning part-time job opportunities for junior high and high school students who may have an interest in broadcasting. Also local school-teachers and UT Martin Communications professors are in our studios regularly and are well acquainted with Thunderbolt Broadcasting staff to inform us of students who may have an interest in broadcasting in a commercial facility. Further, Thunderbolt Broadcasting provided a scholarship to a University of Tennessee at Martin Communications major this past period.

Thunderbolt Broadcasting provided three scholarships to Obion County, TN high school students in cooperation with the Tennessee Department of Transportation Litter Grant program and the Obion County Sheriff's Department for seniors enrolled in Union City, Obion County and South Fulton, TN schools. These students have opportunities to learn about broadcasting careers with our company. Students were required to submit essays focusing on keeping our community clean and green and how they implemented recycling at home. Thunderbolt Broadcasting partnered with Don Sol Mexican Grill in Union City, TN. with their "Salsa and Chips for Scholarships." Thunderbolt Radio donated \$100.00 and by doing so were able

to help Don Sol raise money for one student from each of the five local high schools to receive a \$500.00 scholarship.

President Paul Tinkle is the play-by-play announcer of local high school athletics and stays in contact with local high school principals and other administrators maintaining a unique contact for the radio stations for potential employees and prospective interns while at the same time introducing students in the schools about careers in broadcasting. Local educators remind students whom to contact at Thunderbolt radio stations for potential career in broadcasting. High school students from Weakley County, Obion County and South Fulton schools all spent time in our studios learning about broadcasting during the reporting period.

Thunderbolt Broadcasting is a member of the National Association of Broadcasters, the Tennessee Association of Broadcasters, the Kentucky Broadcasters Association and the International Broadcasters Idea Bank. Thunderbolt Broadcasting is 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 continue 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 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 a part of Thunderbolt Broadcasting. The Company employees maintain healthy relationships with our listeners by attending functions and events as evidenced elsewhere where they are able to network with prospective job seekers or those who may wish to know more about a career in broadcasting.

## EEO OUTREACH

April 9, 2015

Thunderbolt President Paul Tinkle and News Director Steve James attended the UT Martin Communications Award Banquet held in the Duncan Ballroom of the UT Martin University Center. Thunderbolt Broadcasting presented a \$500.00 scholarship to Ronald Charles Hammer to help him continue his education in Communications at UT Martin. Paul Tinkle and Mr. James also networked with students and professors and told them of job opportunities at Thunderbolt Broadcasting. Mr. Tinkle encouraged students to come to our studios in Martin and Union City, Tennessee for tours or to learn more about broadcasting from a hands-perspective.

April 27, 2015

Paul Tinkle attended the "Top Ten Academic Honors Banquet" at Union City High School in Union City, Tennessee. During this time Mr. Tinkle was able to talk with students in their Freshman, Sophomore, Junior and Senior years in high school about job opportunities in broadcasting.

May 7, 2015

Paul Tinkle and Brian T. Qualls attended the Dresden School Career Day. Mr. Tinkle and Mr. Qualls met with students in grades one through eight and showed them how the radio stations works, informed them about the EAS System and also reminded students that they could come by the radio stations for a tour.

May 12, 2015

Paul Tinkle attended the Gleason High School Athletic Banquet held in the Gleason High School Gymnasium. Mr. Tinkle spoke to the students of Gleason High School about Thunderbolt Broadcasting and possible job opportunities and careers in the broadcasting industry.

September 23, 2015

Paul Tinkle and Cindy Prince met with Weakley County educators and administrators along with the Tennessee Army National Guard in Dresden, Tennessee. We explained our role in recruitment of high school students and also the value of radio broadcasting as it pertains to the Tennessee National Guard and the Weakley County School System. Approximately 25 men and women in the United States Army attended including Gen. Tommy Baker and other members of the Tennessee National Guard along with members of the Weakley County School System.

January 18, 2016

Thunderbolt Broadcasting has attended the Annual Martin Luther King, Jr. Celebration and Breakfast since the event began in 2013.

We have recorded the programs and aired them on our community affairs program, 30 Minutes.

This year's event was held on January 18<sup>th</sup>, 2016

Also, in February 2016, Dr. David Barber, the organizer for the annual UT Martin Civil Rights Conference, appeared on a 30 Minutes program.

