

South Dakota Public Broadcasting
TV Underwriting 4th Quarter
October – December 2016

MANUAL PLACEMENT

3M 3M/PBS KIDS/4:00PM FRI	New 07/01/16-06/30/17
Always Your Design ALWAYS YOUR DESIGN / QUILTERS BLOCK - SAT	New 10/17/16-10/15/17
Black Hills Playhouse BH PLAYHOUSE/NOV MAGAZINE	Renewal 11/01/16-11/30/16
Build Dakota c/o Lawrence & Schiller BUILD DAKOTA/WEEKEND ROS/2 SPOTS PER WEEKEN BUILD DAKOTA/PRIMETIME ROS/2 SPOTS PER WEEK	New 12/01/15-11/30/16 12/01/15-11/30/16
Bush Foundation BUSH FOUNDATION/PRIMETIME ROS/4 SPOTS PER M-F BUSH FOUNDATION/PRIMETIME ROS/4 SPOTS PER M-F	Renewal 01/01/16-12/31/16 09/03/16-11/20/16
Children's Museum of South Dakota CHILDREN'S MUSEUM/PBS KIDS/1 SPOT 7-9AM M-S CHILDREN'S MUSEUM/PBS KIDS/5:29 SPOT M-F CHILDREN'S MUSEUM/PBS KIDS/3:30-5:30PM M-F	Renewal 06/13/16-06/18/17 06/13/16-06/18/17 09/05/16-06/11/17
City of Spearfish SPEARFISH/WEEKEND ROS/1 SPOT PER WEEKEND SPEARFISH/PRIMETIME ROS/1 SPOT PER WEEK	New 05/01/16-04/30/17 05/01/16-04/30/17
Dacotah Prairie Museum DACOTAH PRAIRIE MUSEUM/PBS KIDS	Renewal 08/01/16-01/31/17
Delta Dental of South Dakota Foundation DELTA DENTAL FN/WEEKDAY PBS KIDS/2 SPTS PER DAY	Renewal 04/11/16-04/09/17
Family Dentistry of Sioux Falls FAMILY DENTIST/PBS KIDS/SAT FAMILY DENTISTRY/PBS KIDS/M-F	Renewal 06/13/16-06/11/17 06/13/16-06/11/17
Glacial Lakes Orthopedics GLACIAL LAKES ORTHO/WEEKEND ROS/1 SPOT PER WEEKEND	New 11/01/15-10/31/16
Horton Incorporated HORTON/PRIMETIME ROS/1 SPOT M-F HORTON/SAT PRIMETIME/2 SPOTS PER SAT	Revenue 08/15/16-08/13/17 08/15/16-08/13/17
Jolly Lane Greenhouse JOLLY LANE/ROS/6PM-11PM MT/SU-M-TU	Renewal 10/03/16-04/30/17

McCrory Gardens MCCRORY GARDENS/PBS KIDS/ TUES & THURS	Renewal 10/17/16-10/15/17
NorthWestern Energy c/o Flynn Wright NORTHWESTERN ENERGY/LOUIE/23 SPOTS WEEK NORTHWESTERN ENERGY/LOUIE/23 SPOTS WEEK NORTHWESTERN ENERGY/SNIFFY/20 SPOTS NORTHWESTERN ENERGY/SNIFFY/19 SPOTS	Renewal 09/26/16-10/07/16 12/12/16-12/23/16 10/31/16-11/04/16 12/05/16-12/09/16
Ophthalmology LTD c/o Flood Media Group OPHTHALMOLOGY LTD/SUNDAY PRIMETIME/ 1 SPOT OPHTHALMOLOGY LTD/PRIME TIME ROS/1 SPOT OPHTHALMOLOGY LTD/SATURDAY PRIMETIME/1 SPOT	Renewal 07/04/16-12/31/16 07/04/16-12/31/16 07/04/16-12/31/16
Quilters Headquarters QUILTERS HQ/SATURDAY QUILTING/1 SPOT @ 10:29AM QUILTERS HQ/SATURDAY QUILTING/1 SPOT @ 11:29AM QUILTERS HQ/PRE-CUT/2016	Renewal 08/01/15-11/30/16 08/01/15-11/30/16 06/06/16-11/30/16
Regional Health REGIONAL HEALTH/1 SPT FRIDAYS/4:30-6PM MT REGIONAL HEALTH/1 SPT M-T-W-TH/6-10PM MT	Renewal 01/18/16-01/15/17 01/18/16-01/15/17
Reptile Gardens REPTILE GARDENS/TV PRIMETIME/1 SPT MON-THURS	Renewal 04/18/16-10/30/16
South Dakota Agricultural Heritage Museum SD AG HERITAGE/WEEKEND ROS/2 SPOTS SAT & SUN SD AG HERITAGE/WEEKDAY ROS/ 1 SPOT M-F	Renewal 10/10/16-10/08/17 10/10/16-10/08/17
South Dakota Corn c/o Paulsen SD CORN/15 SPOTS OVER SEASON	Renewal 08/01/16-06/30/17
South Dakota Ethanol Producers SD ETHANOL/WEEKEND ROS/1 SPOT PER WEEKEND SD ETHANOL/PRIMETIME ROS/1 SPOT PER WEEK M-F	New 11/16/15-11/13/16 11/16/15-11/13/16
South Dakota Quilt Guild SD QUILT GUILD/SATURDAY ROS/1 SPOT PER SAT	Renewal 01/02/16-12/31/16
The Journey Museum JOURNEY MUSEUM/CHILDREN'S WEEKEND	Renewal 08/08/16-03/05/17
Washington Pavilion WASHINGTON PAVILION - MATILDA - ROS 3 M-F WASHINGTON PAVILION - MATILDA - ROS 2 SPOTS S & SU	Renewal 12/12/16-01/08/17 12/12/16-01/08/17
Black Hills Federal Credit Union BHFCU/TUES-INCLUDING AM. EXP	Renewal 05/16/16-05/14/17

