

Annual EEO Public File Report  
For the period April 1, 2018 through March 31, 2019

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, 2018 and ending on March 31, 2019 (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

8 (eight) 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: Inquiry

3. Sales Position 3  
Source: Inquiry

4. Sales Position 4  
Source: Referral

5. Sales Position 5  
Source: Thunderbolt Radio Website

6. Sales Position 6  
Source: Union City Daily Messenger

7. Sales Position 7  
Source: On-Air Announcement

8. News Director  
Source: Referral

## ***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

The University of Tennessee at Martin, Richard Robinson 731-881-7000  
Communications Department  
304 Administration Building  
Martin, TN. 38238

Center Point Business Solutions, Elizabeth Pritchett 731-885-4810  
1413 Home Street Suite A  
Union City, TN. 38261

Union City Daily Messenger, Want ad office 731-885-0744  
613 East Jackson Street  
Union City, TN. 38261

Weakley County Press, Want ad office 731-587-3144  
235 South Lindell Street  
Martin, TN. 38237

Thunderbolt Radio On-Air Announcements, Production Department

Facebook: Brian Thomas Qualls  
[www.facebook.com](http://www.facebook.com)

Ken-Tenn Area Help Wanted.com: Administrator

Direct Mail to local schools: TAB Career Broadcast

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

## Analysis of effective EEO Recruitment Program

The vacancies filled were for the positions of Sales Representatives and News Director at Thunderbolt Broadcasting. The company websites, WCMT.com, thunderboltradio.com, on-air radio announcements, kentennareahelpwanted.com website and Facebook, along with local newspapers and staffing agency were used to encourage and or recruit prospective job seekers to email their resumes to jobs@wcmt.com or to bring resumes to our studios at 1410 North Lindell Street in Martin Tennessee and 223 Westgate Drive in Union City, Tennessee or to mail them to the company's offices in Union City, Tennessee and Martin, Tennessee where the studios are located. The Thunderbolt Broadcasting Company radio station websites and Facebook have proven beneficial in generating applications. No organization or special group requested notice of any job openings during the period.

During the past reporting period Thunderbolt Broadcasting has participated in local "career fairs" which have provided incredible visibility for Thunderbolt stations along with our consistent outreach efforts. The company makes special effort to be seen in local schools sharing the opportunities of careers in radio. Thunderbolt Broadcasting maintains a healthy relationship with the local university (The University of Tennessee at Martin) and local school educators which allows Thunderbolt to keep open dialogue concerning part-time job opportunities for students who may have an interest in broadcasting. Also local educators are in our studios or are communicating with us often, including the Chancellor of the local university (University of Tennessee at Martin) and the Director of Schools (Weakley County and Obion County) of our local school systems and are well acquainted with Thunderbolt Broadcasting staff to inform us of students who may have an interest in broadcasting.

Further Thunderbolt President Paul F. 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. Sports commentator announcer Vic DuRall (recently retired middle school teacher) took opportunities to remind students about careers in broadcasting.

News Director, Charles Choate is a volunteer baseball coach and has contact with students in this manner providing additional connectivity with students for potential part-time positions with Thunderbolt Broadcasting. Meanwhile, local educators remind students who to contact at Thunderbolt radio stations for potential careers in broadcasting. It appears clear to us that we have a direct connection with the education community to foster messages of careers in broadcastings.

Thunderbolt Broadcasting is a member of the National Association of Broadcasters, the Tennessee Association of Broadcasters, the Kentucky Broadcasters Association, Arkansas Broadcasters Association and the International Broadcaster's Idea Bank. Thunderbolt Broadcasting is a participant in career fairs as evidenced by documentation elsewhere. Paul Tinkle is a former NAB Radio Board member. These memberships and opportunities allow Mr. Tinkle to stay apprised of EEO requirements by attending station association meetings where NAB and other Association's legal experts appear.

It is apparent Thunderbolt stations are meeting the EEO requirements as set forth in guidelines and continues to open its doors for tours of our radio stations that include but are not limited to church groups, youth, leadership groups, school groups, 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 an employee of Thunderbolt Broadcasting. Prize winners are also given tours of the radio station when possible. 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.

