

Annual EEO Public File Report  
For the period April 1, 2022 through March 31, 2023

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(c)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 Online Public 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, 2022 and ending on March 31, 2023 (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(c) (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

Three (3) full time vacancies were filled for Thunderbolt Broadcasting during the applicable period of this report.

1. Sales Position 1  
Source: Referral

2. Sales Position 2  
Source: FaceBook

3. On-Air / Production  
Source: Referral

## ***Recruitment Source Information***

Notice of full-time vacancies included a variety of sources and included but were not limited to newspaper, word of mouth inside Thunderbolt Broadcasting, posted on company bulletin boards and posted on the Thunderbolt website, Facebook, 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 Messenger, ClassifiedAd Department  
613 East Jackson Street, Union City, TN. 38261

Thunderbolt Radio "Over-the-Air" announcements, Production Department  
1410 North Lindell Street, Martin, TN 38237

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

Tennessee Association of Broadcasters-Brenda Heidt  
Two International Plaza Drive  
Nashville, TN. 37217

Kentucky Broadcasters Association: Chris Winkle  
101 Enterprise Dr. Frankfort, KY. 40601

University of Tennessee – Martin: Robert Nanney  
Admin Building, University Street, Martin, TN. 38238

ATA Employment Solutions – Kim Watts  
620 East Reelfoot Avenue, Union City, TN. 38261

Careerpage.org: Susan Strong  
[www.careerpage.org](http://www.careerpage.org)

American Job Center Dresden, Maleia Evans Dresden, TN [www.nwtjobs.org](http://www.nwtjobs.org)

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 On-Air / production and Sales Representatives at Thunderbolt Broadcasting. The company's websites, thunderboltradio.com, on-air radio announcements, Facebook, along with local newspaper, the local college and broadcasters associations were used to encourage prospective job seekers to email their resumes to [jobs@wcmt.com](mailto: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 website, on air announcements combined with Facebook have proven to be the most beneficial in generating applications. No organization or special group requested notice of any job openings.

Thunderbolt Broadcasting Company worked with the Tennessee Association of Broadcasters and The Broadcaster's Virtual Job Fair through the National Alliance of State Broadcast Association provided Thunderbolt with excellent opportunities for outreach and recruitment.

Thunderbolt Broadcasting, because of its longstanding relationship with our local university (The University of Tennessee at Martin) and local school educators in Obion, Weakley, Fulton counties and the Union City School system has maintained an open dialogue concerning part-time job and or full time opportunities for high school and college students who may have an interest in broadcasting.

Weakley County, Obion County and Union City school systems have school communication personnel to help keep us connected. In addition, the Chancellor of UT Martin has an open line to the radio station as we do with him and he has been on our radio stations regularly. In his position he can recommend students to our radio stations for job in broadcasting. The University has a communications department which in the past, sent many interns to us.

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 in West Tennessee maintaining a “unique” contact for the radio stations for prospective employees and interns.

News Director, Charles Choate is a volunteer PA announcer at sports activities and connects with both students and parents in this manner 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.

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. Paul Tinkle is a past TAB Chairman and NAB past Radio Board member. These relationships allow Thunderbolt Broadcasting to network with others in the broadcast industry who may know of prospective applicants. News Director Steve James is our representative with the Weakley County Prevention Coalition, a board which helps to keep school age children off of drugs, and he is in a position to share with other members regarding openings in our company.

Thunderbolt Broadcasting continues to open our doors for those who wish to take a tour of our radio stations. Our employees continue to maintain relationships with our listeners and advertisers by attending functions and events as evidenced elsewhere in this document where they are able to network with prospective job seekers or those who may wish to know more about a career in broadcasting.

It is apparent that Thunderbolt Broadcasting stations are meeting the EEO requirements as set forth in guidelines.

## **E E O OUTREACH**

Thunderbolt Broadcasting stations diligently sought outreach opportunities as noted below:

April 9<sup>th</sup>, 2022

Thunderbolt Broadcasting co-hosted the 36<sup>th</sup> Annual Easter Egg Hunt where we met with young children and their parents and encourage all children to come and tour the radio stations. Attending were Cindy Prince, Kevin Bartholomew, Leatha McCroskey, Delinda Scarborough, Steve James and Maggie Fowler.

April 18<sup>th</sup>, 2022

Thunderbolt Broadcasting sponsored an Obion County Golf Tournament for athletics.

April 19<sup>th</sup>, 2022

Thunderbolt Broadcasting help sponsor the Weakley County Chamber of Commerce with Paul Tinkle, Diane Tinkle, Leatha McCroskey, Delinda Scarborough, Gary Capers, Steve James and Jim Adcock.

