

Annual EEO Public File Report
For the period April 1, 2016 through March 31, 2017

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, 2016 and ending on March 31, 2017 (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

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

1. Sales Position 1
Source: Center Point Business Solutions

2. Sales Position 2
Source: Center Point Business Solutions

3. Sales Position 3
Source: Referral

4. Sales Position 4
Source: Center Point Business Solutions

5. News Director
Source: Tennessee Association of Broadcasters 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

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

The Dresden Enterprise Advertising Department
3 Banner Row
McKenzie, TN. 38201

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

Goodwill Career Solutions, Mikki McLeary
1430 S. First Street
Union City, TN. 38261

Tennessee Association of Broadcasters, Brenda Heidt
2 International Plaza Drive Suite 902
Nashville, TN. 37217

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

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 and News Director 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, thunderboltradio.com and Center Point Business Solutions generated additional resumes. On-air radio announcements were used to encourage prospective job seekers to email their resumes to jobs@wcmt.com or to bring resumes to our studios or to mail them to the company's offices in Union City and Martin, Tennessee.

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

During the past reporting period Thunderbolt Broadcasting has participated in local "career fairs". Thunderbolt Broadcasting maintains a relationship with the local university and local school educators, keeping open dialogue concerning part-time job opportunities for students who may have an interest in broadcasting. Also local educators 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.

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 Solid Waste 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. Students were presented their awards at their schools. 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.

Thunderbolt President Paul 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 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 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 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, 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 a part of Thunderbolt Broadcasting. 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, 2016

Thunderbolt President Paul Tinkle attended the 2016 Tennessee AP College Journalism Awards and Career Fair at the John Seigenthaler Center in Nashville, TN. Mr. Tinkle served as the luncheon emcee and met with a number of students afterwards at the lunch and learn career fair.

April 25, 2016

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 speak with students in their Freshman, Sophomore, Junior and Senior years in high school about job opportunities in broadcasting. Thunderbolt Radio was also a sponsor of this event.

May 5, 2016

Digital Director, Brian Thomas attended the Dresden Elementary School "Work on Wheels" day where he met with students Kindergarten through 5th grade. Students were told about the many facets of radio broadcasting and all students were invited to tour our facilities. These children were also able to learn about microphone and transmitter that are used on "live" broadcasts.

May 9, 2016

Paul Tinkle attended the Martin Elementary School's 5th grade career fair. Mr. Tinkle was asked to give the closing remarks to approximately 200 students. Mr. Tinkle spoke of how the radio industry works, invited students to come and tour our facilities as well as explained how future careers in the broadcasting industry would possibly be available. Mr. Tinkle spoke approximately 15 minutes.

August 22, 2016

The University of Tennessee at Martin held their Welcome Freshmen Festival from 5:00-7:00pm. Thunderbolt Radio staff members Hilerie Rickman, Paul Tinkle, Caitlyn Landry and Gary Capers met with incoming freshmen students on the U T Martin campus. They were introduced to Thunderbolt Radio. During this time, students were also given a student and faculty guide which also included telephone numbers for Thunderbolt radio stations. Thunderbolt staff members interacted with approximately 400 students and two university faculty members who are involved in broadcasting classes in the Communications Department at U T Martin. Thunderbolt Radio shared with faculty members that internships and potential board op positions, sales and news positions were opportunities in broadcasting for prospective students.

September 19, 2016

The Northwest Tennessee Career and Technical Education Office hosted a professional development for Northwest Tennessee C T E teachers in relation to career clusters on the UT Martin campus. One of the clusters was for Audio/Visual technology and communications. These panels discussed industry trends, needs technology and other ideas in relation to instructional strategies and tasks. Mr. Tinkle was invited to be the speaker at this event.

September 22, 2016

Fulton Independent School District held mock job interviews for the senior high school students. Thunderbolt Radio air talent, Maggie Olmstead, met with four students to help with their resume' and interview skills.

September 21-23, 2016

Paul Tinkle attended the National Association of Broadcasters Education Foundation at the NAB Radio Show in Nashville, Tennessee.

September 26, 2016

Paul Tinkle met with UT Martin Communications Professor Robert Nanney in the studios of Thunderbolt Radio in Martin, TN about how Thunderbolt and the University could enhance our relationship.

October 20, 2016

Paul Tinkle was the guest speaker for a class in Greenfield, TN at Greenfield High School. He spoke to 20 students in a classroom from 1:30 until 2:30 about the importance of education and what a broadcasting career could mean to their future. He also discussed character and discipline.

December 20, 2016

While broadcasting at a Greenfield High School basketball game, President and General Manager Paul Tinkle spoke with Greenfield High School freshman Natalie Jones, who is videographer for the basketball team, about a career in broadcasting.

March 14, 2017

Thunderbolt Radio and Digital donated \$100.00 to the Fulton, KY Rotary Club to assist with scholarships for high school students in Fulton, KY.