## **E E O OUTREACH**

April 6, 2018

The Dresden High School Athletic Banquet was held and Mr. Paul Tinkle was in attendance. In addition, Thunderbolt Broadcasting made a donation to assist in off-setting the cost of the banquet.

April 19, 2018

The 5th annual Igniting Innovation, Lighting the Way event for the Ned Ray McWherter Institute held at the University of Tennessee at Martin. Thunderbolt Broadcasting President Paul Tinkle attended this event. A sponsorship gift was provided by Thunderbolt Broadcasting and we interacted with numerous students about our relationship.

April 23, 2018

The Top 10 Student Banquet for Union City High School students. Thunderbolt Broadcasting President Paul Tinkle attended this event along and made a donation from Thunderbolt Broadcasting to assist in offsetting costs for the banquet which was recognized by the school system.

April 24, 2018

The Twin Cities Chamber of Commerce Annual Banquet and Awards Ceremony. Thunderbolt Broadcasting staff in attendance included Paul Tinkle, Barbie Hardy, Leatha McCroskey and Khala Ghamrawy. This provided TBC the opportunity to network with business owners about prospective sales reps for employment with us.

April 29, 2018

The Greenfield High School Athletic Banquet was held. Paul Tinkle attended and networked with students about careers in broadcasting. Mr. Tinkle is regularly asked by students on how to get a job as a dee-jay.

May 1st, 2018

Thunderbolt Broadcasting made a monetary donation to the Fulton Rotary Club to help Fulton City, KY high school students and South Fulton, TN high school students further their education.

May 21, 2018

Thunderbolt Broadcasting made a monetary donation to the Weakley County Education Foundation as part of the Education Edge/Tennessee Scholars Partnership.

June 8, 2018

Thunderbolt Broadcasting made monetary donation to the Anna Kate Wentz Foundation for their education scholarship program.

June 16, 2018

As part of the Anna Kate Wentz "Fight Day", Thunderbolt Broadcasting was live on location at Festival Park in downtown Martin at no charge. Numerous students will in attendance and networking about Thunderbolt Broadcasting's employment opportunities are made known. Attending were staff members Leatha McCroskey and Skylar McCroskey.

July 26, 2018

Mr. Paul Tinkle was speaker at the Martin Rotary Club. During this time he announced TBC had openings in our marketing department while presenting a speech on character.

October 2, 2018

Thunderbolt Broadcasting participated in the National Night Out at Weldon Park in downtown Martin, Tn. This event was sponsored by the Weakley County Prevention Coalition and Martin Police. While there, stickers and candy were handed to many children while making conversation with attendees of all ages about our radio stations and the importance of being there to support the event. Thunderbolt also invited people to come out to tour the radio stations and talked about what exactly we do on a daily basis for anyone that was interested in a career in radio. Staff in attendance were Mr. Paul Tinkle, Leatha McCroskey and Skylar McCroskey.

November 13, 2018

Thunderbolt Broadcasting held the St. John's CDS Radio-thon from 6:00am-9:00am. A total of \$16,837.46 in donations was raised. This event raises funds to help special needs adults. Through this program in the past Thunderbolt Broadcasting recruited a special needs adult who is now a part time employee.

March 5, 2019

Thunderbolt Broadcasting made monetary donations to Greenfield High School and Westview High school who participated in the girls state basketball tournament in Murfreesboro, TN. This interaction with student athletes allows us to maintain a high profile with both administration and students. Also during this time while at this basketball tournament students were interviewed on the radio for both pre game and post game which brought them in contact with radio broadcasts.

March 19, 2019

Thunderbolt Broadcasting sponsors two scholarships for students at the University of Tennessee at Martin in the name of the late Duke Drumm, a former manager of one of the Thunderbolt stations.



March 20 2019

Thunderbolt Broadcasting made a monetary donation to Dresden High school to assist with costs for their academic banquet. Mr. Paul Tinkle attends high school sports banquets and interacts with students about opportunities in broadcasting.

## **CAREER FAIRS**

April 9, 2018

Thunderbolt Broadcasting President Paul Tinkle attended the School of Journalism and Electronic Media career fair in Knoxville, TN on the campus of UT Knoxville. Thunderbolt also supported this event with a monetary donation that allowed students to attend free. He met with a group of students outside of the classroom in a mini career fair and shared information with these students about lessons learned and career opportunities in broadcasting.

