

South Dakota Public Broadcasting
TV Underwriting—4th Quarter
October – December 2018

Manual Placements

AARP	New
Sioux Falls, SD	
AARP - 2018 ELECTION TAGGED PROMOS	10/01/18-10/25/18
Black Hills Energy	Renewal
Rapid City, SD	
BH ENERGY/TGAR_PROMOS_W/CLIENT_LOGO	05/21/18-10/28/18
Black Hills Federal Credit Union	Renewal
Rapid City, SD	
BHFCU/1 PR TUES	06/11/18-06/09/19
BHFCU/TUES. NIGHTS 7-9MT INCL AM EXP/2 PER WK	06/11/18-06/09/19
Black Hills Playhouse	
Custer, SD	
BH PLAYHOUSE/PT-ROS/2018 SEASON/HOLIDAY PASSES	10/25/18-11/21/18
Bush Foundation	Renewal
St. Paul, MN	
BUSH FOUNDATION - ROS PRIMETIME - 4 SPOTS M-F	01/01/18-12/30/18
BUSH FOUNDATION - ROS PRIMETIME 4 SPOTS M-F	12/31/18-12/29/19
Children's Museum of South Dakota	Renewal
Brookings, SD	
CHILDREN'S MUSEUM - PBS KIDS - ROS M-F	06/18/18-12/30/18
CHILDREN'S MUSEUM - WEEKEND KIDS - ROS SAT 3 SPOTS	06/18/18-12/30/18
Dacotah Prairie Museum	New
Aberdeen, SD	
DACOTAH PRAIRIE - ROS - M-F	10/15/18-11/11/18
Delta Dental of South Dakota Foundation	Renewal
Pierre, SD	
DELTA DENTAL FN/KIDS PBS WEEKEND/1 PR SUN	04/30/18-04/28/19
DELTA DENTAL FN/KIDS PBS WEEKEND/1 PR SAT	04/30/18-04/28/19
DELTA DENTAL FN/KIDS PBS WEEKEND/1 PR SAT-SUN	04/30/18-04/28/19
DELTA DENTAL FN/KIDS PBS WEEKDAY/3 PR M-F	04/30/18-04/28/19
Denny Menholt	New
Rapid City, SD	
MENHOLT/PRIME WEEK 3/UPSCALE BRANDS	11/25/18-02/28/19
MENHOLT/DAYTIME WEEKS 3&4DEC/ECONOMY	12/17/18-12/28/18

Horton Incorporated Roseville, MN HORTON - ROS PRIMETIME - 1 SPOTS - M-F HORTON - ROS PRIMETIME SAT - 2 SPOTS SAT	Renewal 08/20/18-08/18/19 08/20/18-08/18/19
Hy-Vee Food Stores Sioux Falls, SD HY-VEE - AMERICAN'S TEST KITCHEN - 1 SPOT	Renewal 10/22/18-08/04/19
Jolly Lane Greenhouse Rapid City, SD JOLLY LANE/CONDENSED ROS/6 PM-11PM/SU-MO-TU	Renewal 04/16/18-10/28/18
McCrary Gardens Brookings, SD MCCRORY GARDENS - 2 SPOTS S&SU MCCRORY GARDENS - PBS KIDS T&TH MCCRORY GARDENS - 2 SPOTS SAT MORNING	Renewal 04/30/18-10/21/18 04/30/18-10/21/18 06/04/18-10/21/18
NorthWestern Energy c/o Flynn Wright Des Moines, IA NORTHWESTERN ENENERGY - 65 SPOTS W/BUDDY SPONSOR NORTHWESTERN ENERGY - BUDDY HEALTHY HABITS NORTHWESTERN ENENERGY - ROS - 22 SPOTS	Renewal 04/30/18-11/04/18 12/01/18-05/31/19 12/31/18-01/27/19
Park County Travel Council Cody, WY CODY/DAKOTA LIFE-SD FOCUS/1 PER THURSDAY	New 01/29/18-01/27/19
PERFORMING ARTS CENTER OF RAPID CITY Rapid City, SD PAC OF RC/PT ROS/1 PR WKDY/MACBETH NOV2-17 PAC OF RC/KIDS/2 PR DY/FAM SERIES ON SALE DEC 20 PAC OF RC/PT ROS/1 PR DY/FAM SERIES ON SALE DEC 20	Renewal 11/02/18-11/08/18 12/20/18-12/26/18 12/20/18-12/26/18
Puetz Corporation Mitchell, SD PUETZ CORP - ROS PRIMETIME PUETZ CORP - ROS - PRIMETIME - 4 /WK	New 07/16/18-06/30/19 10/01/18-12/30/18
Regional Health Rapid City, SD REGIONAL HEALTH/ROS/UW SPOTS/4 PR WK (BEAT PKG)	Renewal 08/01/18-07/31/19
Reptile Gardens Rapid City, SD REPTILE GARDENS/TV PRIMETIME/1 SPT M-TH	Renewal 04/16/18-10/28/18
SassyCat Quilting Yankton, SD SASSYCAT - ROS - QUILTING BLOCK SASSYCAT - 1 SPOT SAT MORNING SEWING	New 10/30/17-11/04/18 11/10/18-12/30/18

