South Dakota High School Activities Association
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MEDIA ADIVOSRY COMMITTEE MEETING MINUTES

September 30, 2026 1:00 PM Central Time
SDHSAA Office (all attendees appeared via Zoom)

Committee Members Present:

-Marcus Traxler, Mitchell Republic
-Jeremy Waltner, Freeman Courier/Waltner Media
-Jeff Duffy, Riverfront Broadcasting
-Clint Greenway, KORN/Q107
-Brad VanOsdell, SDPB
-Kyle Mork, SDPB

We are still working with the SD Broadcasters Association to get a Television/SDBA representative.

SDSHAA Staff Present: Dan Swartos and Brooks Bowman.

The meeting was called to order by Dan Swartos at 1:00 PM.

Approve the agenda

It was moved by Jeff Duffy, seconded by Clint Greenway, to approve the agenda as presented. The motion passed 6-0.

Representative Reports

- Marcus Traxler (Daily Newspaper):
  - Media would love to see more schools entering statistics into Bound.
  - Would like the media to continue receiving programs at state events. SDHSAA will email PDF of program to media ahead of event, and have a QR code for media to scan at check-in for a digital program.
  - He was inquiring about archiving the stat broadcast information after state events.
- Jeremy Waltner (Weekly Newspaper):
  - Echoed the request for more reliable statistics.
  - Inquiring on additional box availability for media at State Track Meet.
- Jeff Duffy (Radio):
  - Had some inquiries regarding the SDIAAA listserv.
  - Echoed the request on statistics.
  - Requested that speakers identify themselves during SDHSAA Board meetings so it is apparent who is speaking when the feed is audio only.
- Clint Greenway (Radio):
  - Echoed the request for statistics on Bound.
  - Shared some concerns with space for media at a few venues, in addition to appropriate fees (if applicable) for wi-fi or hardline internet at state events.
- Kyle Mork and Brad Van Osdel of SDPB introduced themselves to the group and related plans for state event coverage throughout the year.

SDHSAA Media Policy Review

Dan Swartos went through proposed revisions to the SDHSAA policy manual. The revisions are being proposed in order to bring the policy manual in line with SDCL and as a result of media feedback.

The group provided feedback on the proposed changes, and the SDHSAA Board of Directors will see those changes on a first reading at their November 4th meeting.

In addition, discussion was had regarding the makeup of the committee, with recommendations to add a Freelance Photography position and a Social Media representative to the committee.

The proposed changes to the Media Policy manual are attached to the minutes as Appendix A.

Adjourn

There being no further business, Dan Swartos declared the meeting adjourned at 2:07 PM.

Respectfully submitted



Dan Swartos, Ed.D.
SDHSAA Executive Director