

South Dakota Public Broadcasting

TV Underwriting 3rd Quarter

July – September 2020

Manual Placement

AARP	Renewal
Sioux Falls, SD	
AARP - DEMOCRATIC CONVENTION	08/17/20-08/20/20
AARP - REPUBLICAN CONVENTION	08/24/20-08/27/20
AARP - PRESIDENTIAL DEBATES - 1ST	09/29/20-09/29/20
BankWest	Renewal
Pierre, SD	
BANKWEST - DAKOTA LIFE/SD FOCUS THURS	06/15/20-06/13/21
Black Hills Federal Credit Union	Renewal
Rapid City, SD	
BHFCU TUES 7-9 MT INC AM EX/2PR WK	06/08/20-06/04/21
BHFCU WED 7-9 MT 1/WK	06/08/20-06/07/21
Bush Foundation	Renewal
St Paul, MN	
BUSH FOUNDATION - WKEND ROS - 2 SPOTS SA&SUN	12/30/19-01/03/21
BUSH FOUNDATION - WKDAY - 4 SPOTS M-F	12/30/19-01/03/21
Delta Dental of South Dakota Foundation	Renewal
Pierre, SD	
DELTA DENTAL FN - KIDS PBS WK - 3/DAY	05/04/20-05/02/21
DELTA DENTAL FN - KIDS PBS WKEND - 2/DAY	05/04/20-05/02/21
Denny Menholt	Renewal
Rapid City, SD	
MENHOLT - ROS JUNE DAYTIME BONUS	07/13/20-07/26/20
MENHOLT – JULY-ROS PRIMETIME	07/13/20-07/18/20
MENHOLT - AUG - BONUS	08/12/20-08/30/20
MENHOLT – SEPT-ROS PRIMETIME	09/07/20-10/04/20
Four Seasons Fabric	Renewal
Yankton, SD	
FOUR SEASONS - 2 SPOTS PER SAT AROUND QUILT	08/19/19-08/16/20
FOUR SEASONS - 2/SAT	09/14/20-09/14/21
Hy-Vee Food Stores	Renewal
Sioux Falls, SD	
HY-VEE - ROS - HY-VEE - MWF	09/21/20-09/19/21
Inside Out	New
Hill City, SD	
INSIDEOUT - ROS SUN	07/11/20-08/02/20
INSIDEOUT - ROS SUN - JUL 20	08/02/20-08/23/20

JOHNSON, EIESLAND & ROHL TRIAL LAWYERS Rapid City, SD JOHNSON, EIESLAND & ROHL - ROS 4/WEEK	New 09/07/20-12/31/20
Jolly Lane Greenhouse Rapid City, SD JOLLY LANE - ROS PRIMETIME JOLLY LANE - ROS PRIMETIME #2 JOLLY LANE - ROS PRIMETIME #3 JOLLY LANE - ROS PRIMETIME - W	Renewal 04/13/20-10/26/20 04/20/20-10/26/20 04/27/20-10/26/20 05/04/20-10/26/20
McCrary Gardens Brookings, SD MCCRORY GARDENS - QUILT BLOCK SAT MORNING	Renewal 11/03/19-10/31/20
Monument Health Rapid City, SD MONUMENT HEALTH/ROS/UW SPTS/4 PR WK (BEAT) MONUMENT HEALTH/EDU- (PRE-ROLL) 5 SEC -(BEAT) MONUMENT - 15 SEC PROMO HEALTHCARE MONUMENT - 4 ROS PRIMETIME	Renewal 08/01/19-07/31/20 01/06/20-07/31/20 08/01/20-07/31/21 08/01/20-07/31/21
Northern State University Aberdeen, SD NSU - TV 8 TAG - ARTS & LIT NSU - TV PROMO - ARTS & LIT	Renewal 08/31/20-11/29/20 08/31/20-11/29/20
Park County Travel Council Cody, WY CODY/DAKOTA LIFE-SD FOCUS/1 PER THURSDAY	Renewal 01/28/20-01/29/21
Rapid City Rotary Club Rapid City, SD RC ROTARY - KUMAR DIVERSITY TV PROMO RC ROTARY - ROS PRIMETIME - 4/WK	New 06/01/20-11/30/20 06/01/20-11/30/20
Scull Construction Service, Inc. Rapid City, SD SCULL CONSTRUCTION - TV PROMO - DIVERSITY SCULL - ROS PRIMETIME - 4/WK	New 06/01/20-11/30/20 06/01/20-11/30/20
SDN Communications Sioux Falls, SD SDN - SCIENCE AND TECH BEAT (PRE-ROLL) SDN - SCIENCE AND TECH BEAT PROMO	Renewal 01/01/20-01/03/21 01/01/20-01/03/21
South Dakota Agricultural Heritage Museum Brookings, SD SD AG HERITAGE - ROS PRIMETIME - 1 SPOT M-F SD AG HERITAGE - ROS 2 SPOTS SAT&SUN	Renewal 10/07/19-10/04/20 10/07/19-10/04/20

