

**South Dakota Public Broadcasting  
TV Underwriting 3<sup>rd</sup> Quarter  
July—September 2014**

**Manual Placements**

<b>Black Hills Federal Credit Union</b>	Renewal
BHFCU/MON NEWS/1 SPT WK/13 TTL	05/19/14-08/17/14
BHFCU/TUES/INCLUDING AMERICAN EXP	05/19/14-05/17/15
<b>Children's Museum of South Dakota</b>	Renewal
CHILDREN'S MUSEUM OF SD/PBS KIDS/8 SPOTS SAT	06/14/14-08/30/14
CHILDREN'S MUSEUM OF SD/PBS KIDS/2 SPOTS 7-9AM	09/01/14-05/30/15
<b>Deadwood History, Inc.</b>	Renewal
DEADWOOD HISTORY/ROS/130 SPOTS	06/01/14-09/30/14
<b>Great Plains Zoo and Delbridge Museum</b>	New
GREAT PLAINS ZOO/PBS KIDS/10 SPOTS PER DAY	06/28/14-07/06/14
GREAT PLAINS ZOO/PBS KIDS/5 SPOTS PER DAY	07/14/14-07/27/14
GREAT PLAINS ZOO/PBS KIDS/5 SPOTS PER DAY	07/19/14-07/27/14
GREAT PLAINS ZOO/PBS KIDS/5 SPOTS PER DAY	08/04/14-08/17/14
GREAT PLAINS ZOO/PBS KIDS/5 SPOTS PER DAY	08/09/14-08/17/14
GREAT PLAINS ZOO/PBS KIDS/5 SPOTS PER DAY	08/25/14-09/07/14
GREAT PLAINS ZOO/PBS KIDS/5 SPOTS PER DAY	08/30/14-09/07/14
GREAT PLAINS ZOO/PBS KIDS/5 SPOTS PER DAY	09/15/14-09/28/14
GREAT PLAINS ZOO/PBS KIDS/5 SPOTS PER DAY	09/20/14-09/28/14
<b>Horton Incorporated</b>	Renewal
HORTON/WEEKDAY PRIMETIME ROS/1 SPOT PER M-F	08/19/13-08/15/14
HORTON/WEEKDAY PRIMETIME ROS/1 SPOT PER M-F	08/18/14-08/16/15
<b>Howes Oil</b>	New
HOWES OIL/ROCK GARDEN TOUR/2 SPOTS PER SHOW	08/24/13-08/31/14
HOWES OIL/ROCK GARDEN TOUR/2 SPOTS PER SHOW	07/01/14-12/31/14
<b>Media One Advertising</b>	
MEDIA ONE/TUESDAY ROS/2 SPOTS PER NIGHT	09/01/14-08/31/15
<b>Mount Marty College</b>	Renewal
MOUNT MARTY/PBS KIDS/2 SPOTS PER DAY M-W-F 7-9AM--	06/16/14-10/17/14
<b>NorthWestern Energy</b> c/o Flynn Wright	Renewal
NORTHWESTERN ENERGY/PBS KIDS/27 SPOTS PER WEEK	09/15/14-09/19/14
NW ENERGY/PBS KIDS/20 SPOTS PER WEEK	09/29/14-10/03/14

**Rapid City Regional Hospital** Renewal  
RC REG/1 SPT FRI/4:30-6PM MT 02/24/14-01/18/15  
RC REG/1 SPT M, TU, WE, TH /6-10PM MT 02/24/14-01/18/15

**Regional Heart Drs.** Renewal  
REGIONAL HEART/AM EXP/TUES EVENINGS 01/20/14-01/18/15

**Sanford Health** New  
SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SUN 08/01/14-07/31/15  
SANFORD HEALTH/PBS KIDS/8 SPOTS PER DAY M-F 08/01/14-07/31/15  
SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SAT 08/01/14-07/31/15  
SANFORD HEALTH/PRIMETIME ROS/1 SPOT PER NIGHT M-F--08/01/14-07/31/15

**Shari Lamke**  
SLUMBERLAND - 2014 07/15/14-07/27/14

**Valiant Vineyards**  
VALIANT VINEYARDS/ROS/2 SPOTS PER NIGHT 07/28/14-08/29/14

## **Program Specific**

### **AMERICAN MASTERS**

**First Dakota National Bank** c/o Fresh Produce Renewal  
FIRST DAKOTA/AMERICAN MASTERS/2 SPOTS PER SHOW 03/03/14-03/01/15

