

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

Annual EEO Public File Report
For the period April 1, 2012 through March 31, 2013

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, 2012 and ending on March 31, 2013 (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

Six (6) full time vacancies were filled for Thunderbolt Broadcasting during the applicable period of this report.

1. Sales Position 1

Source: Thunderbolt Broadcasting website

2. Sales Position 2

Source: Thunderbolt Broadcasting website

3. Sales Position 3

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

4. Sales Position 4

Source: Word of Mouth

5. Sales Position 5

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

6. Sales Position 6

Source: On-Air Announcements
& Thunderbolt website

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 the 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:

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

Thunderbolt Broadcasting Website, Lana Carpenter

Ken Tenn Area Help Wanted.com, Elise Commerford 6465 Greenwood Plaza Blvd. Suite 400, Centennial, CO. 80111 303-562-0236

Fulton Leader / Fulton Shopper, Advertising Department, 304 E. State Line Rd. Fulton, KY. 42041 270-472-1121

Dresden Enterprise, Advertising Department, 113 S. Wilson, Dresden, TN. 38225 731-364-2234

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

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

Analysis of effective EEO Recruitment Program

The majority of the vacancies filled were for sales positions at Thunderbolt Broadcasting. Local newspaper “help wanted and display ads” and their associated on-line websites have proved effective in providing candidates for these types of openings. In addition, the company website, WCMT.com, the Kentucky Broadcasters Association and Ken Tenn Area Help Wanted.com generated additional resumes.

Use of the All Access.com, Tennessee Association of Broadcasters and Kentucky Broadcasters Association websites have proven helpful in recruiting “air talent” and “news personnel, however newspaper “help wanted” ads and the Thunderbolt Broadcasting company’s website generated sales applicants who also said they saw the ad in the local paper.

The Thunderbolt Broadcasting Company radio station website has 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 very close and unique relationship with the 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. Local school teachers and university communication’s professors are in our studios regularly and are well acquainted with Thunderbolt Broadcasting staff.

Further, Thunderbolt Broadcasting provides an annual scholarship to the University of Tennessee at Martin to a Communications major to continue their educational opportunity.

Thunderbolt Broadcasting also provided ten scholarships to Obion County, Tennessee 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, Tennessee 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 hires. Local educators remind students whom to contact at Thunderbolt radio stations for a future career in broadcasting. High school students from Obion County, Hickman County, Fulton 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.

Carr Elementary School Career Fair
Carr Elementary School, Fulton, Kentucky
May 16th, 2012 8am til 12noon

Attending were Mikki McLeary, Justin Jones, and Mark Franklin who met with 4th 5th and 6th grade students of Carr Elementary School and Fulton County Elementary School of Hickman, Kentucky . Staff set up our broadcast table and met with 50 students and talked with them about careers in broadcasting and answered questions about radio and how it works and who to talk with at the radio station.

**Fulton County/Hickman County Economic Development
Partnership and the West Kentucky Work Force
Investment Board**

Pontotoc Community Center, Fulton, Kentucky
June 19th, 2012 10am till 2pm

Thunderbolt Broadcasting participated in a Career Fair hosted by the Mayfield Career Center and the Purchase Area Development District at the Pontotoc Civic Center in Fulton, Kentucky. Thunderbolt Broadcasting stations: KYTN, WQAK, WCMT-AM, WCMT-FM and WCDZ aired local news stories promoting this event. Company President Paul Tinkle and Office Manager Cindy Prince were present. Approximately 200 individuals seeking employment appeared at the career fair. Eleven (11) candidates specifically asked about a sales position with Thunderbolt Broadcasting. Several seeking employment had been recently laid off and Thunderbolt staff answers questions of those regarding careers in sales. The event lasted from 10am until 2pm. During this time Representative Merrel Ray Gage, Jr. from the Office of Employment Training, Kentucky Department of Workforce Investment met with Paul Tinkle regarding career opportunities and tax credits for hiring veterans.

Carr Elementary School Career Fair
Carr Elementary School, Fulton, Kentucky
September 26th, 2012 8am until 12 noon

Attending were Mikki McLeary, Christopher Stockdale and Jason Aldridge met with 4th 5th and 6th grade students of Carr Elementary School and Fulton County Elementary School of Hickman, Kentucky . Staff set up our broadcast table and met with 49 students and talked with them about careers in broadcasting.

Career Workshop and Job Fair
Tennessee State University, Nashville, TN
October 5th, 2012 8:30am until 3:00pm

This Workshop and Job Fair was for persons wishing to pursue a career in the field of broadcasting. The event was promoted to the communications departments of colleges and universities across the region. Christopher Stockdale and Davita Stephenson were in attendance. Thunderbolt Broadcasting staff members accepted fifty-two resumes from students attending this career fair. Thunderbolt staff members drove 2.5 hours to attend this event.