South Dakota Art Museum Brookings, SD SD ART MUSEUM - QUILT BLOCK - SAT -	Renewal 09/05/20-10/18/20
South Dakota Dept. of Education Pierre, SD SD DOE - EDUCATION BEAT TV PREROLL - 2/WK SD DOE - PBS KIDS - MORNING SD DOE - EDUCATION BEAT TV PROMO - 5/WK SD DOE - PBS KIDS - FRI EVENING SD DOE - ROS PRIMETIME	Renewal 05/01/20-10/31/20 05/01/20-10/31/20 05/01/20-10/31/20 05/01/20-10/31/20 05/01/20-10/31/20
TERMESPHERE GALLERY - Dick Termes Spearfish, SD TERMESPHERES - SUN ROS TERMESPHERES - SUN ROS - 1 SPOTS	Renewal 03/16/20-07/12/20 07/13/20-03/14/21
The Center for Western Studies Sioux Falls, SD CENTER FOR WEST - 8 SEC BEAT TAG CENTER FOR WEST - TV PROMOS POLITICS CENTER FOR WEST - ROS PRIMETIME - 4/WK	Renewal 09/01/20-11/29/20 09/01/20-11/29/20 09/01/20-11/28/21
<u>Program Specific Placement</u>	
<i>ANTIQUES ROADSHOW</i>	
Delta Dental of South Dakota Pierre, SD DELTA DENTAL ANTIQUES 1 MON	Renewal 05/01/20-04/30/21
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - ANTIQUES ROADSHOW 1 MON	Renewal 05/01/20-04/30/21
Independent Insurance Agents of SD Fort Pierre, SD IIASD - ANTIQUES ROADSHOW - 2 PER WK	Renewal 06/29/20-06/27/21
Monument Health Rapid City, SD MONUMENT - ANTIQUE ROADSHOW	Renewal 03/02/20-07/31/20
Northern State University Aberdeen, SD NSU FINE ARTS - ANTIQUES ROADSHOW	Renewal 08/31/20-11/29/20

Westhills Village Retirement Community	Renewal
Rapid City, SD	
WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1 PR SUN	05/11/20-08/09/20
WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1 PR MON	05/11/20-05/07/21

AUSTIN CITY LIMITS

Park County Travel Council	Renewal
Cody, WY	
CODY/AUSTIN CITY LIMITS/ 2 PER SATURDAY 20-21	01/28/20-01/29/21

COOK'S COUNTRY

Hy-Vee Food Stores	Renewal
Sioux Falls, SD	
HY-VEE - AMERICAN TEST KIT - SAT	09/21/20-09/19/21

DAKOTA LIFE

Goss Opera House Foundation	New
Watertown, SD	
GOSS OPERA HOUS - DLIFE	09/14/20-12/31/20

Monument Health	Renewal
Rapid City, SD	
MONUMENT - DAKOTA LIFE	03/02/20-07/31/20

Strawbale Winery	
Renner, SD	
STRAWBALE - DAKOTA LIFE	01/09/20-07/02/20

FRONTLINE

AARP	Renewal
Sioux Falls, SD	
AARP - FRONTLINE 3 EPISODES	09/01/20-11/01/20

Northern State University	Renewal
Aberdeen, SD	
NSU FINE ARTS - FRONTLINE	08/31/20-11/29/20

