

2025 EEO PUBLIC FILE REPORT

Employment Unit Covered

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

Reporting Period

DECEMBER 1, 2024 TO NOVEMBER 30, 2025

Full - Time Positions Filled During Reporting Period

Job Title: Digital Media Specialist - March 2025 (newly created position) **DATE FILLED:** position not filled

Recruitment/Referral Sources Used to Seek Candidates for the Digital Media Specialist Position

<u>Name</u>	<u>Address</u>	<u>City</u>	<u>Zip</u>
South Dakota Job Service	3113 Spruce St	Yankton, SD	57078
KYNT,KDAM, KKYA and thedam Radio	1019 Broadway Ave	Yankton, SD	57078
Job Fair.works	1019 Broadway Ave	Yankton, SD	57301
South Dakota Broadcasters	106 West Central Ave	Pierre, SD	57501

Total number of interviewees from all sources for this position:

South Dakota Job Service	3113 Spruce St	Yankton, SD	0	57078
KYNT,KDAM,KKYA Radio	1019 Broadway Ave	Yankton, SD	1	57078
Job Fair.works	1019 Broadway Ave	Yankton,SD	0	57078
South Dakota Broadcasters	106 West Central Ave	Pierre, SD	0	57501

Total Number of Persons Interviewed for The Digital Media Specialist Postion during the reporting period 1

Total Number of Interviewees for Digital Media Specialist Position During the reporting period per recruitment source

Referral Source	Contact	Address	Phone	Number of Interviewees Referred
SD Dept of Labor Job Service	Online	3113 Spruce St Yankton, SD 57078	605 668-2900	0
KKYA, KYNT, KDAM and the dam Radio ads	Curt Dykstra	1019 Broadway Avenue Yankton, SD 57078	605 665-7892	1
Job Fair.works	Mary Langel	1019 Broadway Ave Yankton, SD 57078	605 665-7892	0
South Dakota Broadcasters Association	Steve Williard	106 West Central Street Pierre, SD 57501	605 224-1032	0

Outreach Activities Performed During the Reporting Period

Initiative	Scope of Participation and Location	Station Staff Involved
Internship	Abby Saylor intern from University of South Dakota December 2024 to October 2025	Dave Leshner
Internship	Renee Stehlik from The University of South Dakota job shadowed on June 12	Dave Leshner
Internship	Jeremiah Gustad, Issac Kruger, Wyatt Fairley February 28, 2025 Gayville - Volin High School students job shadows	Dave Leshner

Outreach Activities Performed During the Reporting Period (cont)

Tour De Yankton Hiring Event February 18, 2025 at the Yankton Library	Yankton Thrive and SD Dept of Labor, sponsored an in person recruiting event to promote open jobs in the Yankton Area. Riverfront Broadcasting supported the event with creating, producing and running on air radio commercials	Curt Dykstra
Mount Marty University Class Presentation March 24, 2025	Presented to a business class at Mount Marty University in Yankton on March 24, 2025 Discussed AI, Copy writing and advertising advice	Curt Dykstra
Heartland Media Conference April 22-23, 2025 Fargo ND	Curt Dykstra attend this training event on The Future of AI, FCC updates, Farm Radio and How successful sellers take care of business	Curt Dykstra
Hosted Drive Thru Job Fair Event on April 29, 2025	Yankton Thrive and the South Dakota Department of Labor hosted a Drive Thru Job Fair on April 29, 2025 at the Riverfront Broadcasting Studios at 1019 Broadway	Curt Dykstra
Tour De Yankton Hiring Event at SD Dept of Labor on Tuesday, June 17, 2025	Yankton Thrive and SD Dept of Labor, sponsored an in person recruiting event to promote open jobs in the Yankton Area. Riverfront Broadcasting supported the event with creating, producing and running on air radio commercials	Curt Dykstra

Tour De Yankton Hiring Event at SD Dept of Labor on Tuesday, July 15, 2025	Yankton Thrive and SD Dept of Labor, sponsored an in person recruiting event to promote open jobs in the Yankton Area. Riverfront Broadcasting supported the event with creating, producing and running on air radio commercials	Curt Dykstra
SD Broadcasters Conference Sept 15 and 16, 2025	Radio station's marketing staff attended a training courses featuring Gary Moore and Brandis Hall. Also FCC updates from Jeff Gee and Poilitcal information from Steve Williard	Curt Dykstra, Kristi Tacke Abby stahl, Nicole Dvorak
Mount Marty University, College and Career Expo, Sept 29, 2025	Sports Director Brayden Butler attend the MMU Career Expo on September 29, 2025 We were seeking part time sports production people	Brayden Butler
Yankton High School Journalism Class Wednesday, November 5, 2025	News Director Josh Boelter and Sport Director Brayden Butler answered questions from the class about radio, journalism and sports.	Josh Boelter Brayden Butler
Digital Marketing Training 44i Interactive	Riverfront Sales staff did 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 scheduled at various times and days	Curt Dykstra, Krisit Tacke Nicole Dvorak, Abby Stahl