SDN Communications Sioux Falls, SD SDN - ROS - 4 SPOTS PER WEEK - BEAT SPONSOR	Renewal 04/02/18-12/30/18
South Dakota Agricultural Heritage Museum Brookings, SD SD AG HERITAGE - WKEND ROS - 2 SPOTS SSU SD AG HERITAGE - WKDAY - ROS PRIMETIME M-F 1 SPOT	Renewal 10/08/18-10/06/19 10/08/18-10/06/19
South Dakota Quilt Guild Presho, SD SD QUILT GUILD - 1 SPOT - QUILT BLOCK	Renewal 01/15/18-01/13/19
Stockyard Ag Experience Sioux Falls, SD STOCKYARD AG - MON & FRI ROS PRIMETIME1	New 12/03/18-01/13/19
TERMESPHERE GALLERY - Dick Termes Hill City, SD TERMESPHERE GALLERY/1 PER SAT/ROS	Renewal 01/22/18-01/20/19
The Center for Western Studies Sioux Falls, SD CWS - ROS - PRIMETIME - 4/WEEK	Renewal 12/31/18-03/31/19
The Journey Museum Rapid City, SD JOURNEY MUSEUM/CHILDREN'S WEEKEND/2 PER DAY	Renewal 06/11/18-12/30/18
Washington Pavilion Sioux Falls, SD WASHINGTON PAVILION - MISTER ROGERS & NATURE WASHINGTON PAVILION - SD LOCAL 2 SPOTS WASHINGTON PAVILION - NATURE & NOVE	Renewal 11/25/18-12/09/18 12/03/18-12/09/18 12/10/18-12/16/18

Program Specific Placement

ANTIQUES ROADSHOW

Horton Incorporated Roseville, MN HORTON - ANTIQUE ROADSHOW - 2 SPOTS SUN	Renewal 08/20/18-08/18/19
Washington Pavilion Sioux Falls, SD WASHINGTON PAVILION - ANTIQUES ROADSHOW - 2 SPOTS	Renewal 11/25/18-12/09/18
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/ANTIQUES ROAD SHOW/1 PER MON	Renewal 04/02/18-04/14/19

