

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, 2013 through March 31, 2014

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, 2013 and ending on March 31, 2014 (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

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

1. Digital Director

Source: wcmt website

2. News Director

Source: wcmt website

3. Morning Drive Personality

Source: referral / word of mouth

4. Sales Position 1

Source: on air announcements

5. Sales Position 2

Source: Union City Daily Messenger

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:

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
200 Missouri Avenue Debra Gray
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, 101 Enterprise
Dr. Frankfort, KY. 40601 888-843-5221

Thunderbolt Broadcasting Website, Lana Carpenter/Brian Qualls

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

Note: Indeed.com a referral source came from KenTennARea Help
Wanted. com

Note: resumes sent from The Ohio Center for Broadcasting

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 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 Digital Director, News Director, Morning On-Air personality/production Director 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 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, 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 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. Also local school-teachers and UT Martin communication’s 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 an annual scholarship to the University of Tennessee at Martin to a Communications major to

continue their educational opportunity. This scholarship is presented in person annually. Two scholarships were presented.

Thunderbolt Broadcasting also provided three 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 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.

National Association of Broadcasters Convention

April 8, 2013

Batistia's Restaurant, Las Vegas Nevada

Mr. Paul Tinkle, President of Thunderbolt Broadcasting, met with 23 students from St. Cloud State University, St. Cloud MN in an impromptu setting and two students individually regarding careers in broadcasting. Contact information was provided by handing our business cards and giving students the Thunderbolt website directing them to prospective careers in broadcasting. The students were led by Jim Gray, Alex Hartman and Derrick Silvestri representing the University. All three university leaders thanked Mr. Tinkle for sharing the information and taking time to answer questions.

U.T. Martin Communications Day

April 19th, 2013

University of Tennessee at Martin Campus
Martin, Tennessee

Paul Tinkle, President and GM and Lana Carpenter, programming and community service director and Chris Stockdale, News Director met with Communications students at the Communications Day and Luncheon. Paul Tinkle presented two \$250.00 scholarships. One to Ashleigh Burton and the other to Kimberly Yazvac. Mr. Tinkle also addressed the audience from the stage and told approximately 150 students about the Thunderbolt Broadcasting externship and internship opportunities, to come tour our radio station's studios of KYTN and WQAK in Union city and WCMT-FM and WCMT-AM and WCDZ-FM in Martin. Mr. Tinkle also met with several students afterwards who asked for his card.

MTSU Career Fair

April 27th, 2013

MTSU Campus in Murfreesboro, TN 9:00am

Mr. Paul Tinkle, President of Thunderbolt served as a speaker as well as co-host of the broadcast awards luncheon. Thirty-five students were in attendance at the career fair showing interest in a career in broadcasting. Mr. Tinkle answered questions about radio and how it works and who to talk to at the radio station.

Obion County Public Library Career Fair

June 28th, 2013 12:00 – 4:00pm

Obion County Library, Reelfoot Avenue in Union City, TN.

This Career Fair event was sponsored by United State Congressman Stephen Fincher. The career fair was held to help connect job seekers with local businesses looking to hire.

Mr. Paul Tinkle, Davita Stephenson, Jason Aldridge and Cindy Prince represented Thunderbolt Broadcasting. A total of 307 job seekers were in attendance. Thunderbolt staff members spoke to several potential applicants and told them of responsibilities and job duties for our digital director position.

University of Tennessee at Martin Career Fair
“Welcome UT Martin Students”
UT Martin
August 26th, 2013

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, Ashleigh Burton, 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.

**Tennessee Associated Press Broadcasters and Media Editors
College Career Day March 22, 2014**

First Amendment Center, Vanderbilt University
Nashville, Tennessee 1:30-3:30pm

Approximately 70 college students from Lee University, University of Tennessee at Martin, Lipscomb University, Austin Peay State University, Middle Tennessee State University, Tennessee State University, Belmont University, UT Chattanooga and UT Knoxville participated. President Paul Tinkle spoke to the attendees about expectations in today's broadcasting job market. Following this Mr. Tinkle met with three students individually who were specifically interested in radio broadcasting. One student submitted her resume for consideration for an on air or other position.

UT MARTIN EXTERNSHIPS

April 11, 2013 One UTM Student
April 17, 2013 Two UTM Students
April 23, 2013 One UTM Student
August 9, 2013 One UTM Student
September 5, 2013 One UTM Student
September 9, 2013 Two UTM Students
September 12, 2013 One UTM Student
September 13, 2013 One UTM Student
September 17, 2013, One UTM Student
January 29, 2014, One UTM Student
February 3, 2014 One UTM Student
February 4, 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, Chris Brinkley, Christopher Stockdale, Mark Franklin Lana Carpenter, Kevin Bartholomew , Steve James and Brian Thomas at the Thunderbolt Broadcasting studios in Martin, TN.