April 24-27<sup>th</sup>, 2022

Paul Tinkle attended the National Association of Broadcasters Convention and attended the Broadcast Leadership Training graduation. Mr. Tinkle networked with members of the class in an effort to make them aware of potential positions with Thunderbolt Broadcasting. The course allows those interested to sharpen their skills for jobs in broadcasting and helps develop leadership skills. Members of the faculty are well aware of Thunderbolt stations including Diane Sutter and Michelle Duke who is the NAB Foundation president.

April 25, 2022

Thunderbolt Broadcasting attends and financially supported the Union City High School Top Ten Academic Honors Banquet. Thunderbolt Broadcasting staff members attending were Delinda Scarborough and Davita Stephenson. A donation was made toward the banquet.

May 2<sup>nd</sup>, 2022

Thunderbolt Broadcasting made a donation to the Dresden High School academic reception. Paul Tinkle represents us in these opportunities.

May 17<sup>th</sup>, 2022

The Weakley County Prevention Coalition held their annual banquet. Paul Tinkle attended this event and met with several studies who received awards.

June 17, 2022

Thunderbolt Broadcasting staff member, Delinda Scarborough, is a member of the Masquerade Theatre board and she worked at the production of "Willy Wonka".

June 21, 2022

Thunderbolt Broadcasting staff member, Delinda Scarborough, attended and help work at the Union City Main Street event, Music in the Park.

July 2022

Thunderbolt Broadcasting held a fan drive to help keep our community cool. 50 fans were collected in Union City and distributed through Helping Hand Ministries. Seventy seven fans were collected in Martin and Union City and distributed through We Care Ministries and the Twin Cities Cares.

August 1<sup>st</sup>, 2022

Thunderbolt Broadcasting assisted in helping to fund the Matt Beaty Scholarship so students could learn primary skills in sports and character.

August 5, 2022

Thunderbolt Broadcasting staff member, Delinda Scarborough, worked the Masquerade Theatre play "The One Act Play That Goes Wrong".

August 13, 2022

Thunderbolt Broadcasting staff member, Delinda Scarborough, worked the Masquerade Theatre play "The One Act Play That Goes Wrong".

August 18-20, 2022

Thunderbolt Broadcasting staff member, Delinda Scarborough, assisted with the Obion County Fair by doing some prep work.

August 22 – 26, 2022

Thunderbolt Broadcasting sets up at the Obion County Fair each year. We give away prizes, talk to members of our community about opportunities we have at the station. Delinda Scarborough, Robert Leyhue and Davita Stephenson each worked this event.

August 22, 2022

The City of Martin held the annual Welcome Freshman Festival at the Martin Public Library. Thunderbolt Broadcasting staff on hand for this event were Paul Tinkle, Shelby Hatchel, Leatha McCroskey, Gary Capers, Pamela Pryor and Katie Capua. Over 500 students attended and students met with our staff.

August 30<sup>th</sup> 2022

Thunderbolt Broadcasting helped to sponsor the Greenfield Lady Jackets basketball team to purchase shoes, shirts and other needed items.

August 23<sup>rd</sup> 2022

News Director Steve James attended the monthly meeting of the Weakley County Prevention Coalition where this organization helps to keep children and teens off drugs.

August 24, 2022

Thunderbolt Broadcasting staff member, Delinda Scarborough, helped serve and pack lunches at special needs day at the Obion County Fair.

September 7, 2022

Martin's Soybean Festival Parade was held. On hand for this event were Paul Tinkle, President and Robert Leyhue who interacted with others regarding tours to our radio station.

September 22, 2022

Thunderbolt Broadcasting hosted a career fair at the Martin Public Library.

October 14-15, 2022

Thunderbolt Broadcasting staff member, Delinda Scarborough, worked at the Masquerade Theatre for the play "Clue". In these events Delinda Scarborough is able to network with those who might be interested in working in radio.

October 19, 2022

Fourteen Obion County Adult Leadership members came and toured the Union City office of Thunderbolt Broadcasting. President, Paul Tinkle spoke to them about how he got started in radio and what opportunities are available.

October 19, 2022

Community supporter Mike Hatchel from the Martin Dairy Queen was on Good Times in the Morning to talk about their fun raising event for the Westview High School basketball team.

October 19, 2022

Thunderbolt Broadcasting President, Paul Tinkle, was a guest speaker at the Gateway Center in Martin talking with seniors about radio and the need to have their radios turned on during severe weather and reminded them they're always welcome to talk with us about opportunities.

