

Annual EEO Public File Report  
For the period April 1, 2023 through March 31, 2024

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, 2023 and ending on March 31, 2024 (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

Four (4) full time vacancies were filled for Thunderbolt Broadcasting during the applicable period of this report.

1. Office / Traffic Manager  
Source: Facebook/On air announcements
  
2. Sales Position  
Source: Broadcasters Virtual Career Fair
  
3. Sales Position  
Source: indeed.com
  
4. News Director  
Source: indeed.com

## ***Recruitment Source Information***

Notice of full-time vacancies included a variety of sources and included but were not limited to 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

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

Careerpage.org: Susan Strong (Broadcasters Virtual Career Fair)  
[www.careerpage.org](http://www.careerpage.org)

indeed.com  
Recruit Holdings Co., Ltd.  
[www.indeed.com](http://www.indeed.com)

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 Office and Traffic Manager, Sales Representatives and News Director at Thunderbolt Broadcasting. The company's websites, [thunderboltradio.com](http://thunderboltradio.com), on-air radio announcements, Indeed, Facebook 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, Broadcaster's Virtual Career Fair and Indeed appears 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 (U T 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 stations as we have him and others from the University are frequent guests on our radio stations. In their position they can recommend students to our radio stations for job in broadcasting. The University has a Communications Department which has an "open door" 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 which provides a “unique” contact for the radio stations and 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. He also is the Hickman Chamber president where he has opportunities to discuss jobs opportunities at 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 F. 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.

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 1, 2023

The Martin Parks & Recreation held their annual Easter Egg Hunt. Gary Capers, Robert Leyhue, Paul Tinkle, Cindy Prince, and Ria Doughten of Thunderbolt Broadcasting were all in attendance. All had the opportunity to educate students about career opportunities.

April 5, 2023

A monetary donation was made to Dresden High School to help with funding for their Academic Awards night where many students are touched.

April 17, 2023

Paul Tinke, President, Thunderbolt Broadcasting communicated with Diane Sutter, President and CEO of Shooting Star Broadcasting at the Broadcast Leadership Training sponsored by the National Association of Broadcasters, when they met in Las Vegas, Nevada and shared with her potential candidates that might be opportunities with Thunderbolt Broadcasting.

April 18, 2023

At the annual Weakley County Chamber Banquet Thunderbolt Broadcasting staff members were in attendance including Gary Capers, Delinda Scarborough and Leatha McCroskey. All had opportunities to meet with high school seniors who were recognized.

April 18, 2023

The Twin Cities Chamber of Commerce held their annual banquet. Thunderbolt Broadcasting's Ria Doughten was in attendance. She had opportunities to make aware radio's impact in the community.

April 24, 2023

Each year the Union City High School holds their Top 10 Banquet and Thunderbolt Broadcasting provides scholarship money may be used for a communication or other scholarship. This year, Thunderbolt Broadcasting President, Paul Tinkle, was in attendance and spoke with students about jobs in broadcasting.

May 18, 2023

Thunderbolt Broadcasting's Delinda Scarborough worked the "Burgers in the Park" fundraiser for the Union City Kiwanis Club where she communicates with other community members about radio jobs.

May 19-20, 2023

Thunderbolt Broadcasting's Delinda Scarborough volunteer for the Obion County Fair event BBQ cook off fundraiser and serves as a Judge and Table Captain for the contest. Ms. Scarborough always make it a point to invite community members to the radio station and shares what we do at Thunderbolt Broadcasting.

May 27, 2023

Thunderbolt Broadcasting's Delinda Scarborough volunteered at the Discovery Park of America Car Show and sold raffle tickets. Information on this programmed is made available to the public at our radio stations.

June, 2023

A monetary donation was made to Outside In, a non-profit organization in Obion County that helps women get back on their feet. Paul Tinkle was in attendance for this opportunity to network with community members.

June and July 2023

Thunderbolt Broadcasting stations promoted and encouraged listeners to bring new or used fans in working order to donate so those without air conditioning could try to stay cool during the hot summer. Some of our donations included tours of the radio stations.

June 10, 2023

Thunderbolt Broadcasting held our annual event, "Father Mows Best". Staff members Paul Tinkle, Gary Capers, Leatha McCroskey, Davita Stephenson, Robert Leyhue, and Ria Doughten were all in attendance. This opportunity presents itself opportunity to meet with many about Thunderbolt career opportunities.