University of Tennessee at Martin Career Services Career Fair
November 7th, 2012 10 am – 2 pm
University of Tennessee at Martin

Thunderbolt Broadcasting set up a booth with educational materials and participated in the University of Tennessee at Martin campus-wide Career Fair, sponsored by University of Tennessee at Martin 's Career Services, Candace Goad was the Coordinator and this event was held in the University Center. Thunderbolt Broadcasting met with Communications majors and other students about job opportunities and potential jobs in broadcasting. President Paul Tinkle, Lana Carpenter and Chris Brinkley, Amy Keathley and Leatha McCroskey represented Thunderbolt Broadcasting. Thirty-four students requested time with Thunderbolt Broadcasting staff during this career fair.

University of Tennessee at Martin Career Fair

“Welcome UT Martin Students”

UT Martin

August 27th, 2012

The University of Tennessee at Martin hosted a “meet and greet” for incoming UT Martin students. The event was at the Elam Center on the University of Tennessee at Martin campus. Thunderbolt Broadcasting stations were represented by staff members Lana Carpenter, Jason Aldridge, John Watts and Christopher Stockdale. During this time Thunderbolt Broadcasting set up our tent inside the Elam Center and handed out Welcome Back Student Guides to Freshmen and other students. Staff member introduced them to radio stations and told them of job opportunities including internships with Thunderbolt Broadcasting. We also spoke with numerous students who expressed interest in a career in broadcasting.

We invited each of them to come to our studios in Martin and Union City, Tennessee and explained who we are and what we do in the communities. Approximately 1,200 students attended. We spoke with approximately 10 students who appeared very interested. The event lasted an hour and a half.

UT Martin Externships

September 5^h, 2012

Thunderbolt Broadcasting Studios, Martin, Tn.

One University of Tennessee at Martin student toured the radio station and learned about the workings of our radio stations.

U T Martin Externships

September 6th 2012

Thunderbolt Broadcasting Studios, Martin, Tn.

Two UT Martin Communications majors were shown news and productions skills as well as daily operations and programming. Students shadowed President Paul Tinkle, Chris Brinkley, Christopher Stockdale, Mark Franklin and Lana Carpenter.

UT Martin Externships

September 7th, 2012

Thunderbolt Broadcasting Studios, Martin, Tn.

One UT Martin Communications major was shown news, production skills, daily operations and programming. This student shadowed Lana Carpenter, Mark Franklin, Christopher Stockdale and President Paul Tinkle.

UT Martin Externships

September 8th, 2012

Thunderbolt Broadcasting Studios, Martin, Tn.

Two UT Martin Communications majors were shown news, production skills, daily operations and programming. These students shadowed Lana Carpenter, Mark Franklin, Christopher Stockdale and President Paul Tinkle.

UT Martin Externships

September 10th, 2012

Thunderbolt Broadcasting Studios, Martin, Tn.

Two UT Martin Communications majors were shown production skills, news operations, programming and daily station operations. These students shadowed President Paul Tinkle, Lana Carpenter, Mark Franklin and Christopher Stockdale.

U T Martin Externship

September 5th, 2012

Thunderbolt Broadcasting Studios, Union City, Tn

A Communications student with the University of Tennessee at Martin shadowed Jason Aldridge, Davita Stephenson and Charles Choate learning their jobs and responsibilities in programming, traffic and news.

U T Martin Externship

September 6th, 2012

Thunderbolt Broadcasting Studios, Union City, Tn

A Communications major from the University of Tennessee at Martin spent two hours with staff including Davita Stephenson, Charles Choate and Jason Aldridge regarding a career in Communications and the jobs they do.

UT MARTIN EXTERNSHIP

September 11th, 2012

Thunderbolt Broadcasting Studios, Union City, Tn.

One UT Martin Freshman Communications student job shadowed Davita Stephenson, Jason Aldridge and Charles Choate and was shown news, programming and traffic.

Community Out Reach
University of Tennessee at Martin
Communications Awards Banquet
April 24th 2012
University Center, Martin, TN.

Thunderbolt Broadcasting staff Lana Carpenter, Benita Evans, Chris Stockdale and Paul Tinkle attended the UT Martin Communications Banquet at the University of Tennessee at Martin. Approximately 100 students were in the room and Thunderbolt Broadcasting awarded a scholarship in the amount of \$250.00 to student Matt Borden of Union City, Tennessee. While in the room, staff networked with students and discussed careers in broadcasting. Dr. Richard Robinson thanked Thunderbolt Staff for continuing the relationship with the University's students and making job opportunities available including job shadowing at Thunderbolt radio stations in Union City and Martin, Tennessee.

Community Out Reach
Union City, Tennessee
Obion County Fair
August 13th - 18th, 2012 6-8 pm

During the Obion County Fair in Union City, Tennessee, Thunderbolt Broadcasting staff met with a number of young children and others who asked about radio and radio jobs. During this time staff including Davita Stephenson, Lana Carpenter, Paul Tinkle, Chris Brinkley, Jason Aldridge, Cindy Prince, Gary Capers, Maggie Olmstead, Amy Keathley, Jessica Betts, Mikki McLeary and Mark Franklin were among those who met with fair goers regarding radio.