May 3, 2018

The Dresden Primary and Elementary schools "Work on Wheels Day" was attended by Brian Thomas and Skylar McCroskey. They spoke to the children and answered questions students had about the radio station and how radio works. These children and teachers also viewed the equipment inside the radio station van and how Thunderbolt broadcast from it.

November 12, 2018

Students from the Greenfield High School communications class, under the direction of Mr. Johnny Growe, toured the studios of Thunderbolt Broadcasting in Martin. While here, they were shown each room of the radio station and it was explained to them the functions of each control room, the news room, the production room, the digital room as well as the offices. Thunderbolt staff present in helping with the tour were Skylar McCroskey, News Director Steve James, Production Director Kevin Bartholomew, Digital Director Brian Thomas, Operations Manager Cindy Prince and President and General Manager Paul Tinkle. At the conclusion of the tour, Mr. Tinkle told each student of the opportunities that are available within the broadcast industry including board operators.

November 27 and November 28, 2018

Thunderbolt Broadcasting's Paul Tinkle was the guest speaker at Dresden Middle School's 7th and 8th grade classes. Mr. Tinkle spoke about the history of broadcasting and careers in radio that were available. He also described how he began his career as the janitor and then became a deejay. Mr. Tinkle was assisted by John Hatler, a color announcer for football and basketball.

June 19, 2018

The Tennessee Association of Broadcasters Radio Talent Institute was held at the University of Tennessee in Knoxville, TN. and Thunderbolt Broadcasting President Paul Tinkle was a guest speaker. He spoke to a class of 20 broadcast and communication students and also made a monetary contribution to the Institute. Students interacted with Mr. Tinkle, asked for his card and email address.

August 27, 2018

The City of Martin and Student Organization Fair was held at the University of Tennessee at Martin. Thunderbolt Broadcasting staff set up our tent and spoke to several students who attended the fair about careers and opportunities in the broadcasting field. Thunderbolt staff attending were Gary Capers, Leatha McCroskey, Khala Ghamrawy, Delinda Goad and Paul Tinkle.

January 17, 2019

The University of Tennessee at Martin held a career fair from 2:00-4:00pm. Thunderbolt President Paul Tinkle attended and interacted with D. Renard Miles, II, Assistant Director of Career and Planning and Amilcar Galindo, Coordinator of Facilities and Activities at UT Martin and Amy Bates, Assistant. Mr. Tinkle met with prospective students and university officials, educating them about career opportunities at Thunderbolt Broadcasting.

March 13th, 2019

Sixteen Obion County Central High School student ambassadors came to the studios of Thunderbolt Broadcasting in Union City and recorded school bus safety messages. During this time Thunderbolt staff toured the students and shared with them opportunities in broadcasting including board operators, sales, news, d-jaying, traffic and engineering.

## COMMUNITY OUTREACH

April 7, 2018

Carl Perkins Center Annual Gala was held in Union City, TN. at Discovery Park of America. This is a fund raiser that is held annually for the prevention of child abuse. Thunderbolt Broadcasting staff member Leatha McCroskey was in attendance.

April 17, 2018

The Weakley County Chamber of Commerce Annual Banquet and Awards Ceremony was held at the University of Tennessee at Martin. In attendance were Leatha McCroskey, Gary Capers and Mr. Paul Tinkle.

April 24, 2018

The Twin Cities Chamber of Commerce held their annual banquet for South Fulton, TN and Fulton, KY. businesses. In attendance were Barbie Hardy, Khala Ghamrawy, Paul Tinkle, Diane Tinkle and Leatha McCroskey.

June 2, 2018

The Obion County Walk of Hope was held at the Union City High School football field. This is an annual fund raiser for the Obion County cancer agency to help cancer patients of Obion County. Thunderbolt Broadcasting set up our tent and our prize wheel and provided a live broadcast to encourage our listeners to come to the event. Anyone wanting to spin the prize wheel paid 2.00 per spin and all money raised was donated to the Walk of Hope. Staff attending were Maggie Olmstead, Breanna Bell, Amy Brunswick, Khala Ghamrawy, Leatha McCroskey, Paul Tinkle and Davita Stephenson.