### **AMERICA'S TEST KITCHEN**

**Hy-Vee Food Stores** Renewal  
HY-VEE/TEST KITCHEN/2 SPOTS PER SATURDAY 09/06/14-03/07/15

### **ANTIQUES ROADSHOW**

**Horton Incorporated** Renewal  
HORTON/ANTIQUES ROADSHOW/2 SPOTS PER SHOW SUN 08/18/13-08/17/14  
HORTON/ANTIQUES ROADSHOW/2 SPOTS PER SHOW SUN 08/18/14-08/16/15

**Lamps and Shades** Renewal  
LAMPS & SHADES/ANTIQUES ROADSHOW/2 SPOTS PER SUN--01/13/14-01/11/15

**Media One Advertising**  
MEDIA ONE/ANTIQUES ROADSHOW/2 SPOTS PER SHOW 09/01/14-08/31/15

**Plastic Surgery Associates of South Dakota** Renewal  
PLASTIC SURGERY/ANTIQUES ROADSHOW/2 SPOTS PER SUN--09/08/13-09/07/14

**POET** c/o Fresh Produce  
POET/ANTIQUES RS/2 SPOTS PER SHOW MON 7PM

New  
08/11/14-11/07/14

**RC Sculpture Project**  
RC SCULPTURE PROJECT/ARS/MONDAYS

New  
05/19/14-08/31/14

### **ARTHUR**

**Children's Museum of South Dakota**  
CHILDREN'S MUSEUM OF SD/PBS KIDS/ARTHUR

Renewal  
07/07/14-08/29/14

### **AUSTIN CITY LIMITS**

**Rapid City Arts Council**  
RAPID CITY ARTS/AMERICANA FESTIVAL

09/20/14-10/11/14

**Sunset Pawn Inc.**  
SUNSET PAWN/AUSTIN CITY LIMITS/2 SPOTS PER SHOW

Renewal  
01/18/14-01/17/15

### **CLASSIC GOSPEL**

**Gunn Productions/Maverick Media**  
GUNN PRODUCTIONS/CLASSIC GOSPEL/2 SPOTS PER SHOW--08/23/14-09/06/14

Renewal

### **CLIFFORD THE BIG RED DOG**

**Hy-Vee Food Stores**  
HY-VEE/CLIFFORD/2 SPOTS PER DAY M-W-F  
HY-VEE/CLIFFORD/2 SPOTS PER DAY M-W-F

Renewal  
07/15/13-07/12/14  
08/11/14-08/09/15

### **CURIOUS GEORGE**

**Children's Museum of South Dakota**  
CHILDREN'S MUSEUM OF SD/PBS KIDS/CURIOUS GEORGE  
CHILDREN'S MUSEUM OF SD/PBS KIDS/CURIOUS GEORGE

Renewal  
06/16/14-08/29/14  
07/07/14-08/29/14

### **DAKOTA LIFE**

**Home Federal Bank**  
HOME FEDERAL/DAKOTA LIFE/2 SPOTS PER SHOW  
**Home Federal Bank**  
HOME FEDERAL/DAKOTA LIFE/2 SPOTS PER SHOW

New  
09/16/13-09/12/14  
Renewal  
09/15/14-10/04/15

**South Dakota State Historical Society**  
SD STATE HISTORICAL/DAKOTA LIFE/2 SPOTS PER SHOW

Renewal  
09/04/14-05/28/15

## DINOSAUR TRAIN

**Children's Museum of South Dakota** Renewal  
CHILDREN'S MUSEUM OF SD/PBS KIDS/DINOSAUR TRAIN 06/16/14-08/29/14

## FONS & PORTER'S LOVE OF QUILTING

**Four Seasons Fabric** Renewal  
FOUR SEASONS/FONS & PORTERS/2 SPOTS PER SATURDAY 08/03/13-08/01/14  
FOUR SEASONS/FONS & PORTERS/2 SPOTS PER SHOW 08/02/14-07/31/15

**Hill City Mercantile** New  
HILL CITY MERC/LOVE OF QUILTING 03/29/14-03/28/15

## KEEPING UP APPEARANCES

**Horton Incorporated** Renewal  
HORTON/KEEPING UP/2 SPOTS PER SHOW SATURDAY 08/24/13-08/16/14  
HORTON/KEEPING UP/2 SPOTS PER SHOW SATURDAY 08/18/14-08/16/15

