

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

Annual EEO Public File Report
For the period April 1, 2014 through March 31, 2015

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 stations website.

The information contained in this report covers the time period beginning on April 1, 2014 and ending on March 31, 2015 (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

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

1. Sales Position 1
Source: On-air radio announcements

2. Sales Position 2
Source: Word of mouth referral

3. Sales Position 3
Source: Fulton Leader newspaper ad

4. Morning Drive Personality/Production
Source: Promotion from within

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:

Arkansas Broadcaster's Association website.
Doug Krile
2024 Arkansas Valley Drive, Suite 403
Little Rock, Arkansas 72212 501-227-7564

Illinois Broadcaster's Association website
Debra Gray
200 Missouri Avenue
Carterville, Illinois 62918 618-713-0261

Tennessee Association of Broadcasters:
Brenda Heidt
2 International Plaza Drive, Suite 507, Nashville, Tennessee 37217
615-365-1840

Kentucky Broadcasters Assoc. Website
Patti Pullen and Gary White
101 Enterprise Dr. Frankfort, KY. 40601 888-843-5221

Thunderbolt Broadcasting Website
Brian Qualls
1410 North Lindell Street
Martin, Tennessee 38237

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

Missouri Broadcasters Association
Terry Harper
1025 Northeast Dr, Jefferson City, MO 65109
(573) 636-6692

All Access.com
Website in public domain

Dyer County Chamber of Commerce
Tammy Hall
2000 Commerce Ave, Dyersburg, TN 38024
(731) 285-3433

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

University of Tennessee at Martin Communications Department
Gooch Hall, University Street,
Martin, Tennessee 38238
731-881-7000
Dr. Richard Robinson, Advisor

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 Morning On-Air personality and for Sales positions 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, the Kentucky Broadcasters Association, Tennessee Association of Broadcasters and KenTennAreaHelpWanted.com generated additional resumes. On air announcements were used to encourage prospective job seekers to visit jobs@wcmt.com

Use of the All Access.com, Tennessee Association of Broadcasters and Kentucky Broadcasters Association, Illinois Broadcasters Association and Arkansas Association of Broadcasters websites proved helpful in recruiting "air talent" and "news personnel", however newspaper "help wanted" ads and the Thunderbolt Broadcasting company's website and on air announcements generated sales applicants who also said they saw the ad in the local paper or heard it on the radio stations.

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 provides annual scholarships to two University of Tennessee at Martin Communications major this past period.

Thunderbolt Broadcasting also 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 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.

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. Local educators remind students whom to contact at Thunderbolt radio stations for a future 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 Broadcaster's 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 continues to open its doors for tours 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 5th, 2014

Mr. Paul Tinkle met with Ms. Leigh Wright, Assistant professor Department of Journalism and Mass Communication, Murray State University while Mr. Tinkle and Ms. Wright were traveling to the National Association of Broadcasters Convention in Las Vegas. Mr. Tinkle and Ms. Wright discussed job opportunities with Thunderbolt Broadcasting stations in Martin and Union City, TN., particularly in the area of potential sales and on air work for future jobs by students. Ms. Wright extended the opportunity for a continued relationship with Thunderbolt and Murray State and asked if she could contact Mr. Tinkle for an opportunity to discuss careers in broadcasting. Ms. Wright took Mr. Tinkle's card and asked if she could contact us in the future regarding opportunities for broadcast and journalism students.

April 5th, 2014

Mr. Tinkle met with Ms. Melissa Richie, Assistant Professor at Tennessee State University (Producer, Director and Editor) while traveling to the National Association of Broadcasters convention in Las Vegas. Mr. Tinkle and Ms. Richie discussed job opportunities with Thunderbolt Broadcasting stations in Martin and Union City, TN. , particularly in the area of potential sales and on air work for future jobs by students. Ms. Richie extended the opportunity for a continued relationship with Thunderbolt and Tennessee State University in Nashville. She took Mr. Tinkle's card and asked if she could contact us in the future regarding opportunities for broadcast and journalism students.

April 8th, 2014

Mr. Paul Tinkle met with Ann Wead Kimbrough, DBA Dean School of Journalism at Florida A & M University, Tallahassee, Florida, while attending the National Association of Broadcasters meeting in Las Vegas, Nevada. Dean Kimbrough took Mr. Tinkle's card and asked if she could contact us in the future regarding opportunities for broadcast and journalism students. This meeting took place prior to the radio luncheon at the NAB.

U.T. Martin Communications Day

April 14th, 2014

University of Tennessee at Martin

Paul Tinkle, President and GM met with Communications students at the Communications Day and Luncheon held on the University of Tennessee at Martin.

Paul Tinkle presented two \$250.00 scholarships (\$500 total.) One was presented to Johnny Ethan Plunk and the other to Ronald Charles Hammer.

Mr. Tinkle also networked with students and professors and a member of the WLJT (public TV staff who's studios are on the UT Martin Campus) and told them of job opportunities at Thunderbolt Broadcasting.