June-July 2018

Thunderbolt Broadcasting partnered with Gibson Electric Membership Coop to ask listeners to bring fans to the radio stations to be given to We Care Ministries, Helping Hands and Twin Cities Care.

August 20th - 25th 2018

The Obion County Fair was held at the fairgrounds in Union City Tennessee. Thunderbolt Broadcasting had a booth set up in the exhibit building and each night a live remote broadcast was held inviting everyone out to the fair. Staff spoke and interacted with excited fair goers. Staff in attendance were Amy Brunswick, Delinda Goad, Davita Stephenson, Breanna Bell, Gary Capers, Cindy Prince, Leatha McCroskey, Khala Ghamway, Mason Warren and Maggie Olmstead. Countless fairgoers came by our booth, many with questions about radio and many complimenting our work in the community.

September 4, 2018

The Tennessee Soybean Festival Parade was held in downtown Martin, Tn. Thunderbolt Broadcasting rolling radio vans participated in the parade. Staff members attending were Davita Stephenson, Leatha McCroskey and Robert Leyhue. We also broadcast "live" from the events and the mayor and many others were a part of numerous broadcast events.

September 8, 2018

Thunderbolt Broadcasting sponsored the Tennessee Soybean Festival "Singing Bee" held at Weldon Park in downtown Martin. Our listeners and others were given the opportunity to sing songs for cash. Many listeners asked questions about radio. Staff members in attendance were Leatha McCroskey, Khala Ghamrawy, Robert Leyhue, Cindy Prince and emcee was Kevin Bartholomew.

September 15, 2018

The Banana Festival Parade was held in the twin cities of South Fulton TN/Fulton , KY. Thunderbolt Broadcasting Rolling Radio Vans were in the parade and threw out candy to the excited parade watchers. Staff in attendance were Leatha McCroskey, Khala Ghamrawy and Davita Stephenson. In addition, News Director Steve James served as emcee of the parade.

September 29, 2018

The 2nd Annual Vine and Dine was held at the White Squirrel Winery in Kenton, TN. This event is a fund raiser for the Carl Perkins Center for Child Abuse. Staff member Delinda Goad was in attendance and networked with many patrons.

October 26th through November 16th, 2018

Thunderbolt Broadcasting held the annual coat drive for We Care Ministries and Helping Hand Ministry. Listeners were encouraged to bring new or gently used coats of all sizes to the Thunderbolt Broadcasting studios in Martin or Union City. All coats in need of cleaning were then taken to Comet Cleaners in Martin and Town and Country Cleaners in Union City, TN and are then delivered to the two agencies for distribution.

November 30th, 2018

Blue Lights and Banks event was held at the Obion County Courthouse. This event is the Obion County Sheriff's Department, the Union City Police Department, the banks in Union City and Thunderbolt Broadcasting. Listeners are encouraged to drop off canned foods, non-perishable food items or monetary donations. All donations go to the Chimes for Charity. Staff in attendance were Leatha McCroskey, Delinda Goad, Amy Brunswick, Maggie Olmstead, Gary Capers and Charles Choate.

December 1, 2018

Thunderbolt Broadcasting Company partnered with Road Runner Driving Academy in Sharon for a toy drive to aid in providing toys for underprivileged children in the area. Listeners were encouraged to bring toys to Thunderbolt Broadcasting studios in Martin or Union City or to Road Runner Driving Academy.

December 3, 2018

The annual Martin Kiwanis Christmas Parade was held. Thunderbolt Broadcasting Rolling Radio vans participated in the parade and were driven and attended by staff members Robert Leyhue and Leatha McCroskey.

December 4, 2018

Thunderbolt Broadcasting held the annual Can Caravan which helps to feed hungry families in Weakley County. This event involves most schools in Weakley County. Students are encouraged to bring canned goods to their schools. Thunderbolt Broadcasting staff member Robert Leyhue along with members of the University of Tennessee Athletic department and student athletes traveled to each school and picked up the canned items in the Thunderbolt Radio truck and then took them to We Care Ministries in Martin, a helping hands ministry that dispenses food to the hungry.