## Career Fairs

April 4, 2015

President Paul Tinkle attended the Associated Press Seminar and Awards Banquet in Nashville, Tennessee. At this time, approximately 75 college students were in attendance. Mr. Tinkle announced award winners for the College AP contest and also promoted job opportunities at Thunderbolt Radio at this event held at the Freedom of Information Center in Nashville. Mr. Tinkle then met with these students individually and participated in breakout sessions for a question and answer time.

May 6, 2015

Goodwill Career Solutions held a Job Fair at the National Guard Armory in Union City from 9:00am until 3:00pm. Paul Tinkle, Barbie Hardy, Davita Stephenson, Allison Aumiller, Kevin Bartholomew, Brian Thomas Qualls and Steve James were all in attendance speaking to potential employees about the sales position opening at Thunderbolt Radio.

August 11-12, 2015

The Tennessee Association of Broadcasters held a career fair at the Embassy Suites Hotel in Murfreesboro, TN. Paul Tinkle spoke with students about the careers in broadcasting and future opportunities at Thunderbolt Broadcasting Company.

October 27, 2015

Goodwill Career Solutions held a Job Fair at the National Guard Armory in Union City from 9:00am until 3:00pm. Paul Tinkle, Barbie Hardy, Davita Stephenson, Allison Aumiller, Kevin Bartholomew, Brian Thomas Qualls and Steve James were all in attendance speaking to potential employees about the sales position opening at Thunderbolt Radio.



## University of Tennessee at Martin Externship Program

Thunderbolt Radio provides externship opportunities for University of Tennessee at Martin students. During this time students come into the radio station's studios and watch on air talent broadcast their show. Students also have an opportunity to meet with a sales staff member for questions about their roles and were shown news and productions skills as well as daily operations and programming. Students shadowed President Paul Tinkle, Kevin Bartholomew, Steve James and Brian Thomas at the Thunderbolt Broadcasting studios in Martin, TN. And at the Union City studios, students shadowed employees Charles Choate, Robert Leyhue and Maggie Olmstead. They were introduced to careers in sales, programming, news and on air work.

April 3, 2015 two UT Martin students

April 21, 2015 one UT Martin student

April 30, 2015 one UT Martin student

October 9, 2015 two UT Martin students

October 21, 2015 one UT Martin student

October 22, 2015 two UT Martin students

October 23, 2015 one UT Martin student

## Examples of Thunderbolt Radio Community Outreach

May 7, 2015

Work on Wheels Dresden, Tennessee

Paul Tinkle and Brian Qualls participated in the Dresden Elementary School "Work-On-Wheels" Day. This event brings elementary school students out to see different companies, services and other jobs to get them acquainted with what goes on in their community.

June 6, 2015

Obion County Walk of Hope, Union City, Tennessee

Obion County Cancer agencies Hometown Walk of Hope. Several Thunderbolt Radio employees attended this event including Robert Leyhue, Maggie Olmstead, Davita Stephenson, Breanna Stephenson, Barbie Hardy, Allison Aumiller, Gary Capers, Paul Tinkle, and Hilerie Rickman. This event raises money to help support people in Obion County who are battling cancer. During this time local community residents become aware of the opportunities provided by the industry to help community members in need by observing a "live" broadcast. Many young children were able to visit with staff and talk with us during our 10 hour event.

August 10-16th, 2015

Obion County Fair, Union City, Tennessee

During the week of the Obion County Fair, Thunderbolt Broadcasting set up a booth in the exhibit building to display our banners, bumper stickers and prizes. Fair attendees stopped by our booth to spin the prize wheel and win prizes. Each night, a two hour live remote was broadcast encouraging the community to attend and join the fun at the Obion County Fair. Thunderbolt Broadcasting employees in attendance were Cindy Prince, Barbie Hardy, Breanna Stephenson, Allison Aumiller, Paul Tinkle, Maggie Olmstead, Robert Leyhue, Gary Capers, Hilerie Rickman, Brian Thomas Qualls and Davita Stephenson. During this time Mr. Tinkle and others answered questions about how fair goers could learn more about a career in broadcasting.

September 4th, 2015  
West Tennessee Soybean Festival

This is an annual event that Thunderbolt Broadcasting hosts and sponsors entitled "The Singing Bee." Staff member Kevin Bartholomew served as emcee of the event while Barbie Hardy and Allison Aumiller encouraged the people in the park to participate. Robert Leyhue was music director of the event while Cindy Prince handed out the prizes. This event is held in Weldon Park in downtown Martin. All contestants were given a goody bag full of prizes while the first and second place winners receive \$100.00 and \$50.00 respectively.