Mr. Tinkle also toured the campus radio studios during this time.

Career Fairs

May 6th, 2014, Paul Tinkle and Cindy Prince attended the Dresden Elementary school career fair in Dresden, TN. The career fair was entitled "Work on Wheels" and was held in the back parking lot of the school. Thunderbolt Broadcasting's Mr. Tinkle spoke with many students about careers in radio broadcasting and all of the functions of the radio industry.

May 8th, 2014, the West Tennessee Communications Career Fair was held at the West Tennessee Business College Student Resource Center in Jackson, TN. Thunderbolt Broadcasting's Paul Tinkle and Cindy Prince attended and spoke with many career fair attendees about possible positions in the radio industry. Approximately 30 people stopped by the Thunderbolt Radio Broadcasting booth.

August 13, 2014, the Tennessee Association of Broadcasters held a career fair at the Embassy Suites Hotel in Murfreesboro, TN. Thunderbolt Broadcasting's Mr. Paul Tinkle spoke with eleven (11) students about the careers in broadcasting and future opportunities at Thunderbolt Broadcasting Company. Interviews were done with these individuals.

August 25, 2014, The University of Tennessee at Martin held their "Welcome Freshmen" festival in the UT Martin Elam Center. This event allows students to acquaint themselves with local business. Thunderbolt Broadcasting manned a booth and handed out information about the radio station. Four (4) students stopped at the Thunderbolt Broadcasting booth to learn more about possible career opportunities in the radio industry. Mr. Paul Tinkle interviewed one of the students. Attending this festival were Thunderbolt Broadcasting employees Barbie Hardy, Allison Aumiller, intern Danielle Webber, Amy Keathley, Leatha McCroskey and Ethan Plunk.

March 28th, 2015 President Paul Tinkle attended the Associated Press College Day at the First Amendment Freedom Center in Nashville at Vanderbilt University. Mr. Tinkle addressed 75 students from across the state including students from MTSU, UTM, UT, Belmont, Lipscomb, Lee University, APSU, ETSU, Trevecca and other universities with their college advisors. These students were told about careers in broadcasting. Mr. Tinkle served as the MC for the college ceremonies and then met with five students individually who asked about careers in broadcasting.

U.T. Martin Externships

September 13th, 2014 two UTM students
September 15th, 2014 two UTM students
September 18th, 2014 one UTM student

These UT Martin Communications majors 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. They were introduced to careers in sales, programming, news and on air work.

High School Externships

August 7th, 2014 One Obion County Central High school student

This high school student was shown news and production skills as well as daily operations and programming. Student shadowed Jason Aldridge, Charles Choate and Davita Stephenson at the Thunderbolt Broadcasting studios in Union City, TN.

INTERNSHIPS

For a period of 15 weeks in the summer of 2014, UT Martin student Danielle Webber, a senior communications major from the University of Tennessee at Martin performed her internship with Thunderbolt Broadcasting in both Martin and Union City locations. She performed job duties including but not limited to copy writing, programming, production work and speaking with music representatives about new music being released in radio. This internship was in cooperation with the University of Tennessee at Martin and Tennessee Association of Broadcasters.

Community Outreach

June 7, 2014 Obion County Walk of Hope

The Hometown Walk of Hope is an annual event that has various fundraisers throughout the year to raise money for Obion County cancer patients. Thunderbolt Broadcasting held a live remote encouraging listeners to attend this event. Our staff that attended was Barbie Hardy, Allison Aumiller, Macy Rose Alloway, Breanna Stephenson and Davita Stephenson. The prize wheel was also set up and \$1.00 per spin was charged with proceeds going to the Walk of Hope. Approximately \$350.00 was raised. During this time several people asked about employment opportunities in radio

Community Outreach

June 20th 2014 Weakley Co. Crime Stoppers Fundraiser

Members of Thunderbolt Radio Group were present for a remote in downtown Martin, TN for this event. This is an annual public cookout event that raises money to fund the Crime Stoppers Program. During this time Mr. Tinkle shared information with those who asked about job opportunities directing them to the Company website and or to the location of the studios for job applications.

Community Outreach

August 13-18, 2014 Obion County Fair

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, Danielle Webber, Ethan Plunk, Maggie Olmstead, Robert Leyhue, Leatha McCroskey, 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.

Community Outreach

West Tennessee Soybean Festival September 5th, 2014

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.

Community Outreach

September 23rd 2014 UT Martin Blood Battle

Chris Brinkley hosted a two hour remote for Lifeline Blood Services on the campus of UT Martin taking blood donations. Lifeline collects blood from the West Tennessee area and distributes it to area hospitals.

Community Outreach

November 7th 2014 St. John's CDS Radio-thon

Thunderbolt Broadcasting Company in Martin held a four hour radio-thon to raise money for St. John's CDS 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 CDS continue their work in assisting adults with developmental disabilities. \$16,861.00 was pledged.