October 19, 2022

Thunderbolt Broadcasting President, Paul Tinkle was in attendance at the Martin Dairy Queen to promote the "teaming up" of the Martin Dairy Queen with the Westview boys basketball team to help fund a holiday tournament trip to Hilton Head. The public was invited to tip ball players, make a donation and all ice cream proceeds went directly to the Westview boys basketball team.

October 21-22, 2022

Thunderbolt Broadcasting staff member, Delinda Scarborough, worked the Masquerade Theatre play "Clue". She had opportunities to talk to prospective job seekers.

October 28, 2022

Main Street, Union City along with the downtown merchants held a community Trick or Treat event. Thunderbolt Broadcasting set up and did a live remote encouraging people to attend. Delinda Scarborough and Davita Stephenson worked this event.

October 2022

Thunderbolt Broadcasting held our "Warm Hearts" Coat Drive. 57 coats were collected in Union City and taken to Town and Country Dry Cleaners and distributed through the Refuge Church of Union City. One hundred twenty one coats were collected at the Martin station and taken to Town and Country Dry Cleaners and distributed through We Care Ministries.

November 4, 2022

Obion County Central High School held a Career Fair. Delinda Scarborough and Davita Stephenson both worked this event.

November 9, 2022

Thunderbolt Broadcastings, Union City location Office Manager participated in the Tennessee Association of Broadcasters FCC EEO Training meeting.

November 10, 2022

Masquerade Theatre held a cleanup day. Thunderbolt Broadcasting staff member, Delinda Scarborough, worked this event.

November 12, 2022

Masquerade Theatre held a Garage Sale. Thunderbolt Broadcasting staff member, Delinda Scarborough helped work this event and is in a position to encourage prospective job seekers to come contact us.

November 16<sup>th</sup>, 2022

Thunderbolt Radio held its St John's Radiothon and raised \$37,418.37 to help special needs adults.

November 19, 2022

Thunderbolt Broadcasting staff member, Delinda Scarborough, is a member of the Union City Kiwanis Club. They held their annual Pancake day fundraiser at the Union City Middle School. Delinda worked this event.

December 1, 2022

Main Street Union City held the Union City Christmas parade. Delinda Scarborough drove the Union City station van and Robert Leyhue drove the Martin van.

December 5, 2022

The Martin Kiwanis Club held the Martin Christmas Parade. Robert Leyhue drove the Mix 101.3 van and Delinda Scarborough drove the Union City van.

December 6, 2022

Thunderbolt Broadcasting partnered with the University of Tennessee at Martin and held the Can Caravan. Weakley County schools collected can food items for distribution through We Care Ministries for those in need. Approximately 19,000 cans were collected.

December 7, 2022

Downtown Martin along with the Martin Police Department and Thunderbolt Broadcasting held the Blue Light Hunger Fight. This was a drop off point for canned food items, toys or monetary donations for those families in need at Christmas. Eleven hundred items were donated and \$4,100 in cash were collected. Thunderbolt Broadcasting staff on hand for this event were Paul Tinkle, Steve James, Cindy Prince, Robert Leyhue and Delinda Scarborough. This was a total outreach with police and radio staff.

December 7, 2022

The Obion County Courthouse Square in Union City was the site for the Blue Lights and Banks event. This is an event with the area banks, police department, sheriff's department and Thunderbolt Broadcasting. People can drive around the courthouse and drop off canned food items, toys or monetary donations as a fundraiser for Chimes for Charity. Staff on hand for this event were Delinda Scarborough, Davita Stephenson and Charles Choate.

December 10, 2022

Thunderbolt Broadcasting staff member, Delinda Scarborough, volunteered for the Salvation Army bell ringing at the Union City Wal-Mart.

December 16, 2022

Thunderbolt Broadcasting staff member, Davita Stephenson, and husband Robert Stephenson were invited to Lake Road Elementary School as Santa and Mrs. Claus.

December 19<sup>th</sup>, 2022

Thunderbolt Radio co-sponsored the Martin Housing Authority Daddy-Daughter Dance at the University of Tennessee at Martin.

January, 23, 2023

The Obion County Central High School Ambassadors visited the Union City office of Thunderbolt Broadcasting. There were 17 students in all. They toured the facility, learned about job opportunities and they all recorded public service announcements about highway safety and bus safety.

February 11, 2023

Aloha Pools and Spas was the site for the Polar Plunge. A Special Olympics Fundraiser. Thunderbolt Broadcasting staff member, Delinda Scarborough was in attendance.

