

South Dakota Public Broadcasting

TV Underwriting 1<sup>st</sup> Quarter

January—March 2024

Program Specific Placement

**AMERICAN EXPERIENCE**

**Westhills Village Retirement Community**

Rapid City, SD

WESTHILLS VILLAGE/AMERICAN EXPERIENCE 1X TUE 2023

Renewal

07/24/23-06/30/24

**ANTIQUES ROADSHOW**

**Denny Menholt**

Rapid City, SD

MENHOLT HONDA - ANRO/MON X52 2024

MENHOLT TOYOTA - ANRO/MON X52 2024

Renewal

01/01/24-12/31/24

01/08/24-12/31/24

**McQuillen Creative Group**

Aberdeen, SD

MCQUILLEN CREATIVE GROUP/ANRO 26X

Renewal

09/11/23-09/08/24

**Park County Travel Council**

Cody, WY

PARK COUNTY TRAVEL - ANRO 2023/24

Renewal

07/01/23-06/30/24

**SD Dept of Human Services**

Pierre, SD

SD DEPT OF HUMAN SERVICES/ANRO 13X

Renewal

03/11/24-06/09/24

**Westhills Village Retirement Community**

Rapid City, SD

WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X MON 2023

Renewal

07/17/23-06/30/24

**DAKOTA LIFE**

**CHS Inc.**

Wagner, SD

CHS/DAKOTA LIFE - EMBED PRE-ROLL (JAN)

New

01/04/24-01/31/24

**Crow Creek Sioux Tribe**

Ft Thompson, SD

CROW CREEK #2/DAKOTA LIFE - EMBED PRE-ROLL (FEB)

CROW CREEK SIO/DAKOTA LIFE - EMBED PRE-ROLL (FEB)

New

02/08/24-02/29/24

02/08/24-02/29/24

<b>Park County Travel Council</b> Cody, WY PARK COUNTY TRAVEL - DAKOTA LIFE 2023/24	Renewal  09/14/23-06/30/24
<b><i>FINDING YOUR ROOTS</i></b>	
<b>OLLI</b> Sioux Falls, SD OLLI/SDPB LIFELONG LEARNER CAMPA/FINDYROOTX12 2024	Renewal  09/04/23-08/25/24
<b>Park County Travel Council</b> Cody, WY PARK COUNTY TRAVEL - FINDING YOUR ROOTS 2023/24	Renewal  07/01/23-06/30/24
<b>Reliabank</b> Tea, SD RELIABANK - FINDING YOUR ROOTS 2024/9X	Renewal  02/12/24-01/07/25
<b>SD Dept of Human Services</b> Pierre, SD SD DEPT OF HUMAN SERVICES/FINDING 13X	  03/11/24-06/09/24
<b>Westhills Village Retirement Community</b> Rapid City, SD WESTHILLS VILLAGE/FINDING YOUR ROOTS 1X TUE 2023	Renewal  07/17/23-06/30/24
<b><i>INDIAN COUNTRY TODAY</i></b>	
<b>Community Health Care Association of Dakotas</b> Sioux Falls, SD COMMUNITY HEALTHCARE-INDIAN COUNTRY TODAY 2023	Renewal  10/16/23-01/14/24
<b><i>IN THE MOMENT - STATEHOUSE</i></b>	
<b>AARP</b> Sioux Falls, SD AARP- IN THE MOMENT LEG RADIO SHOW	Renewal  01/11/24-02/29/24
<b>Missouri River Energy Services</b> Sioux Falls, SD MISSOURI RIVER - - IN THE MOMENT LEG RADIO SHOW 23	Renewal  01/11/24-02/29/24
<b>Redstone Law Firm</b> Sioux Falls, SD REDSTONE LAW FIRM- IN THE MOMENT LEG RADIO SHOW	New  01/11/24-02/29/24