ARTHUR

Hy-Vee Food Stores

Sioux Falls, SD

Hy-Vee - ARTHUR - 2 SPOTS MWF

Renewal

08/06/18-08/04/19

AUSTIN CITY LIMITS

Park County Travel Council

Cody, WY

CODY/AUSTIN CITY LIMITS/2 PER SATURDAY

New

01/29/18-01/27/19

Washington Pavilion

Sioux Falls, SD

WASHINGTON PAVILION - AUSTIN CITY LIMITS - 2 SPOTS

Renewal

11/25/18-12/09/18

DINOSAUR TRAIN

The Journey Museum

Rapid City, SD

JOURNEY MUSEUM/DINOSAUR TRAIN/1EA M-W-F

Renewal

06/11/18-12/30/18

ELECTION 2018

AARP

Sioux Falls, SD

AARP - 2018 ELECTION - SD FOCUS - OCT 11

AARP - 2018 ELECTION - SD FOCUS - OCT 18

AARP - 2018 ELECTION - SD FOCUS - OCT 25

New

10/08/18-10/14/18

10/15/18-10/21/18

10/22/18-10/28/18

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric

Yankton, SD

FOUR SEASONS - 2 SPOT SAT - FON & PORTER

Renewal

08/20/18-08/18/19

GREAT AMERICAN READ

Black Hills Energy

Rapid City, SD

BH ENERGY/TGAR/1 EA_IN&OUT/DOC BROADCAST

Renewal

05/21/18-10/28/18

MARKET TO MARKET

Madison Farmers Elevator Renewal
Madison, SD
MADISON FARMERS - MARKET TO MARKET - 2 SPOT FRI 06/18/18-06/16/19

MASTERPIECE

Mahlander's c/o The Creative Co-op Renewal
Sioux Falls, SD
MAHLANDER - MASTERPIECE - 2 SPOTS SUN 01/08/18-01/06/19

Park County Travel Council New
Cody, WY
CODY/MASTERPIECE/2 PER SUNDAY 01/29/18-01/27/19

Washington Pavilion Renewal
Sioux Falls, SD
WASHINGTON PAVILION - MASTERPIECE - 2 SPOTS 11/26/18-12/16/18

Westhills Village Retirement Community Renewal
Rapid City, SD
WESTHILLS VILLAGE/MASTERPIECE/1 PER SUN 04/02/18-04/14/19

NIGHTLY BUSINESS REPORT

Hy-Vee Food Stores Renewal
Sioux Falls, SD
HY-VEE - NIGHTLY BUSINESS REPORT 2 PER 10/22/18-08/04/19

PBS NEWSHOUR

Bush Foundation Renewal
St. Paul, MN
BUSH FOUNDATION - PBS NEWS - 2 SPOTS M-F 01/01/18-12/30/18
BUSH FOUNDATION - PBS NEWS - 2 SPOTS 12/31/18-12/29/19

SDN Communications Renewal
Sioux Falls, SD
SDN - NEWSHOUR -PBS NIGHTLY NEWS 9PM M&W 12/31/18-12/30/19

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op Renewal
Sioux Falls, SD
MAHLANDER - RICK STEVES - 2 SPOTS SUN 01/08/18-01/06/19

Park County Travel Council Cody, WY CODY/RICK STEVES TRAVEL/2 PER SUNDAY	New 01/29/18-01/27/19
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/RICK STEVES EUROPE/2 PER SUN	Renewal 04/02/18-04/14/19
<i>S.D. HIGH SCHOOL ALL-STATE CHORUS & ORCHESTRA 2018</i>	
Dacotah Bank Aberdeen, SD DACOTAH BANK - HS ALL-STATE CHORUS (4 SPOTS)	Renewal 10/26/18-10/27/18
South Dakota State University Brookings, SD SDSU HS ALL-STATE CHORUS 2018 - 4 SPOTS	Renewal 10/27/18-10/27/18
<i>S.D. HIGH SCHOOL FOOTBALL CHAMPIONSHIPS 2018</i>	
Catholic United Financial St. Paul, MN CATHOLIC UNITED - HS FOOTBALL 2018 (14 SPOTS)	Renewal 11/08/18-11/10/18
Dacotah Bank Aberdeen, SD DACOTAH BANK - HS FOOTBALL (35 SPOTS)	Renewal 11/08/18-11/10/18
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - HS FOOTBALL 2018 - 14 SPOTS	Renewal 11/08/18-11/10/18
Delta Dental of South Dakota Pierre, SD DELTA DENTAL/SDHS FOOTBALL 2018/14_ :30 SPOTS	Renewal 11/08/18-11/10/18
Farmers Union Insurance Companies Huron, SD FARMERS UNION - 2018 HS FOOTBALL - 14 SPOTS	Renewal 11/08/18-11/10/18
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS/SDHS FOOTBALL 2018/14_ :30 SPOTS	Renewal 11/08/18-11/10/18
Independent Insurance Agents of SD Ft. Pierre, SD IIASD/SDHS FOOTBALL 2018/21_ :30 SPOTS	Renewal 11/08/18-11/10/18