March 17, 2017

Career Fair Dresden Middle School, Dresden, TN

Paul Tinkle and Cindy Prince met with approximately 130 students in grades 5th- 8th and discussed radio and digital broadcasting at Dresden Middle School from 11am until 1:30pm. Hosted by the school each year to educate students in their academic and career development. Mr. Tinkle and Mrs. Prince explained to the students the various job opportunities in the radio industry including sales, on air, engineering and digital. Approximately 30 students participated in a recorded interview with Mr. Tinkle that will be played on the radio. As students visited our table, we interacted with them and explained what radio stations do for community and offered extended invitations to students to come visit us. Students in turn asked us questions. Several indicated they would like to be in radio in their future career. The career fair was coordinated by Jamie Rickman of Dresden Middle School.

March 23, 2017

Thunderbolt Radio and Digital provided a tour to 17 Kindergarten students from Central Christian Academy. They were shown each of the broadcast studios, the news department as well as the production room facilities where Brian Thomas and Paul Tinkle recorded the children as they sang a song.

March 29th, 2017

President Paul Tinkle met with UT Martin student Brian Affolter regarding the opportunity for a possible internship at Thunderbolt Broadcasting for this Summer. The student is seeking a career in broadcasting which the two of them discussed.

March 29, 2017

Thunderbolt Radio and Digital contributed \$100.00 to Dresden High School to help offset costs for their annual Academic Banquet. This banquet is held to honor Dresden High School students in their academic and athletic achievements and President Paul Tinkle has been an advocate for careers in broadcasting at Dresden High School in his meetings with educators and Principal Chuck West.

March 30, 2017

Thunderbolt Radio and Digital contributed \$385.00 to the National Radio Talent Institute. This effort serves as part of Thunderbolt Radio's outreach to educate, teach and provide networking opportunities to registered students participating in a classroom learning environment for future opportunities in broadcasting. This Radio Talent Institute is funded by the Tennessee Association of Broadcasters and others, including Thunderbolt Radio and represents a full Equal Employment Opportunity (EEO) credit as set forth in the requirements by the Federal Communications Commission (FCC).

March 31st, 2017

President Paul Tinkle met with UT Martin professors on the UT Martin campus in Martin, Tennessee and discussed enhancing the relationship between the Communications Department and Thunderbolt Radio to insure students were aware of opportunities for careers in broadcasting.

CAREER FAIRS

April 9, 2016

Middle Tennessee State University: Mr. Paul Tinkle, President and General Manager of Thunderbolt Broadcasting Co, met with student Janita Hendricks and Mr. Tinkle shared his "P's for life".

April 16-20, 2016

The NAB show held a career fair at the NAB Convention in Las Vegas Nevada. Paul Tinkle, who is an NAB Radio board member, attended and met with students as they made their way through the hall and he presented his business card to those interested.

October 11, 2016

Goodwill Career Solutions of Union City, TN held a multi-employer career fair at the Tennessee National Guard Armory from 9am until 2 pm. Brian Thomas Qualls and Davita Stephenson both attended this event and spoke interested candidates regarding a position in sales.

COMMUNITY OUTREACH

March 19, 2016

Thunderbolt Broadcasting hosted the annual Easter Egg Hunt partnered with Martin Parks & Recreation at the Martin Recreation Complex, in Martin, TN. Thunderbolt employees attending were Barbie Hardy, Hilerie Rickman, Gary Capers, Cindy Prince and Kevin Bartholomew. During this time radio station staff met with children and many were able to see the company van and how a radio broadcast works.

May 7, 2016

Thunderbolt Radio is visible to our communities with a number of appearances in parades. One of the larger parades in our area is the Iris Festival in Dresden, TN. The Rollin Radio broadcast van is present and staff members Brian Thomas Qualls and Gary Capers were a part of this event..

April 12, 2016

The Twin Cities Chamber of Commerce for Fulton, KY and South Fulton, TN held their annual banquet and awards ceremony. Thunderbolt Radio President Paul Tinkle served as master of ceremonies.

April 21, 2016

Prior to the KYTN Country Music Festival, a Thunderbolt sponsored event, country stars Charee White and Brandon Holland went with Thunderbolt staff members and representatives of the Four Rivers Foundation to share encouraging words of character and discipline to students at Fulton City High School, Fulton, KY, Fulton County High School, Hickman, KY and Hickman County High School in Clinton, KY. These country artists spoke to students about focusing on their studies, staying off drugs and following their dreams to succeed in life. Barbie Hardy represented Thunderbolt Radio during this school tour.