June 12, 2023

A fundraising event was held for Summer Foust who lost her leg due to a lawn mowing accident. Thunderbolt Broadcasting was a part of the effort to raise funds. Over \$4600 was raised.

July 2023

A monetary donation was made to West TN PBS, local channel WLJT. These organizations are partners in helping share job opportunities.

August 2023

There was a monetary donation made to the Greenfield girls basketball team as a sponsorship for their fundraiser golf tournament. This was another opportunity to meet with students and make us top of mind awareness.

August 4-6, 2023 & August 11-13, 2023

Thunderbolt Broadcasting's Delinda Scarborough worked at the Masquerade Theatre during the production of "Dearly Departed". She sold tickets and worked in the concession stand and met many young students and shared with them what she does at the radio stations.

August 12, 14-18, 2023

Thunderbolt Broadcasting's Delinda Scarborough volunteered at the Obion County Fairgrounds helping to prep for the upcoming fair. Thunderbolt continues to tell our story about the future of radio and how they could be a future team member.

August 19-26, 2023

The Obion County Fair was held this week and Thunderbolt Broadcasting staff, Delinda Scarborough, Davita Stephenson and Robert Leyhue were all on hand to talk to fairgoers and give out prizes. Thunderbolt works hard to make sure we have future opportunities to meet with prospective job hunters.

August 21, 2023

The annual UTM Welcome Festival was held at the Weakley County Library. Gary Capers and Leatha McCroskey were in attendance to talk to students who learned about broadcasting opportunities with and invited those to come to the radio stations to meet with us for potential jobs.

October 7, 2023

Main Street Union City held their annual event, Tacos and Tamales, downtown at Kiwanis Park. Thunderbolt Broadcasting's Delinda Scarborough was on hand to help work this event.

October 14, 2023

Obion County Fall Fest event "Run the Rails" was held downtown. Thunderbolt Broadcasting's Delinda Scarborough was on hand for this event.

October 16, 2023

Lake Road Elementary School held a PTO Fall Fest and had a silent auction fundraiser. Thunderbolt Broadcasting donated several toys and other items for this event.

October 16, 2023

Thunderbolt Broadcasting's Delinda Scarborough volunteered at Masquerade Theatre to help clean up prior to the next production.

October 20 & 27, 2023

Thunderbolt Broadcasting's Delinda Scarborough volunteered at Masquerade Theatre at ticket sales.

November 4, 2023

Dyersburg held a Rides for Rugrats Car Show and a demolition derby. Thunderbolt Broadcasting's Delinda Scarborough was in attendance and helping with this event. In this we met knew community members whom we shared Thunderbolt's opportunities for prospective candidates.

November 11, 2023

The Union City Kiwanis Club held their annual Pancake Day at Union City Middle School. Thunderbolt Broadcasting's Delinda Scarborough was in attendance volunteering at this event.

November 16, 2023

The Obion County Chamber of Commerce held their annual banquet. Paul and Diane Tinkle, Leatha McCroskey, Delinda Scarborough, Davita Stephenson, Charles Choate and Ria Doughten were all in attendance. Ms. Scarborough was named business person of the year. She spent time meeting the public and networked the room about how much she loves her job in communications.

November / December 2023

Thunderbolt Broadcasting airs promotional announcements encouraging our listeners to clean out their coat closet and donate their gently used coats. They can purchase new coats to donate. These coats get dry-cleaned and donated to We Care Ministries in Martin or The Refuge Church in Union City to those who were in need of a good warm coat. Fifty two coats were collected in Union City and over 100 in Martin.

December 4, 2023

Martin Kiwanis Club hosted the Martin Christmas Parade. Delinda Scarborough and Leatha McCroskey drove the radio station vans in the parade. The presence of the radio keeps us top of mind when the time to seek a job.

December 5, 2023

Area Weakley County schools participate each year in the "Can Caravan." School students collected over 10,000 canned goods. Team members

Robert Leyhue and Paul Tinkle of Thunderbolt Broadcasting along with students of the University of Tennessee at Martin collected cans and delivered them to Santa's Village. This is another partnership with U T Martin and the Weakley County School System.