Lake Area Technical Institute Watertown, SD LAKE AREA TECH - HS FOOTBALL 2018 (14 SPOTS)	Renewal 11/08/18-11/10/18
Sanford Health Sioux Falls, SD SANFORD HEALTH - HS FOOTBALL 2018 14 SPOTS	Renewal 11/08/18-11/10/18
SDN Communications Sioux Falls, SD SDN - HS FOOTBALL 2018 - 21 SPOTS	Renewal 11/08/18-11/10/18
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - HS FOOTBALL 2018 (28 SPOTS)	Renewal 11/08/18-11/10/18
South Dakota Dept. of Education Rapid City, SD SD DOE/SDHS FOOTBALL 2018/21_:30 SPOTS	Renewal 11/08/18-11/10/18
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - HS FOOTBALL 2018 (14 SPOTS)	Renewal 11/08/18-11/10/18
South Dakota State University Brookings, SD SDSU HS FOOTBALL 2018 - 21 SPOTS	Renewal 11/08/18-11/10/18
Touchstone Energy Madison, SD TOUCHSTONE - 2018 HS FOOTBALL - 14 SPOTS	Renewal 11/08/18-11/10/18
S.D. HIGH SCHOOL VOLLEYBALL CHAMPIONSHIPS 2018	
Catholic United Financial St Paul, MN CATHOLIC UNITED - HS VOLLEYBALL 2018 (1 SPOT)	Renewal 11/17/18-11/17/18
Dacotah Bank Aberdeen, SD DACOTAH BANK - HS VOLLEYBALL 2018 (6 SPOTS)	Renewal 11/17/18-11/17/18
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - HS VOLLEYBALL 2018 - 1 SPOT	Renewal 11/17/18-11/17/18
Delta Dental of South Dakota Pierre, SD DELTA DENTAL/SDHS VOLLEYBALL 2018/1_:30 SPOT	Renewal 11/17/18-11/17/18

Farmers Union Insurance Companies Huron, SD FARMERS UNION - HS VOLLEYBALL 2018 - 1 SPOT	Renewal 11/17/18-11/17/18
Fischer, Rounds & Associates Watertown, SD FISCHER ROUNDS/SDHS VOLLEYBALL 2018/1_:30 SPOT	Renewal 11/17/18-11/17/18
Independent Insurance Agents of SD Pierre, SD IIASD/SDHS VOLLEYBALL 2018/3_:30 SPOTS	Renewal 11/17/18-11/17/18
Lake Area Technical Institute Watertown, SD LAKE AREA TECH - HS VOLLEYBALL 2018 (2 SPOTS)	Renewal 11/17/18-11/17/18
Sanford Health Sioux Falls, SD SANFORD HEALTH - HS VOLLEYBALL 2018 2 SPOTS	Renewal 11/17/18-11/17/18
SDN Communications Sioux Falls, SD SDN - HS VOLLEYBALL 2018 - 3 SPOTS	Renewal 11/17/18-11/17/18
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - HS VOLLEYBALL 2018 (6 SPOTS)	Renewal 11/17/18-11/17/18
South Dakota Dept. of Education Pierre, SD SD DOE/SDHS VOLLEYBALL 2018/3_:30 SPOTS	Renewal 11/17/18-11/17/18
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - HS VOLLEYBALL 2018 (1 SPOT)	Renewal 11/17/18-11/17/18
South Dakota State University Brookings, SD SDSU HS VOLLEYBALL 2018 - 3 SPOTS	Renewal 11/17/18-11/17/18
Touchstone Energy Madison, SD TOUCHSTONE HS VOLLEYBALL 2018 - 2 SPOTS	Renewal 11/17/18-11/17/18
TOM PETTY AND THE HEARTBREAKERS	
Washington Pavilion Sioux Falls, SD WASHINGTON PAVILION - TOM PETTY 30TH - 2 SPOTS	Renewal 11/25/18-12/09/18