<b>SD Bar Foundation</b> Pierre, SD SD BAR FND-- IN THE MOMENT LEG RADIO SHOW	Renewal  01/11/24-02/29/24
<b>SDN Communications</b> Sioux Falls, SD SDN- IN THE MOMENT LEG RADIO SHOW	Renewal  01/11/24-02/29/24
<b>Touchmark Retirement Communities</b> Madison, SD TOUCHMARK - IN THE MOMENT LEG RADIO SHOW	Renewal  01/11/24-02/29/24
<b><i>LITTLE WOMEN ON MASTERPIECE</i></b>	
<b>Westhills Village Retirement Community</b> Rapid City, SD WESTHILLS VILLAGE/MASTERPIECE 48X -SUN 2023	Renewal  07/17/23-06/30/24
<b><i>MARKET TO MARKET</i></b>	
<b>Dakotaland Feed</b> Huron, SD DAKOTALAND - MARKET TO MARKET 1X 2023	Renewal  06/19/23-06/16/24
<b>Westhills Village Retirement Community</b> Rapid City, SD WESTHILLS VILLAGE/MARKET TO MARKET 1X FRI 2023	Renewal  07/17/23-06/30/24
<b><i>MASTERPIECE</i></b>	
<b>SD Dept of Human Services</b> Pierre, SD SD DEPT OF HUMAN SERVICES/MASTERPIECE 13X	Renewal  03/11/24-06/09/24
<b><i>NATURE</i></b>	
<b>Park County Travel Council</b> Cody, WY PARK COUNTY TRAVEL - NATURE 2023/24	Renewal  07/01/23-06/30/24
<b>Westhills Village Retirement Community</b> Rapid City, SD WESTHILLS VILLAGE/ NATURE 1X WED 2023	Renewal  07/17/23-06/30/24

## **NOVA**

### **Bangs McCullen Law Firm**

Rapid City, SD

BANGS MCCULLEN LAW FIRM/NOVA 2023

Renewal

09/01/23-08/31/24

### **OLLI**

Sioux Falls, SD

OLLI/SDPB LIFELONG LEARNER CAMPAIGN/X12 2024

Renewal

08/28/23-08/25/24

### **SDSTA - Sanford Underground Research Facility**

Lead, SD

SDSTA-SANFORD UNDERGROUND/NOVA 40X 2023

Renewal

09/01/23-08/31/24

## **ON CALL WITH THE PRAIRIE DOC**

### **Bangs McCullen Law Firm**

Rapid City, SD

BANGS MCCULLEN LAW FIRM/ON CALL 2023

Renewal

09/01/23-08/31/24

### **Manlove Brain & Body**

Rapid City, SD

MANLOVE BRAIN & BODY//ON CALL 2024

New

02/19/24-12/31/24

### **SD Dept of Human Services**

Pierre, SD

SD DEPT OF HUMAN SERVICES/ON CAL 9X

03/18/24-06/09/24

## **PBS NEWSHOUR**

### **Black Hills Federal Credit Union**

Rapid City, SD

BHFCU WK 7-9 MT NEWSHOUR/ 1XWK 2024

Renewal

01/01/24-12/31/24

### **Bush Foundation**

St Paul, MN

BUSH FOUNDATION - NEWSHOUR 2024

Renewal

01/08/24-12/31/24

### **SDSTA - Sanford Underground Research Facility**

Lead, SD

SDSTA-SANFORD UNDERGROUND/NEWSHOUR 2023

Renewal

09/04/23-06/30/24

## **PRAIRIE YARD & GARDEN**

### **McCrary Gardens**

Brookings, SD

MCCRORY GARDENS- PRAIRIE YARD & GARDEN -2024

Renewal

03/23/24-10/12/24

**RICK STEVES' EUROPE**

**Westhills Village Retirement Community**

Rapid City, SD

WESTHILLS VILLAGE/RICKSTEVES EUROPE 48X -SUN 2023

Renewal

07/17/23-06/30/24

**SDHSAA BOYS BASKETBALL TOURNAMENT 2024**

**Agtegra**

Aberdeen, SD

AGTEGRA BOYS BASKETBALL 2024 - SDPB1

Renewal

03/14/24-03/16/24

**Anthem Oats**

Frederick, SD

ANTHEM OATS-S&R BOYS BASKETBALL(SDPB1) 2024

Renewal

03/14/24-03/16/24

**BankWest**

Pierre, SD

BANKWEST - BOYS BASKETBALL - 2024 SDPB1

Renewal

03/14/24-03/16/24

**Dacotah Bank**

Aberdeen, SD

DACOTAH BANK - BOYS BASKETBALL - 2024 - SDPB1

Renewal

03/14/24-03/16/24

**Dakota Plains New Holland**

Mitchell, SD

DAKOTA PLAINS - BOYS BASKETBALL 2024 - SDPB1

Renewal

03/14/24-03/16/24

**Delta Dental of South Dakota**

Pierre, SD

DELTA DENTAL - BOYS BASKETBALL - 2024- SDPB1

Renewal

03/14/24-03/16/24

**Farmers Union Service Assn. LTD**

Huron, SD

FARMERS UNION - BOYS BASKETBALL 2024 (SDPB1)