MARKET TO MARKET

BankWest	Renewal
Pierre, SD	
BANKWEST - MARKET TO MARKET	06/15/20-05/09/21

Dakotaland Feed Huron, SD DAKOTALAND - MARKET TO MARKET 2 X WK	New 05/25/20-05/23/21
Farmers Union Insurance Companies Huron, SD FARMERS UNION - MARKET TO MARKET - 1 SPOT FRI	Renewal 05/11/20-05/09/21
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - MARKET TO MARKET 1 F	Renewal 05/01/20-04/30/21
Independent Insurance Agents of SD Fort Pierre, SD IIASD - MARKET TO MARKET- 2 PER WK	Renewal 06/29/20-06/27/21
MASTERPIECE	
Independent Insurance Agents of SD Fort Pierre, SD IIASD - MASTERPIECE THEATER	Renewal 06/29/20-06/27/21
Northern State University Aberdeen, SD NSU - MASTERPIECE	Renewal 08/31/20-11/29/20
Delta Dental of South Dakota Pierre, SD DELTA DENTAL MASTERPIECE 1 SUN	Renewal 05/01/20-04/30/21
Mahlander's c/o The Creative Co-op Sioux Falls, SD MAHLANDER - 2 SPOTS SUN - MASTERPIECE	Renewal 01/06/20-01/03/21
Park County Travel Council Cody, WY CODY/MASTERPIECE/2 PER SUNDAY 20-21	Renewal 01/29/20-01/29/21
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/MASTERPIECE 1PR SUN	Renewal 05/11/20-05/07/21
MIDDLE OF EVERYWHERE - CONNECTING SOUTH DAKOTA	
SDN Communications Sioux Falls, SD SDN- MIDDLE OF EVERYWHERE - EMBEDDED 2020	Renewal 12/09/19-01/03/21

ON CALL WITH THE PRAIRIE DOC

Monument Health

Rapid City, SD
MONUMENT - PRAIRIE DOC

Renewal
03/02/20-07/31/20

PBS NEWSHOUR

Black Hills Federal Credit Union

Rapid City, SD
BHFCU PBS NEWS HOUR

Renewal
06/14/20-09/30/20

Bush Foundation

St Paul, MN
BUSH FOUNDATION - PBS NEWSHOUR

Renewal
12/30/19-01/03/21

Delta Dental of South Dakota

Pierre, SD
DELTA DENTAL NEWSHOUR 2X/WEEK

Renewal
05/11/20-05/07/21

Goss Opera House Foundation

Watertown, SD
GOSS OPERA HOUSE - NEWS HOUR 2/WK

New
09/14/20-12/31/20

Hy-Vee Food Stores

Sioux Falls, SD
HY-VEE - PBS NEWSHOUR - 2 TUES

Renewal
09/21/20-01/03/21

Northern State University

Aberdeen, SD
NSU FINE ARTS - PBS NEWSHOUR

Renewal
08/31/20-11/29/20

SDN Communications

Sioux Falls, SD
SDN - PBS NEWSHOUR

Renewal
12/30/19-01/03/21

PREHISTORIC ROAD TRIP

BADLANDS NATIONAL PARK CONSERVANCY

Rapid City, SD
BADLANDS PREHISTORIC ROADTRIP WED 1 BEF 1AFT

New
06/17/20-07/31/20

The Mammoth Site

Hot Springs, SD
MAMMOTH SITE PREHISTORIC ROADTRIP WED 1 BEF 1 AFT

New
06/17/20-07/02/20

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op Sioux Falls, SD MAHLANDER - 2 SPOTS SUN - RICK STEVES EUROPE	Renewal 01/06/20-01/03/21
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/RICKSTEVES EUROPE 2 PER SUN	Renewal 05/11/20-05/07/21

S.D. HIGH SCHOOL RODEO FINALS 2020

Lake Area Technical Institute Watertown, SD LAKE AREA TECH - 2020 RODEO	Renewal 07/09/20-07/12/20
South Dakota State University Brookings, SD SDSU - 2020 RODEO FINALS	Renewal 07/09/20-07/12/20
Xcel Energy Sioux Falls, SD XCEL ENERGY - HS RODEO FINALS	Renewal 07/09/20-07/12/20

SOUTH DAKOTA FOCUS

Monument Health Rapid City, SD MONUMENT - SD FOCUS*	Renewal 03/02/20-07/31/20
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE - SD FOCUS*	Renewal 01/06/20-11/29/20

WASHINGTON WEEK

Farmers Union Insurance Companies Huron, SD FARMERS UNION - WASHINGTON WEEK - 1 SPOT FRI	Renewal 05/11/20-05/09/21
Strawbale Winery Renner, SD STRAWBALE - WASHINGTON WKLY REVIEW	02/28/20-07/26/20