

2023 EEO PUBLIC FILE REPORT

Employment Unit Covered

KKYA-FM, Yankton, South Dakota
KYNT-AM, Yankton, South Dakota
KDAM-FM, Yankton, South Dakota/ Hartington, Nebraska

Reporting Period

DECEMBER 1, 2022 TO NOVEMBER 30, 2023

Full - Time Vacancies Filled During Reporting Period

0 **Job Title:** No full time openings during reporting period **DATE FILLED:**

Outreach Activities Performed During the Reporting Period

Initiative	Scope of Participation and Location	Station Staff Involved
Job Shadow - Crofton High School	Edison Sudbeck job shadow from Crofton High school on Jan 17, 2023	Dave Leshner
Job Shadow - Scotland High School	Keegan Baker Job Shaodwo from Scotland High School from January 14 to February 18, 2023	Dave Leshner
Internship	Yankton High School Senior Bryn Kolberg performed a number of production duties December 2023 - May 2023	Dave Leshner
Internship	Yankton High School Senior Landon Hans, performed various production duties from Sept 19 to Oct 19 ,2023	Dave Leshner
Internship	Yankton High School Senior Nick Ambrosion performed varioius production duties from Sept 19 to Oct 26, 2023	Dave Leshner

Outreach Activities Performed During the Reporting Period (cont)

Yankton High School Internship Conference	Dave Leshner attended the Conference to celebrate successes of the YHS Internship program plus YHS presented the strengths of the program and why businesses should partake	Dave Leshner
Recruitment Events	Yankton Thrive and SD Dept of Labor, created monthly in person recruiting events to promote open jobs in the Yankton Area. Tours ran from January to Nov, 2023 Riiverfront Broadcasting supported the event with writing, creating and air radio ads	Curt Dykstra
Tour De Yankton Job Fair 5/16/23	Vendor at an in person Job Fair at the Rver Rocks Event Center in Yankton, SD Meet with candidates for Sport production positions on May 16, 2023	Curt Dykstra
Hosted Drive Thru Job Fair Event on June 20, 2023	Yankton Thrive and the South Dakota Department of Labor hosted a Drive Thru Job Fair on June 20 at the Riverfront Broadcasting Studios at 1019 Broadway	Curt Dykstra
Hosted Drive Thru Job Fair Event on Sept 19, 2023	Yankton Thrive and the South Dakota Department of Labor hosted a Drive Thru Job Fair on Sept 19 at the Riverfront Broadcasting Studios at 1019 Broadway	Curt Dykstra
SD Broadcasters Conference August 29 and 30	Radio station's Marketing Staff attended a training courses featuring Derron Steenbergen for Sales and Seth Resler Digital seminar and David Dye - Leadership seminar	Curt Dykstra, Kristi Tacke Abby stahl, Nicole Dvorak
Digital Marketing Training 44i Interactive	Riverfront Sales staff did weekly online training with 44i Interactive in Sioux Falls Sales staff was trained on digital marketing products and how to market them to their customer base. Training was regularly scheduled weekly at various times	Curt Dykstra, Krisit Tacke Nicole Dvorak, Abby Stahl
NAB CONVENTION 2023 Las Vegas, NV, 4/16-18 2023	Attended variouis sessions that dealt with training and ideas for station growth	Curt Dykstra
Riverfront Sales Meeting May 1 & 2, 2023 Yankton, SD	Marketing Staff attended a training seminar featuring Diane Sutter from Shooting Star Inc Group analyzed their individual strengths with Clifton Stregnth's Coach Sutter	Curt Dykstra, Kristi Tacke Nicole Dvorak, Abby Stahl
Mount Marty University Class Presntations 01/23 & 10/25	Presented to a couple business classes at Mount Marty University in Yankton. Discussed Radio/Digital career info and presented on creating advertising messages	Curt Dykstra and Kristi Tacke
Participation in University of South Dakota Media and Journalism Career Fair	USD 2023 Media and Journalism Career Fair that was held for students on October 30, 2023 Bryce Ladwing represented the stations discussing careers in news, sales, on- air and sports broadcasting. Event was at the Al Neuharth Center on the USD Campus	Bryce Ladwig
South Dakota State SHRM Vendor Fair 05/04/23, Yankton	Had a vendoer booth and attended sessions with Human Resource professionals from all across the state of South Dakota	Curt Dykstra, Carolyn Becker