PROGRAM SPECIFIC PLACEMENT

FOUR SEASONS/FONS & PORTERS/ 2 SPOTS PER SHOW 08/15/16-08/13/17

GARDEN SMART

Dacotah Prairie Museum Renewal
DACOTAH PRAIRIE MUSEUM/GARDEN SMARTS/2 SPOTS/SAT 08/01/16-01/31/17

McCrorry Gardens Renewal
MCCRORY GARDENS/GARDEN SMART/2 SPOTS/2016 05/30/16-10/01/16
MCCRORY GARDEN - GARDEN SMARTS - 2 SPOTS SAT 10/17/16-10/22/17

Warne Chemical & Equipment Co. Renewal
WARNE CHEMICAL/GARDENSMART 04/04/16-04/02/17

Weigum's Great Plains Landscape Arboretum Renewal
WEIGUM'S GREAT PLAINS ARB/GARDENSMART 12/11/16-08/27/17

GOVERNOR'S BUDGET ADDRESS

SDN Communications Renewal
SDN/GOVERNOR'S BUDGET ADDRESS/4 SPOTS 12/06/16-12/06/16

MARKET TO MARKET

Great Western Bank Renewal
GREAT WESTERN/MARKET TO MARKET - SUN 09/01/16-01/31/17
GREAT WESTERN/MARKET TO MARKET - FRI 09/01/16-01/31/17

Madison Farmers Elevator Renewal
MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER FRI 06/17/16-06/11/17

NIGHTLY BUSINESS REPORT

Hy-Vee Food Stores Renewal
HY-VEE/NIGHTLY BUS REPORT/ 2 SPOTS PER SHOW TUES 08/08/16-08/13/17

NO COVER, NO MINIMUM

Sunset Pawn Inc. Renewal
SUNSET PAWN/NO COVER/2 SPOTS PER SHOW 02/22/16-02/19/17

NATURE

NorthWestern Energy c/o Flynn Wright Renewal
NORTHWESTERN ENERGY/NATURE 09/11/16-10/16/16

NOVA

First Dakota National Bank c/o Fresh Produce
FIRST DAKOTA/NOVA
Renewal
06/06/16-06/11/17

National Music Museum
NMM/NOVA/1 SPOT PER SHOW WED
Renewal
05/02/16-05/01/17

PBS NEWSHOUR

Bush Foundation
BUSH FOUNDATION/PBS NEWSHOUR/2 SPOTS PER M-F
Renewal
01/01/16-12/31/16

First Dakota National Bank c/o Fresh Produce
FIRST DAKOTA/PBS NEWSHOURS/2 SPOTS MON & WED
Renewal
06/06/16-06/11/17

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op
MAHLANDER'S/RICK STEVES/2 SPOTS PER SHOW SUN
Renewal
01/01/16-12/31/16

Westhills Village
WESTHILLS/RICK STEVES/SUNDAYS
Renewal
03/21/16-03/19/17

S.D. HIGH SCHOOL ALL-STATE CHORUS & ORCHESTRA 2016

Dacotah Bank
DACOTA BANK/ALL-STATE CHORUS 2016
Renewal
10/28/16-10/28/16

South Dakota State University
SDSU/ALL-STATE CHORUS 2016
Renewal
10/29/16-10/29/16