Community Outreach

Nov 19- Dec 5, 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.

Community Outreach

December 10th 2014 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, Ethan Plunk and Steve James attended this event.

Community Outreach

January 2015 Warm Hearts Coat Drive

During the month of January KYTN and WQAK at the Union City studios, in conjunction with the Obion County Ministerial Association ran on air announcements asking our listeners to bring in gently used or brand new coats or jackets for those who didn't have one. We also sent out emails to the local churches asking them to have the announcement added to their church bulletins. All coats that were donated were taken to Town and Country Dry Cleaners in Union City to be cleaned. Coats were then given out to everyone who attended the "Soul Food Cafe" events at the Exchange Street Church of Christ in Union City. On February 5th after the last Soul Food Cafe, the coats that had not been handed out were then delivered to Helping Hands Ministry in Union City where they could continue to be passed out to those who needed them. In all over 350 coats were donated. When listeners (coat donors) asked how they could learn more about radio careers they were given an application.

Vacancy Information

Covering Period April 1, 2014 through March 31, 2015

Full Time Position: Morning Drive/Production

Source Used: Internal Promotion

Number of applicants from this source:1

Number of interviews: 1

Hired from this source:1

Source Used: University of Tennessee at Martin

Number of applicants from this source: 0

Number of interviews: 0

Hired from this source: 0

Source Used: TAB Website

Number of applicants from this source: 2

Number of interviews:0

Hired from this source:0

Source Used: Union City Daily Messenger

Number of applicants from this source: 2

Number of interviews: 0

Hired from this source: 0

Source Used: Career Fairs

Number of applicants from this source: 25

Number of interviews: 0

Hired from this source: 0

Source Used: Word of Mouth

Number of applicants from this source: 1

Number of interviews: 0

Hired from this source: 0

Source Used: All Access.com

Number of applicants from this source: 32

Number of interviews: 2

Hired from this source: 0

Source Used: Idea Bank

Number of applicants from this source: 0

Number of interviews: 0

Hired from this source: 0

Source Used: Dyer Co. Chamber of Commerce

Number of applicants from this source: 0

Number of interviews: 0

Hired from this source: 0

Source Used: Missouri Broadcasters Association
Number of applicants from this source: 0
Number of interviews: 0
Hired from this source: 0

Source Used: Arkansas Broadcasters Association
Number of applicants from this source: 1
Number of interviews: 1
Hired from this source: 0

Source Used: Illinois Broadcasters Association
Number of applicants from this source: 2
Number of interviews: 0
Hired from this source: 0

Source Used: WCMT.com Website
Number of applicants from this source: 2
Number of interviews: 2
Hired from this source: 0

Source Used: Kentucky Association of Broadcasters
Number of applicants from this source: 0
Number of interviews: 0
Hired from this source: 0

Full Time Position: Sales Position One

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

Source Used: On-Air Announcements
Number of applicants from this source: 5
Number of interviews: 5
Hired from this source: 1

Source Used: Union City Daily Messenger
Number of applicants from this source: 1
Number of interviews: 1
Hired from this source: 0

Source Used: Weakley County Press
Number of applicants from this source: 3
Number of interviews: 3
Hired from this source: 0

Source Used: WCMT.com Website
Number of applicants from this source: 0
Number of interviews: 0
Hired from this source: 0

Full Time Position: Sales Position Two

Source Used: Referral

Number of applicants from this source: 6

Number of interviews: 3

Hired from this source: 1

Source Used: Weakley County Press

Number of applicants from this source: 2

Number of interviews: 0

Hired from this source: 0

Source Used: Union City Daily Messenger

Number of applicants from this source: 1

Number of interviews: 0

Hired from this source: 0

Source Used: On-Air Announcements

Number of applicants from this source: 1

Number of interviews: 0

Hired from this source: 0

Source Used: Ken Tenn Area Help Wanted.com

Number of applicants from this source: 0

Number of interviews: 0

Hired from this source: 0

Full Time Position: Sales Position Three

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

Source Used: Weakley County Press
Number of applicants from this source: 0
Number of interviews: 0
Hired from this source: 0

Source Used: Dresden Enterprise
Number of applicants from this source: 0
Number of interviews: 0
Hired from this source: 0

Source Used: TAB Website
Number of applicants from this source: 1
Number of interviews: 0
Hired from this source: 0

Source Used: Thunderbolt Website
Number of applicants from this source: 3
Number of interviews: 3
Hired from this source: 0

Source Used: The Fulton Leader
Number of applicants from this source: 5
Number of interviews: 5
Hired from this source: 1

Source Used: Referral/Word of Mouth
Number of applicants from this source: 2
Number of interviews: 1
Hired from this source: 0

Source Used: Inquiry
Number of applicants from this source: 2
Number of interviews: 1
Hired from this source: 0

End of report