March 14, 2023

The Carroll County Chamber of Commerce started a new program called the "Second Tuesday at the Chamber". This is a networking opportunity that also updates everyone on events in Carroll County. Thunderbolt Broadcasting staff member, Tom Alexander was in attendance.

March 16<sup>th</sup>, 2023

Thunderbolt Radio made a donation to the Fulton Rotary Club for scholarship program.

March 17, 18, 19, 24, 25, 26, 2023

Masquerade Theatre in Union City held their play, "Wizard of Oz". Thunderbolt Broadcasting staff member, Delinda Scarborough worked many different nights at these events. Working the ticket and the lobby where she is a high profile spokesperson who works to help recruit prospective candidates for positions here at Thunderbolt.

March 17<sup>th</sup>, 2023

Gleason School hosted a college and career fair. Paul Tinkle, President of Thunderbolt Broadcasting, attended and met with several students in the school gymnasium and talked with students about career opportunities in radio.

## **CAREER FAIRS /EDUCATION**

May 23, 2022

Fulton Independent High School held a career fair. Thunderbolt Broadcasting staff including Paul Tinkle on hand for this event meeting with high school seniors and juniors.

August 22, 2022

The City of Martin held the annual Welcome Freshman Festival at the Martin Public Library. Thunderbolt Broadcasting staff on hand for this event to network with students, about career opportunities. Approximately 13 students were interested in job opportunities. Those Thunderbolt staff included Paul Tinkle, Shelby Hatchel, Leatha McCroskey, Gary Capers, Pamela Pryor and Katie Capua. Approximately 500 freshman students attended and met with our staff.

September 22, 2022

The Weakley County Economic Development Board held a Weakley County Multi-Employer Hiring Event from 1-4:00 at the Martin Event Center inside the Martin Public Library in Martin, TN. This event was for interested candidates to be able to meet with multiple employers under one roof, all who were offering immediate openings. Thunderbolt Broadcasting representing WCMT-AM, WCMT-FM, WQAK-FM, KYTN-FM and WCDZ-FM were President, Paul Tinkle and Operations Manager Cindy Prince. The purpose was recruitment and awareness that Thunderbolt Broadcasting had jobs available in our marketing, on air and production departments. We spoke with those who came to our booth and met with other vendors to spread the word that we had openings in these positions. We also spoke with Northwest TN Adult Education Career Coach Katie Bostwick to share with her our needs. Five prospective candidates met with us during this time and took information about Thunderbolt Opportunities. One candidate had emailed his resume.

September 26-30, 2022

TAB Virtual Job Fair. Thunderbolt Broadcasting stations participating were WCMT AM, WCMT FM, WCDZ FM, WQAK FM and KYTN FM. This event was promoted with “over the air announcements” and on the Thunderbolt website, directing listeners to the website [broadcastersvirtualjobfair.com](http://broadcastersvirtualjobfair.com)

November 4, 2022

Obion County Central High School held a Career Fair for 8<sup>th</sup> and 10<sup>th</sup> grade students of Obion County Central and South Fulton schools. Delinda Scarborough and Davita Stephenson were in attendance and spoke with students about part time job opportunities and what full time jobs would be available once they finished with high school if they elected to not go to college.

March 17, 2023

Gleason High School held a career fair. Thunderbolt Broadcasting President, Paul Tinkle, was in attendance. He met with students who were interested in careers regarding being “on the air” and “sports.”

March 27-31, 2023

The TAB held a Virtual Job Fair. Thunderbolt posted the positions of Sales Representative and On-air / Production Director on the [Careerpage.org](http://Careerpage.org) site. On-Air announcements were run, directing potential employees to the broadcasters virtual job fair website.

March 28, 2023

Thunderbolt Broadcasting held a career fair from 1:00-3:00pm at the Obion County Public Library in Union City, TN. Thunderbolt staff members on hand were: Paul F. Tinkle and Davita Stephenson.

March 29, 2023

Thunderbolt Broadcasting held a career fair from 11:00am-1:00pm at the Martin Public Library. Thunderbolt Staff members present for this event were: Paul F. Tinkle and Cindy Prince.

**Employment Vacancy Information  
Covering Period April 1, 2022 - March 31, 2023**

Full Time Position: Sales Representative

Source Used: Facebook  
Number of Interviews: 5  
Hired from this source: 1

Source Used: Referral  
Number of Interviews: 2  
Hired from this source: 1

Full Time Position: On-Air / Production Director

Source Used: Tennessee Association of Broadcasters  
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

Source Used: Referral  
Number of Interviews: 4  
Hired from this source: 1

Source Used: Thunderbolt website  
Number of Interviews: 3  
Hired from this source: 0