S.D. HIGH SCHOOL FOOTBALL CHAMPIONSHIPS 2016

Catholic United Financial
CATHOLIC UNITED/HS FOOTBALL 2016
Renewal
11/10/16-11/12/16

Dacotah Bank
DACOTA BANK/FOOTBALL 2016
Renewal
11/10/16-11/12/16

Dakota Plains New Holland c/o GF Advertising
DAKOTA PLAINS/FOOTBALL 2016
Renewal
11/10/16-11/12/16

Delta Dental of South Dakota
DELTA DENTAL/SDHS FOOTBALL
Renewal
11/10/16-11/12/16

Farmers Union Insurance Companies
Renewal

FARMERS UNION/ FOOTBALL 2016	11/10/16-11/12/16
Fischer, Rounds & Associates FISCHER ROUNDS/SDHS FOOTBALL	Renewal 11/10/16-11/12/16
Independent Insurance Agents of SD IIASD/SDHS FOOTBALL	Renewal 11/10/16-11/12/16
Lake Area Technical Institute LAKE AREA TECH/FOOTBALL 2016	New 11/10/16-11/12/16
Sanford Health SANFORD HEALTH/FOOTBALL 2016	Renewal 11/10/16-11/12/16
SDN Communications SDN/HS FOOTBALL/21 SPOTS	Renewal 11/10/16-11/12/16
South Dakota Corn c/o Paulsen SD CORN/FOOTBALL 2016	Renewal 11/10/16-11/12/16
South Dakota Dept. of Education SD DOE/SDHS FOOTBALL	New 11/10/16-11/12/16
South Dakota Ethanol Producers SD ETHANOL/FOOTBALL 2016	New 11/10/16-11/12/16
South Dakota State University SDSU/FOOTBALL 2016	Renewal 11/10/16-11/12/16
Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/HS FOOTBALL 2016	Renewal 11/10/16-11/12/16
S.D. HIGH SCHOOL VOLLEYBALL CHAMPIONSHIPS 2016	
Catholic United Financial CATHOLIC UNITED/HS VOLLEYBALL 2016	Renewal 11/17/16-11/19/16
Dacotah Bank DACOTA BANK/VOLLEYBALL 2016	Renewal 11/19/16-11/19/16
Dakota Plains New Holland c/o GF Advertising DAKOTA PLAINS/VOLLEYBALL 2016	Renewal 11/17/16-11/19/16
Delta Dental of South Dakota DELTA DENTAL/SDHS VOLLEYBALL CHMPS	Renewal 11/19/16-11/19/16
Farmers Union Insurance Companies FARMERS UNION/ VOLLEYBALL 2016	Renewal 11/17/16-11/19/16
Fischer, Rounds & Associates	Renewal

FISCHER ROUNDS/SDHS VOLLEYBALL CHMPS	11/19/16-11/19/16
Independent Insurance Agents of SD IIASD/SDHS VOLLEYBALL CLASS A	Renewal 11/19/16-11/19/16
Lake Area Technical Institute LAKE AREA TECH/VOLLEYBALL 2016	New 11/17/16-11/19/16
Sanford Health SANFORD HEALTH/VOLLEYBALL 2016	Renewal 11/17/16-11/19/16
SDN Communications SDN/HS VOLLEYBALL/3 SPOTS	Renewal 11/17/16-11/19/16
South Dakota Corn c/o Paulsen SD CORN/VOLLEYBALL 2016	Renewal 11/17/16-11/19/16
South Dakota Dept. of Education SD DOE/SDHS VOLLEYBALL CLASS A	New 11/19/16-11/19/16
South Dakota Ethanol Producers SD ETHANOL/VOLLEYBALL 2016	New 11/17/16-11/19/16
South Dakota State University SDSU/VOLLEYBALL 2016	Renewal 11/17/16-11/19/16
Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/HS VOLLEYBALL 2016	Renewal 11/17/16-11/19/16

SOUTH DAKOTA FOCUS

First Dakota National Bank c/o Fresh Produce FIRST DAKOTA/SD FOCUS/2 SPOTS ON THURS	Renewal 06/06/16-06/11/17
SD Bar Foundation SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS	Renewal 12/08/16-04/02/17 12/08/16-04/02/17

THIS OLD HOUSE HOUR

NorthWestern Energy c/o Flynn Wright NORTHWESTERN ENERGY/THIS OLD HOUSE	Renewal 09/05/16-10/09/16
The Center for Western Studies CWS/THIS OLD HOUSE/1 SPOT PER SHOW SAT	Renewal 10/05/15-11/06/16

Masterpiece Theatre