June 5, 2016

Obion County Cancer Agency holds their annual Walk of Hope event each year at the Union City Football Field. Thunderbolt Broadcasting sets up a tent with the prize wheel and charges \$2 per spin. A total of \$464 was donated to the Walk of Hope. Employees attending this year were, Davita Stephenson, Breanna Stephenson, Barbie Hardy, Hilerie Rickman, Gary Capers and Robert Leyhue.

August 13-18, 2016

The Obion County Fair in Union City, TN was held on the above dates and Thunderbolt Broadcasting rented booth space in the exhibit building. Thunderbolt gave away t-shirts and hosted drawings for nightly gift packs and one large "prize pack" for the end of the week. Visibility here gave us opportunity to show fairgoers the community work we do and other facets of broadcasting with community members and listeners.

September 9, 2016

As part of the Tennessee Soybean Festival, Thunderbolt Broadcasting sponsored and hosted the Thunderbolt "Singing Bee." Emcee'd by Thunderbolt's Kevin Bartholomew, contestants had to finish singing the line of a song once the music stopped. Winners received goody bags with the runner up winning \$50 and the winner winning \$100. Other employees that attended were: Barbie Hardy, Hilerie Rickman, Robert Leyhue, Cindy Prince and Catilyn Landry. . Visibility here gave us the opportunity to demonstrate the community service we provide and participate in.

October - November, 2016

The We Care Coat Drive was held at Thunderbolt Broadcasting studios in Martin, TN. Promotional announcements were run to bring in new or gently used coats in all sizes for all ages. Approximately 70 coats were brought in by caring listeners who came to our studios.

November 10, 2016

Thunderbolt Broadcasting held our annual St. John's Community Development radio-thon from 6am until 10 am at the studios of Thunderbolt radio in Martin TN. Listeners were asked to come by and drop off donations or call in with a pledge. A total of \$14,020 were raised. In doing so many of our listeners met with staff directly and some received a tour of the radio station.

November 21st, 2016

Thunderbolt employee Barbie Hardy received the Volunteer of the Year award from the Obion County Chamber of Commerce in Union City, TN. Mrs. Hardy is a chamber ambassador and has helped promote Thunderbolt's community involvement during the year including meeting with school students about careers in broadcasting as evidenced elsewhere in this report.

December 7, 2016

The "Blue Light Hunger Fight " was held in conjunction with the Martin Police Department was in downtown Martin, TN from 7am until 6 pm. Thunderbolt listeners were asked to bring donations of canned food items or monetary donations. All donations were for We Care Ministries. Employees attending were Paul Tinkle, Brian Thomas Qualls, Kevin Bartholomew, Cindy Prince, Derek Kelley and Robert Leyhue. Visibility here gave us the opportunity to demonstrate the community service we provide and participate in while meeting with listeners and discussing all facets of broadcasting including but not limited to careers in broadcasting.

December 8, 2016

Thunderbolt Radio's "Can Caravan" set up donation locations at all Weakley County Schools including Martin, Dresden, Sharon, Greenfield and Gleason TN schools for children to bring non perishable food items to

school to be donated to We Care Ministries. We Care donates the food collected to Weakley County families in need. Robert Leyhue, air talent for Thunderbolt Radio along with faculty and students of the Athletic Department at UTM donated their day for pickup and delivery.

January 20, 2017

Since 2013 Thunderbolt Broadcasting news department personnel in Martin, TN have attended the annual Martin Luther King, Jr. Celebration Day at the University of Tennessee at Martin. We have recorded speakers who appeared at this event and played them back on air.

Employment Vacancy Information
Covering Period from April 1, 2016 - March 31, 2017

Full Time Position: Sales Position One and Two

Source used: Center Point Business Solutions
Number of interviews: 5
Hired from this source: 2

Source used: Thunderbolt Radio Website
Number of interviews: 1
Hired from this source: 0

Source used: Thunderbolt Radio On-Air announcements
Number of interviews: 2
Hired from this source: 0

Source used: T.A.B. Website
Number of interviews: 0
Hired from this source: 0

Full Time Position: Sales Position 3

Source used: Thunderbolt Radio Website
Number of interviews: 1
Hired from this source: 0

Source used: Thunderbolt Radio On-Air Announcements
Number of interviews: 2
Hired from this source: 0

Source used: Referral
Number of interviews: 1
Hired from this source: 1

Source used: Inquiry
Number of interviews : 1
Hired from this source: 0

Full Time Position: News Director

Source used: T.A.B. Website

Number of interviews: 1

Hired from this source: 1

Source used: Thunderbolt Radio Website

Number of interviews: 1

Hired from this source: 0

Source used: Inquiry

Number of interviews: 1

Hired from this source: 0

Source used: University of Tennessee at Martin

Number of interviews: 1

Hired from this source: 0

Full Time Position: Sales Representative #4

Source used: Center Point Business Solutions

Number of interviews: 1

Hired from this source: 1

Source used: Thunderbolt Radio Website

Number of interviews: 0

Hired from this source: 0