October 30, 2015

Trick or Treat Community Involvement

Thunderbolt Radio staff members Barbie Hardy, Allison Aumiller, Hilerie Rickman, and Gary Capers all dressed in costume for the occasion and set up the tent in downtown Union City, TN. for the downtown merchants Trick or Treating event. Candy and 9 volt batteries were given to everyone that stopped by the tent. The batteries were available for those to replace their batteries in their smoke detectors.

November 4th 2015

St. John's Community Services Radio-thon for Special Needs Adults

Thunderbolt Broadcasting Company in Martin held a four hour radio-thon to raise money for St. John's Community Services Radio-thon. From 6:00am until 10:00am, Paul Tinkle and Steve James hosted the event and were live on the air asking for our listeners to call in and pledge monetary donations to help St. John's continue their work in assisting adults with developmental disabilities. \$16,014.12 was pledged. Many residents brought pledges by and some watched the radio thon learning about how our radio station is involved in the community. Thunderbolt Radio also employees Danny Surratt a special needs adult on a part time basis.

Nov 11- Nov 23, 2015  
We Care Ministries Coat Drive

Thunderbolt Broadcasting in Martin hosted the annual We Care Ministries Coat Drive. On-air announcements aired multiple times each day encouraging listeners to bring by their new or gently used coats which would be dry cleaned by Comet Cleaners then taken to We Care Ministries for distribution to needy families in Weakley County.

Dec. 9, 2015  
Blue Light Hunger Fight

Thunderbolt Broadcasting of Martin set up in Festival Park in downtown Martin from 7:00am until 6:00pm. We provided radio cut-ins to raise awareness of hunger in the community. The public was asked to donate food items and/or money throughout the day which was then taken to the non-profit food distributor We Care Ministries to distribute to needy families in Weakley County. Thunderbolt Broadcasting partners with the Martin Police Department for this event each year. All food donations were packed inside police cruisers throughout the day and as the cruiser filled up, the items were taken to We Care Ministries for distribution. Paul Tinkle, Cindy Prince, Brian Thomas, Kevin Bartholomew and Steve James attended this event. 2,177 non-perishable food items and \$870.00 in cash donations were collected at this event. Thunderbolt radio staff worked closely with police and the community to come together for this cause.

Dec. 9, 2015

Thunderbolt Radio Can Caravan

Air personality Robert Leyhue along with various athletes and staff members from the University of Tennessee at Martin visited Weakley County schools and collected non-perishable canned goods for the non-profit distributor We Care Ministries in Martin, Tennessee to distribute to needy families in Weakley County. 10,716 cans were collected to help feed the hungry in our communities.

February 18th, 2016

Paul Tinkle spoke to the Martin Middle School 8th grade class on opportunities for future broadcasters. Mr. Tinkle explained that his first job in radio was the janitor and how he worked his way up during his career and became the president of the Company. Students were told about times to come by the radio stations after school for tours and to learn more about radio jobs as a career.

February 25, 2016

Paul Tinkle spoke to two classes of the Dresden High School FFA at Dresden, Tennessee explaining how he got into broadcasting and that there are many different positions that are available for high school students including board op, news writer and production.

Employment Vacancy Information  
Covering Period April 1, 2015 through March 31, 2016

Full Time Position: Sales Position One and Two

Source used: On-air announcements

Number of interviews: 9

Hired from this source: 1

Source used: Union City Daily Messenger

Number of interviews: 1

Hired from this source: 0

Source used: Weakley County Press

Number of interviews: 0

Hired from this source: 0

Source used: Career Fair

Number of interviews: 2

Hired from this source: 1

Source used: Walk-Ins

Number of interviews: 2

Hired from this source: 0

Source used: Thunderboltradio.com

Number of interviews: 1

Hired from this source: 0

Full Time Position: Sales Position Three

Source Used: Ken-Tenn Area Help Wanted.com  
Number of interviews: 0  
Hired from this source: 0

Source Used: Goodwill Career Fair  
Number of interviews: 2  
Hired from this source: 0

Source Used: Thunderboltradio.com  
Number of interviews: 0  
Hired from this source: 0

Source Used: On-air announcements  
Number of interviews: 6  
Hired from this source: 0

Source Used: Walk-ins  
Number of interviews: 1  
Hired from this source: 0

Source Used: Referrals  
Number of interviews: 7  
Hired from this source: 1

Full Time Position: Sales Position Four

Source Used: Center Point Business Solutions

Number of Interviews: 4

Hired from this source: 1