Renewal

03/14/24-03/16/24

**First Dakota National Bank**

Sioux Falls, SD

FIRST DAKOTA-S&R BOYS BASKETBALL(SDPB1) 2024

Renewal

03/14/24-03/16/24

**Fischer, Rounds & Associates**

Pierre, SD

FISCHER ROUNDS - BOYS BASKETBALL 2024 SDPB1

Renewal

03/14/24-03/16/24

**Great Plains Tribal Leaders Health Board**

Rapid City, SD

GREAT PLAINS TRIBAL LEADERS- BOYS /2024- SDPB1

New

03/14/24-03/16/24

<b>Lloyd Companies</b> Sioux Falls, SD LLOYD COMPANIES -BOYS BASKETBALL 2024 SDPB1	Renewal  03/14/24-03/16/24
<b>Monument Health</b> Rapid City, SD MONUMENT HEALTH - BOYS BBALL 2024 - SDPB1	Renewal  03/14/24-03/16/24
<b>Peterson Farm Seeds</b> Sioux Falls, SD PETERSON FAMILY - BOYS BASKETBALL 2024 SDPB1	Renewal  03/14/24-03/16/24
<b>Sanford Health</b> Sioux Falls, SD SANFORD HEALTH - BOYS BASKETBALL 2024 - SDPB1	Renewal  03/14/24-03/16/24
<b>South Dakota Corn</b> Sioux Falls, SD SD CORN - BOYS BASKETBALL - 2024 - SDPB1	Renewal  03/14/24-03/16/24
<b>South Dakota Dept. of Education</b> Pierre, SD SD DOE - BOYS BASKETBALL - 2024 SDPB1	Renewal  03/14/24-03/16/24
<b>South Dakota Ethanol Producers</b> Redfield, SD SD ETHANOL - BOYS BASKETBALL 2024 - SDPB1	Renewal  03/14/24-03/16/24
<b>South Dakota State University</b> Brookings, SD SDSU - BOYS BASKETBALL 2024 - SDPB1	Renewal  03/14/24-03/16/24
<b>Southeast Technical Institute</b> Sioux Falls, SD SOUTHEAST TECH COL-S&R BOYS BASKETBALL(SDPB1)	Renewal  03/14/24-03/16/24
<b>Touchstone Energy Cooperatives</b> Madison, SD TOUCHSTONE ENERGY - BOYS BASKETBALL 2024 - SDPB1	Renewal  03/14/24-03/16/24
<b><i>SDHSAA GIRLS BASKETBALL TOURNAMENT 2024</i></b>	
<b>Agtegra</b> Aberdeen, SD AGTEGRA - GIRLS BASKETBALL 2024 - SDPB1	Renewal  03/07/24-03/09/24

<b>Anthem Oats</b> Frederick, SD ANTHEM OATS- S&R GIRLS BBALL - (SDPB1) 2024	Renewal  03/07/24-03/09/24
<b>BankWest</b> Pierre, SD BANKWEST - GIRLS BASKETBALL - 2024- SDPB1	Renewal  03/07/24-03/09/24
<b>Dacotah Bank</b> Aberdeen, SD DACOTAH BANK - GIRLS BASKETBALL - 2024 - SDPB1	Renewal  03/07/24-03/09/24
<b>Dakota Plains New Holland</b> Mitchell, SD DAKOTA PLAINS - GIRLS BASKETBALL 2024 - SDPB1	Renewal  03/07/24-03/09/24
<b>Delta Dental of South Dakota</b> Pierre, SD DELTA DENTAL - GIRLS BASKETBALL - 2024 - SDPB1	Renewal  03/07/24-03/09/24
<b>Farmers Union Service Assn. LTD</b> Huron, SD FARMERS UNION - GIRLS BASKETBALL 2024 SDPB1	Renewal  03/07/24-03/09/24
<b>First Dakota National Bank</b> Sioux Falls, SD FIRST DAKOTA- S&R GIRLS BBALL - (SDPB1) 2024	Renewal  03/07/24-03/09/24
<b>Fischer, Rounds &amp; Associates</b> Pierre, SD FISCHER ROUNDS - GIRLS BASKETBALL 2024 SDPB1	Renewal  03/07/24-03/09/24
<b>Great Plains Tribal Leaders Health Board</b> Rapid City, SD GREAT PLAINS TRIBAL LEADERS/GIRLS SDPB1	New  03/07/24-03/09/24
<b>Lloyd Companies</b> Sioux Falls, SD LLOYD COMPANIES - GIRLS BASKETBALL 2024 SDPB1	Renewal  03/07/24-03/09/24
<b>Monument Health</b> Rapid City, SD MONUMENT HEALTH - GIRLS BBALL 2024 - SDPB1	Renewal  03/07/24-03/09/24
<b>Peterson Farm Seeds</b> Sioux Falls, SD PETERSON FAMILY - GIRLS BASKETBALL 2024 SDPB1	Renewal  03/07/24-03/09/24