“Touch a Truck” Community Career Out Reach
Martin Parks and Recreation, Martin, Tennessee

On April 28th 2012 from 9am –11am at the Martin Parks and Recreation Complex, Paul Tinkle, President of Thunderbolt Broadcasting attended a school age “Touch a Truck” Event. During this time, Mr. Tinkle met with Junior High and High School Students explaining the various job opportunities with Thunderbolt Broadcasting stations including WYVY FM, WQAK FM, WCMT AM, WCMT FM and WCDZ FM.

This included on air job and sales opportunities further explained how radio broadcast worked including engineering discussions, how the radio station signal gets to and from the studio from an on location back to the radio station. Approximately 30 students came by during our four-hour broadcast to meet with us during the event and saw how we were able to broadcast “live” on the air.

Community Career Outreach
Thunderbolt Broadcasting, Union City, TN

April 17th, 2012, five Fulton City high school seniors toured the Thunderbolt Broadcasting Studio in Union City and learned about broadcasting. They were shown the many different aspects of daily operations including learning how to gather, write and read news and how to operate a control board.

Community Career Outreach
Thunderbolt Broadcasting, Union City, TN

April 23rd, 2012, five Obion County Central High School seniors toured the Thunderbolt Broadcasting Studio in Union City and learned about broadcasting. They were shown the many different aspects of daily operations.

Community Career Outreach

Thunderbolt Broadcasting, Union City, TN

April 25th, 2012, five Hickman County High School seniors toured the Thunderbolt Broadcasting Studio in Union City and learned about broadcasting. They were shown the many different aspects of daily operations.

Community Career Outreach

Thunderbolt Broadcasting, Union City, TN

April 27th, 2012, four Lake County High School seniors toured the Thunderbolt Broadcasting Studio in Union City and learned about broadcasting. They were shown the many different aspects of daily operations including meeting with the news and programming departments and sales reps.

Community Career Outreach

Thunderbolt Broadcasting, Union City, TN

May 3rd, 2012, five Fulton County High School seniors toured the Thunderbolt Broadcasting Studio in Union City and learned about broadcasting. They were shown the many different aspects of daily operations including how to be a deejay, how to read news and how to sell advertising.

Community Career Outreach

Thunderbolt Broadcasting, Union City, TN

February 18, 2013, five Obion County Central FFA students including their instructor, came into the Union City Studios to record announcements about it being National FFA week. While in the studios they were also given information about broadcasting.

Community Career Outreach

Thunderbolt Broadcasting, Union City, TN

March 21st, 2013, Girl Scout Troop #40021 came in and toured the radio station as part of their learning experience. The group of 16 girls plus their leader were shown the EAS alert system and Station Manager Jason Aldridge explained how the Amber Alert works.

Vacancy Information

Covering Period April 1, 2012 through March 31, 2013

Full time Position: Sales Representative 1 and 2

Source Used: Ken Tenn Area Help Wanted.com

Number of applicants from this source:1

Number of interviews: 1

Hired from this source:0

Source Used: The Dresden Enterprise

Number of applicants from this source:0

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: 2

Source Used: KBA Website

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: 6

Number of interviews: 6

Hired from this source: 0

Full time Position: Sales Position 3 & 4

Source Used: Union City Daily Messenger newspaper

Number of applicants from this source: 5

Number of interviews: 5

Hired from this source: 1

Source Used: Weakley County Press newspaper

Number of applicants from this source: 0

Number of interviews: 0

Hired from this source:0

Source Used: KenTenn Area Help Wanted.com

Number of applicants from this source: 0

Number of interviews; 0

Hired from this source: 0

Source Used: Fulton Leader/Shopper

Number of applicants from this source: 0

Number of interviews: 0

Hired from this source: 0

Source Used: Word of mouth

Number of applicants from this source: 2

Number of interviews: 2

Hired from this source: 1

Source Used: Fulton Career Fair

Number of applicants from this source: 2

Number of interviews: 2

Hired from this source:0

Source Used: On-Air Announcements

Number of applicants from this source:0

Number of interviews: 0

Hired from this source:0

Full time position: Sales Position 5, Sales Position 6

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

Source Used: Union City Daily Messenger newspaper
Number of applicants from this source: 3
Number of interviews: 3
Hired from this source: 1

Source Used: Ken Tenn Area Help Wanted.com
Number of applicants from this source: 3
Number of interviews: 3
Hired from this source: 0

Source Used: UTM Career Fair
Number of applicants from this source: 1
Number of interviews: 1
Hired from this source: 0

Source Used: Word of mouth
Number of applicants from this source: 1
Number of interviews: 1
Hired from this source: 0

Source Used: On-Air Announcements
Number of applicants from this source: 10
Number of interviews: 10
Hired from this source: 1