UT MARTIN EXTERNSHIPS

June 10, 2013 One UTM Student
September 10, 2013 One UTM Student

These UT Martin Communications majors were shown news and production skills as well as daily operations and programming. Students shadowed Jason Aldridge, Charles Choate and Davita Stephenson at the Thunderbolt Broadcasting studios in Union City, TN.

Community Out Reach
Union City, Tennessee
Obion County Fair
August 12th - 16th, 2013 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, Jason Aldridge, Cindy Prince, Gary Capers, Maggie Olmstead, Amy Keathley, Allison Aumiller, Toni Bryant, Leatha Mccroskey, Jennifer Dial and Mark Franklin were among those who met with fair goers regarding radio.

“Touch a Truck” Community Career Out Reach
April 27th, 2013
Martin Parks and Recreation, Martin, Tennessee

On April 27th 2013 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 KYTN 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

April 17, 2013, four South Fulton High School seniors toured the Thunderbolt Broadcasting studios in Union City, TN.

April 22, 2013, three Obion County Central FFA members visited the Thunderbolt Broadcasting studios in Union City during FFA week.

April 25, 2013, one South Fulton High School senior toured the Thunderbolt Broadcasting studios in Union City, TN.

April 29, 2013 five seniors from Obion County Central High School toured the Thunderbolt Broadcasting studios in Union City, TN.

May 1, 2013 two students from Fulton City Independent School toured the KYTN studios in Union City and learned about broadcasting. They shadowed station manager Jason Aldridge and 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.

May 3, 2013, five students from Martin Middle School toured the Thunderbolt Broadcasting Studio in Martin 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.

May 8, 2013, one student from Martin Middle school toured the Thunderbolt Broadcasting Studio in Martin and shadowed Mark Franklin, Chris Brinkley and Christopher Stockdale. She saw Mark on his morning show on 95.1 and watched him record commercials. Leah sat in on Good Times in the Mornings with Chris Brinkley. She observed Christopher Stockdale writing news stories.

May 14, 2013 Paul Tinkle attended the Gleason High School Athletic banquet and met with four students who were interested in broadcasting as a career and they were invited to visit the studios to meet with staff and learn more about broadcasting.

September 27, 2013, Paul Tinkle met with professors Robert Nanney, Rodney Freed and Richard Robinson from the University of Tennessee at Martin. During this time, Mr. Tinkle discussed the opportunities to bring professionals to the university campus as a learning tool and experience for students. Following this, Mr. Tinkle spoke to approximately 70 students in a broadcasting class on the UT Martin campus discussing job opportunities in broadcasting. Also in attendance was Whit Adamson, president of the Tennessee Association of Broadcasters.

October 6, 2013, Mr. Paul Tinkle traveled to Western Kentucky University in Bowling Green, KY at the Kentucky Broadcasters Association convention. Mr. Tinkle spoke with a student and shared some of his life lessons and experiences in the broadcasting field.

January 24, 2014 The Heights Home School group toured the Thunderbolt Broadcasting studios in Union City, TN. They learned about the history of radio and were shown the daily operations of KYTN and WQAK. Thirty-three students and their parents were in attendance.

February 17, 2014 Six Obion County Central High school FFA students toured the Thunderbolt Broadcasting studios in Union City.

Vacancy Information

Covering Period April 1, 2013 through March 31, 2014

Full time Position: Digital Director

Source Used: Thunderbolt Website
Number of applicants from this source:2
Number of interviews: 2
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: 0
Number of interviews:0
Hired from this source:0

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

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

Source Used: Career Fairs
Number of applicants from this source: 8
Number of interviews: 7
Hired from this source: 0

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

Full Time Position: News Director

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

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

Source Used: KBA Website
Number of applicants from this source: 3
Number of interviews: 2
Hired from this source: 0

Source Used: University of Tennessee at Martin
Number of applicants from this source: 1
Number of interviews: 0
Hired from this source: 0

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

Full Time Position: Morning Air Personality

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: KBA Website
Number of applicants from this source: 3
Number of interviews: 2
Hired from this source: 0

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

Source Used: Illinois Broadcasters Association Website
Number of applicants from this source: 2
Number of interviews: 1
Hired from this source: 0

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

Source Used: TAB Website
Number of applicants from this source: 4
Number of interviews: 4
Hired from this source: 0

Source Used: Ohio Center for Broadcasting
Number of applicants from this source: 3
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: 1

Full Time Position: Sales Representative #1 and #2

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

Source Used: University of Tennessee at Martin
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

Source Used: On-Air Announcements
Number of applicants from this source: 4
Number of interviews: 4
Hired from this source: 1

Source Used: Union City Daily Messenger
Number of applicants from this source: 4
Number of interviews: 3
Hired from this source: 1

Source Used: Indeed.com
Number of applicants from this source: 4
Number of interviews: 0
Hired from this source: 0

Source Used: Word of Mouth
Number of applicants from this source: 5
Number of interviews: 1
Hired from this source: 0