<b>Sanford Health</b> Sioux Falls, SD SANFORD HEALTH - GIRLS BASKETBALL 2024 - SDPB1	Renewal  03/07/24-03/09/24
<b>South Dakota Corn</b> Sioux Falls, SD SD CORN - GIRLS BASKETBALL - 2024 - SDPB1	Renewal  03/07/24-03/09/24
<b>South Dakota Dept. of Education</b> Pierre, SD SD DOE - GIRLS BASKETBALL 2024 SDPB1	Renewal  03/07/24-03/09/24
<b>South Dakota Ethanol Producers</b> Redfield, SD SD ETHANOL - GIRLS BASKETBALL 2024- SDPB1	Renewal  03/07/24-03/09/24
<b>South Dakota State University</b> Brookings, SD SDSU - GIRLS BASKETBALL 2024 - SDPB1	Renewal  03/07/24-03/09/24
<b>Southeast Technical Institute (STI)</b> Sioux Falls, SD SOUTHEAST TECH COL- S&R GIRLS BBALL -	Renewal  03/07/24-03/09/24
<b>Touchstone Energy Cooperatives</b> Madison, SD TOUCHSTONE ENERGY - GIRLS BASKETBALL 2024 - SDPB1	Renewal  03/07/24-03/09/24
<b><i>SDHSAA GYMNASTICS CHAMPIONSHIPS 2024</i></b>	
<b>BankWest</b> Pierre, SD BANKWEST - GYMNASTICS 2024	Renewal  03/17/24-03/17/24
<b>South Dakota Corn</b> Redfield, SD SD CORN - GYMNASTICS - 2024	Renewal  03/17/24-03/17/24
<b>South Dakota Dept. of Education</b> Pierre, SD SD DOE - GYMNASTICS 2024	Renewal  03/17/24-03/17/24
<b><i>SDHSAA WRESTLING CHAMPIONSHIPS 2024</i></b>	
<b>Agtegra</b> Aberdeen, SD AGTEGRA - WRESTLING 2024	Renewal  02/24/24-02/24/24



<b>BankWest</b> Pierre, SD BANKWEST - WRESTLING 2024- DUELS/SDPB1 BANKWEST - WRESTLING 2024	Renewal  02/10/24-02/10/24 02/24/24-02/24/24
<b>Dacotah Bank</b> Aberdeen, SD DACOTAH BANK - WRESTLING 2024 - DUELS/SDPB1 DACOTAH BANK - WRESTLING 2024	Renewal  02/10/24-02/10/24 02/24/24-02/24/24
<b>Dakota Plains New Holland</b> Mitchell, SD DAKOTA PLAINS - WRESTLING 2024 - DUELS/SDPB1 DAKOTA PLAINS - WRESTLING 2024	Renewal  02/10/24-02/10/24 02/24/24-02/24/24
<b>Delta Dental of South Dakota</b> Pierre, SD DELTA DENTAL - WRESTLING 2024	Renewal  02/24/24-02/24/24
<b>Farmers Union Service Assn. LTD</b> Huron, SD FARMERS UNION - WRESTLING 2024 - DUELS/SDPB1 FARMERS UNION - WRESTLING 2024	Renewal  02/10/24-02/10/24 02/24/24-02/24/24
<b>Fischer, Rounds &amp; Associates</b> Pierre, SD FISCHER ROUNDS - WRESTLING 2024 - DUELS/SDPB1 FISCHER ROUNDS - WRESTLING 2024	Renewal  02/10/24-02/10/24 02/24/24-02/24/24
<b>Lloyd Companies</b> Sioux Falls, SD LLOYD COMPANIES - WRESTLING 2024	Renewal  02/24/24-02/24/24
<b>Monument Health</b> Rapid City, SD MONUMENT HEALTH - WRESTLING 2024 - DUELS/SDPB1 MONUMENT HEALTH - WRESTLING 2024	Renewal  02/10/24-02/10/24 02/24/24-02/24/24
<b>Peterson Farm Seeds</b> Sioux Falls, SD PETERSON FAMILY - WRESTLING 2024 - DUELS/SDPB1 PETERSON FAMILY - WRESTLING 2024	Renewal  02/10/24-02/10/24 02/24/24-02/24/24
<b>Sanford Health</b> Sioux Falls, SD SANFORD HEALTH - WRESTLING 2024	Renewal  02/24/24-02/24/24