December 6th, 2018

The annual Union City Jaycees Christmas parade was held. Thunderbolt Broadcasting Rolling Radio vans participated in the parade and were driven by Robert Leyhue, Delinda Goad and Davita Stephenson as well as Paul and Diane Tinkle were in the Thunderbolt Broadcasting Jeep networking with those on the streets.

December 5th 2018

Thunderbolt Broadcasting held the annual Blue Light Hunger Fight in conjunction with the Martin Police Department. The Thunderbolt Broadcasting tent is set up in Festival Park in downtown Martin with live broadcast from 7:00am until 6:00pm. People are encouraged to drive by and drop off canned goods or non-perishable food items as well as cash donations. Members of the Martin Police Department then take all donations received to We Care Ministries. Staff members attending were Kevin Bartholomew, Brian Thomas, Robert Leyhue, Cindy Prince, Delinda Goad and Leatha McCroskey

December 3rd & 4th 2018

Obion County Chimes for Charity was broadcast on KYTN radio "live" from the First Baptist Church in Union City. The radio station served as the point for pledging donations to the Union City Jaycees and Jaycetts to help for Christmas. Thunderbolt staff helping with this event were Amy Brunswick, Delinda Goad and Davita Stephenson.



March 26th, 2019

Diane Tinkle, the wife of Thunderbolt President Paul Tinkle, serves on the Martin Public Library fund raising board to raise money for a new library. On this date the Martin Public Library reached a goal of \$1,000,000. News Director Steve James was on hand to also represent Thunderbolt at this event. Thunderbolt Broadcasting made a financial donation to the library and continue to provide ongoing announcements as part of our attempt to help in promoting literacy.

**Employment Vacancy Information  
Covering Period April 1, 2018 - March 31, 2019**

Full Time Position: Sales Position

Source Used: Center Point Business Solutions

Number of Interviews: 1

Hired from this source: 1

Source Used: Thunderbolt radio website

Number of Interviews: 2

Hired from this source: 0

Source Used: Thunderbolt radio on -air announcements

Number of Interviews: 1

Hired from this source: 0

Source Used: University of Tennessee / Martin Communications Department

Number of Interviews: 0

Hired from this source: 0

Source Used: Union City Daily Messenger

Number of Interviews: 0

Hired from this source: 0

Source Used: Weakley County Press

Number of Interviews: 0

Hired from this source: 0

Source Used: Word of mouth / referrals

Number of Interviews: 1

Hired from this source: 1

Full Time Position: Sales Representative

Source Used: Word of mouth / referral

Number of Interviews: 1

Hired from this source: 1

Source Used: Facebook

Number of Interviews: 0

Hired from this source: 0

Full Time Position: Sales Representative  
Source Used: Thunderbolt radio website  
Number of Interviews: 11  
Hired from this source: 0

Source Used: Facebook  
Number of Interviews: 1  
Hired from this source: 0

Source Used: Word of mouth / referral / inquiry  
Number of Interviews: 6  
Hired from this source: 1

Source Used: Center Point Business Solutions  
Number of Interviews: 2  
Hired from this source: 0

Full Time Position: Sales Representative

Source Used: Thunderbolt Radio on-air announcements  
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: Union City Daily Messenger  
Number of Interviews: 0  
Hired from this source: 0

Source Used: Kentennareahelpwanted.com  
Number of Interviews: 0  
Hired from this source: 0

Source Used: Thunderbolt Radio website  
Number of Interviews: 2  
Hired from this source:1

Source Used: Direct mailer  
Number of Interviews: 0  
Hired from this source: 0

Full Time Position: Sales Representative  
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: 1

Source Used: Union City Daily Messenger  
Number of Interviews: 2  
Hired from this source: 1

Source Used: Weakley County Press  
Number of Interviews: 1  
Hired from this source: 0

Source Used: Facebook  
Number of Interviews: 4  
Hired from this source: 0

Source Used: Word of mouth / referrals  
Number of Interviews: 4  
Hired from this source: 0

Source Used: Center Point Business Solutions  
Number of Interviews: 1  
Hired from this source: 0

Full Time Position: News Director

Source Used: Referral  
Number of Interviews: 1  
Hired from this source: 1