December 6, 2023

Annually the City of Martin holds the Blue Light Hunger Fight each year in downtown Martin in front of the library. Area police departments, sheriff departments and Thunderbolt Broadcasting staff are on hand to collect canned food items, toys, or monetary donations. Paul Tinkle, Robert Leyhue, Steve James and Delinda Scarborough were on hand for this event and broadcast live. This allowed us another partnership with Police.

December 7, 2023

Union City Main Street hosted the Union City Christmas parade. Delinda Scarborough, Robert Leyhue and Ria Doughten drove the radio station vans in the parade. This allowed us to participate in reach out opportunities to meet many of our listeners.

December 8, 2023

Obion County Sheriff's Department, Union City Police Department and area Union City banks join-together to form "Blue Lights & Banks". This is a fundraiser that accepts non-perishable food, toys or monetary donations for the local Chimes for Charity. Charles Choate, Delinda Scarborough and Robert Leyhue were all on hand at this event to help and to broadcast live. This is another opportunity for Thunderbolt Broadcasting to meet public officials and our listeners.

December 16, 2023

Thunderbolt Broadcasting's Davita Stephenson and husband Robert, attended the Salvation Army Angel Tree Party as Santa and Mrs. Claus. They took pictures with the children and families and handed out candy canes to all the children.

February 5, 2024

Thunderbolt Broadcasting made an in-kind donation to the Special Olympics of Tennessee by airing promotional announcements regarding the annual Polar Plunge and encouraging teams to join up for this event.

March 2024

A monetary donation was made to the Fulton Rotary Club for their annual scholarships. This gift continues to help students who may be interested in broadcasting or other schools of secondary education where some may be majoring in communications perhaps at Murray State or UT Martin or other schools.

March 2024

A monetary donation was made to the Dresden High School to assist with their Academic Banquet. This gift continues to help students to secondary education where some may be majoring in communications at UT Martin, Murray State, UT Knoxville, or other schools.

## **CAREER FAIRS / EDUCATION**

April 13, 2023

Fulton County Middle School held a Career Expo allowing students to see what kinds of careers are options for them. News Director, Charles Choate was in attendance to explain to the students about careers in radio including journalism.

May 2, 2023

Union City High School held a college and career fair. Students met with Thunderbolt Broadcasting representatives, Delinda Scarborough and Davita Stephenson about what careers are available.

May, 17, 2023

Dresden Elementary School held a Work on Wheels program where almost 450 students were able to learn about the different “work” trucks, including the radio station van and equipment. Paul Tinkle attended this event.

September 8, 2023

Union City High School held a College and Career fair allowing students to visit with different colleges and businesses to give them ideas on what kind of work or school they could go in to following graduation. Delinda Scarborough and Davita Stephenson were on hand to meet with students to explain about careers in broadcasting.

October 2-6, 2023

The TAB held a Virtual Job Fair. Thunderbolt posted the positions of Sales Representative and On-air / Production Director on the Careerpage.org site. On-Air announcements were run, directing potential employees to the Broadcasters Virtual Job Fair website.

March 18<sup>th</sup> and March 20, 2024

Thunderbolt Broadcasting staff members Paul Tinkle, Leatha McCroskey and Torrey Moss were in attendance for a University of Tennessee at Martin Career Fair for all majors.

March 22, 2024

Gleason School held their 3<sup>rd</sup> Annual College and Career Fair for students grade 6 through 12. Paul Tinkle and Katie Capua from Thunderbolt Broadcasting were in attendance to talk to the kids about their options in the radio and broadcasting industry. In addition, Mr. Tinkle talked with the superintendent of schools regarding new technology pertaining to radio broadcasting.

**Employment Vacancy Information  
Covering Period April 1, 2023 - March 31, 2024**

Full Time Position: Office / Traffic Manager  
Source Used: Facebook and on-air radio announcements  
Number of Interviews: 2  
Hired from this source:1

Full Time Position: Sales Representative  
Source Used: TAB  
Number of Interviews: 0  
Hired from this source: 0

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

Source Used: Broadcasters Virtual Career Fair  
Number of Interviews: 1  
Hired from this source:1

Source Used: Indeed.com  
Number of Interviews: 4  
Hired from this source:1

Full Time Position: News Director  
Source Used: Indeed.com  
Number of Interviews:3  
Hired from this source:1

Source Used: TAB  
Number of Interviews:0  
Hired from this source:0

Source Used: On-air ads  
Number of Interviews:0  
Hired from this source:0

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

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