<b>South Dakota Corn</b> Sioux Falls, SD SD CORN - WRESTLING - 2024- DUELS/SDPB1 SD CORN - WRESTLING - 2024	Renewal  02/10/24-02/10/24 02/24/24-02/24/24
<b>South Dakota Dept. of Education</b> Pierre, SD SD DOE - WRESTLING 2024	Renewal  02/24/24-02/24/24
<b>South Dakota Ethanol Producers</b> Redfield, SD SD ETHANOL - WRESTLING - 2024	Renewal  02/24/24-02/24/24
<b>South Dakota State University</b> Brookings, SD SDSU - WRESTLING - 2024 - DUELS/SDPB1 SDSU - WRESTLING - 2024	Renewal  02/10/24-02/10/24 02/24/24-02/24/24
<b>Touchstone Energy Cooperatives</b> Madison, SD TOUCHSTONE ENERGY - WRESTLING 2024 - DUELS/SDPB1 TOUCHSTONE ENERGY - WRESTLING 2024	Renewal  02/10/24-02/10/24 02/24/24-02/24/24
<b><i>SOUTH DAKOTA FOCUS</i></b>	
<b>Black Hills State University</b> Spearfish, SD BHSU/SD FOCUS	New  09/28/23-05/26/24
<b>Lutheran Social Services</b> Sioux Falls, SD LUTHERAN SOCIAL SERVICES/SD FOCUS	Renewal  09/28/23-05/26/24
<b>Sanford Health</b> Sioux Falls, SD SANFORD HEALTH/SD FOCUS	Renewal  09/28/23-05/26/24
<b>SD Counseling Association</b> Aberdeen, SD SD COUNSELING ASSOCIATION/SD FOCUS	Renewal  09/28/23-05/26/24
<b><i>SPEECHLESS</i></b>	
<b>Brain Intercept</b> Sioux Falls, SD BRAIN INTERCEPT/SPEACHLESS DOC BRAIN INTERCEPT/SPEACHLESS DOC ENCORE	Renewal  01/18/24-01/18/24 01/21/24-01/21/24

**STATE OF THE STATE ADDRESS (2024)**

**AARP**

Sioux Falls, SD  
AARP- STATE OF THE STATE

Renewal  
01/09/24-01/09/24

**Missouri River Energy Services**

Sioux Falls, SD  
MISSOURI RIVER - STATE OF STATE

Renewal  
01/09/24-01/09/24

**Redstone Law Firm**

Sioux Falls, SD  
REDSTONE LAW/2024 SESSION/STATE OF STATE ADDRESS

New  
01/09/24-01/09/24

**SD Bar Foundation**

Pierre, SD  
SD BAR FND/2023 SESSION/STATE OF STATE ADDRESS

Renewal  
01/09/24-01/09/24

**SDN Communications**

Sioux Falls, SD  
SDN - STATE OF THE STATE ADDRESS 2024

Renewal  
01/09/24-01/09/24

**Touchmark Retirement Communities**

Madison, SD  
TOUCHMARK - STATE OF THE STATE 2024

Renewal  
01/09/24-01/09/24

**TALES FROM THE HARDWOOD**

**Black Hills Federal Credit Union**

Rapid City, SD  
BHFCU/TALES OF THE HARD/EMBEDDED-PRE-ROLL/FEB

Renewal  
02/29/24-02/29/24