

THE COMMUNICATOR

Newsletter from Your Friends at RC Technologies
Vol. 23 No. 2 February 2025
605-637-5211 | www.tnics.com

Happy 20th Birthday



Happy Birthday, YouTube!

February 14 marks 20 years of YouTube! Can you believe it?

Founded in February 2005 by three former PayPal employees, Chad Hurley, Steven Chen, and Jawed Kari, YouTube was launched. Their goal was to create a simple platform where users could upload, share, and view videos. Little did they know their humble startup would transform into the world's largest video-sharing platform.

YouTube's Impact on Society

YouTube has allowed anyone with a camera or smartphone the ability to create video content and have their own channel. From pet videos to newly created music and art, building, fixing, and instructing, YouTube has reshaped our world.

As An Educational Resource

YouTube serves as a valuable educational tool, offering tutorials, lectures, and informational videos on a wide range of subjects.

A Cultural Influence

With its global reach, YouTube has become a popular cultural influencer, shaping trends, popularizing new music, and providing a platform for voices from diverse backgrounds to be heard and celebrated.

A Catapult for Business and Marketing

Businesses use YouTube for marketing and brand promotion, employing ads and sponsored content, and influencer collaborations, to reach wider audience and potential customers. It also serves as a platform for product demonstrations and customer engagement.

Our Favorite Channels



Amy Ceroll, Customer Service
"Country music artists!
I love listening to their music."



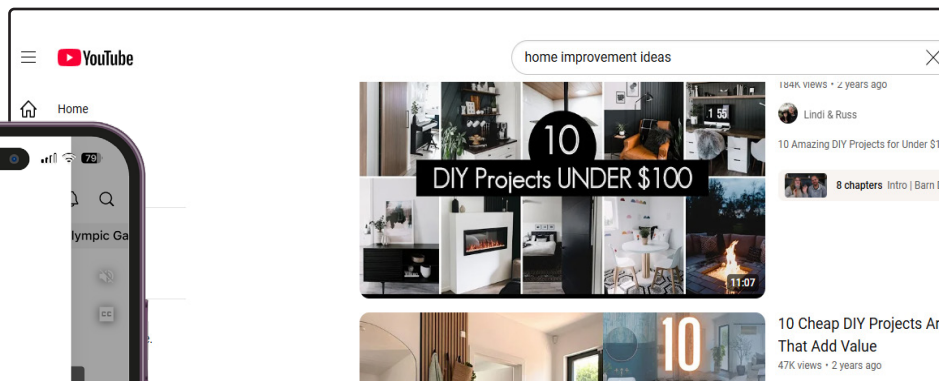
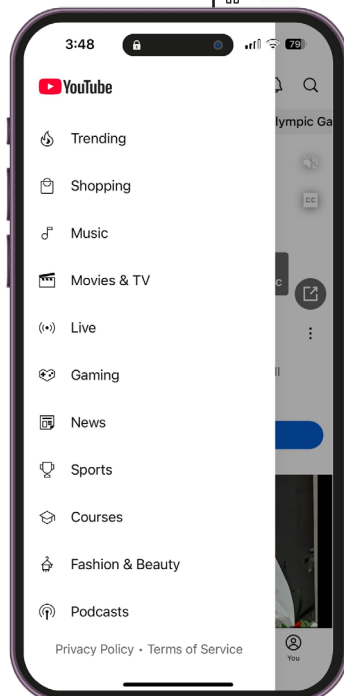
Kaden Bostrom, Technician

"I love watching Cleetus MacFarland, RR Buildings, Matt Risinger, Perkins Builder Brothers..."



TYPES OF YOUTUBE CONTENT

- Gaming content
- Documentaries and docuseries
- Vlogs or lifestyle content
- Science and technology
- Challenges and collaborations
- Interview and live podcasts
- Educational and informational content



Amy Ochs, Marketing
"Unbound Gravel. Trainer Road. Anything biking, wellness, and documentary-related."

YouTube's Next Decade

As YouTube enters its third decade, the possibilities are endless! With advancements in technology and an ever-evolving digital landscape, we can expect even more innovation and creativity. **Here's to another 20 years of connecting, creating, and sharing on YouTube!**

2025 Scholarship Opportunities



Happy Valentine's Day! Friday, Feb. 14th
Reminder, RC Offices will be closed on
Monday, Feb. 20th, President's Day.

Families of High School Seniors graduating in 2025! There are a lot of scholarship opportunities available for your students. Scholarship information is listed below and online on RC's website... <https://www.tnics.com>
Click on **About Us**, then **Scholarships!** Some deadlines are approaching soon!



FOUNDATION FOR
RURAL SERVICE

FRS Scholarship

Open | **Deadline February 14, 2025**

The Foundation for Rural Service annually awards scholarships to an exceptional group of rural students for their first year of college or vocational school. All applicants require sponsorship by an NCTA The Rural Broadband Association member company to be eligible. RC Technologies is an NTCA member. **Go online to <https://frs.org/programs> for scholarship details.**



TECHNOLOGIES

RC Technologies Scholarship

Open | **Deadline March 31, 2025**

RC Technologies individually awards two \$500.00 scholarships to graduating high school seniors whose families are current patrons of RC Technologies. Qualified applicants will be asked to submit an application along with a personal essay, two letters of recommendation, and a chronological list of organizations and/or work history. All documents will be reviewed by a scholarship committee as part of the selection process. **For application or other information, go online to <https://www.tnics.com/scholarships>**

Build Dakota Scholarships

Open | **Deadline March 31, 2025**

2025 High School Seniors, are you a Doer, Fixer, or Solver?
Do you want a career that uses your hands as much as your mind?

Build Dakota is a scholarship program created for skilled scholars entering high-demand programs at South Dakota technical colleges... Southeast Technical College, Mitchell Tech, Lake Area Technical College and Western Dakota Technical College. And, you can do it 100% free, with the Build Dakota Scholarship. **For more information, go online to <https://www.builddakotascholarships.com>**



SDTA Scholarships

2025 Scholarship Opportunities TBA



South Dakota Telecommunications Association (SDTA) annually awards scholarship under two separate programs or scholarship funds administered by the South Dakota Community Foundation, those two programs/funds include **SDTA Memorial Scholarships** and **Brian Meyer Memorial Scholarships**. For details about these scholarships and how to apply, go online to <https://sdtaonline.com> and click on **Scholarships**.