## LAWRENCE WELK SHOW

**Ophthalmology LTD** Renewal  
OPHTHAL LTD/LAWRENCE WELK/2 SPOTS PER SAT & SUN 06/21/14-06/19/15

## MARKET TO MARKET

**Home Federal Bank** New  
HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW SUN--09/16/13-09/12/14  
HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW FRI--09/16/13-09/12/14

**Home Federal Bank** Renewal  
HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW 09/15/14-10/04/15

**Madison Farmers Elevator** Renewal  
MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER SHOW--06/13/14-06/11/15

**POET c/o Fresh Produce** New  
POET/MARKET TO MARKET/2 SPOTS PER SHOW FRIDAY 08/11/14-11/07/14

## MASTERPIECE

**Westhills Village** Renewal  
WESTHILLS VILLAGE/TV/MASTERPIECE/SUNDAYS 03/24/14-03/22/15

## **NATURE**

**Reptile Gardens** Renewal  
REPTILE GARDENS/NATURE/WED. 04/21/14-11/02/14

## **NIGHTLY BUSINESS REPORT**

**Children's Museum of South Dakota** Renewal  
CHILDREN'S MUSEUM OF SD/1 SPOT 5:29PM 06/09/14-06/07/15

**Hy-Vee Food Stores** Renewal  
HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER TUESDAY 07/15/13-07/12/14  
HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER SHOW TUES 08/11/14-08/09/15

## **NO COVER, NO MINIMUM**

**Rapid City Arts Council**  
RAPID CITY ARTS/AMERICANA FESTIVAL 09/20/14-10/11/14

**Sunset Pawn Inc.** Renewal  
SUNSET PAWN/NO COVER/2 SPOTS PER SHOW 01/18/14-01/17/15

## **NOVA**

**First Dakota National Bank c/o Fresh Produce** Renewal  
FIRST DAKOTA/NOVA/2 SPOTS PER SHOW WED 03/03/14-03/01/15

**Media One Advertising**  
MEDIA ONE/NOVA/2 SPOTS PER SHOW 09/01/14-08/31/15

## **PBS NEWSHOUR**

**First Dakota National Bank c/o Fresh Produce** Renewal  
FIRST DAKOTA/PBS NEWSHOUR/2 SPOTS PER SHOW M & W--03/03/14-03/01/15

## **PEG + CAT**

**Children's Museum of South Dakota** Renewal  
CHILDREN'S MUSEUM OF SD/PBS KIDS/PEG + CAT 06/16/14-08/29/14

## **PRAIRIE YARD & GARDEN**

**Jolly Lane Greenhouse** Renewal  
JOLLY LANE/PRAIRIE YARD & GARDEN 04/07/14-04/05/15

**Warne Chemical & Equipment Co.** Renewal  
WARNE CHEMICAL/PRAIRIE YARD & GARDEN 04/07/14-04/05/15

**RICK STEVES' EUROPE**

**Westhills Village** Renewal  
WESTHILLS VILLAGE/TV/RICK STEVES EUROPE/SUNDAYS 03/24/14-03/22/15

**ROOSEVELTS: AN INTIMATE HISTORY**

**Black Hills Area Community Foundation** New  
BHACF-THE ROOSEVELTS 09/14/14-09/20/14

**POET c/o Fresh Produce** New  
POET/THE ROOSEVELTS/2 SPOTS PER EPISODE 09/14/14-09/20/14

**Spearfish GMC Cadillac** New  
SPEARFISH GMC/KEN BURNS-THE ROOSEVELTS 09/14/14-09/20/14

**SESAME STREET**

**Children's Museum of South Dakota** Renewal  
CHILDREN'S MUSEUM OF SD/PBS KIDS/SESAME STREET 07/07/14-08/29/14

**SOUTH DAKOTA FOCUS**

**First Dakota National Bank c/o Fresh Produce** Renewal  
FIRST DAKOTA/SD FOCUS/2 SPOTS PER SHOW THURS 03/03/14-03/01/15

**South Dakota State Historical Society** Renewal  
SD STATE HISTORICAL/SD FOCUS/2 SPOTS PER SHOW 09/04/14-05/28/15

**VICTORY GARDEN**

**Weigum's Great Plains Landscape Arboretum** Renewal  
WEIGUM'S GREAT PLAINS ARB/VICTORY GARDEN 08/19/13-08/17/14  
WEIGUM'S GREAT PLAINS ARB/VICTORY GARDEN 08/18/14-08/16/15