

South Dakota Public Broadcasting
TV Underwriting 1st Quarter
January – March 2021

Program Specific Placement

AMERICA'S TEST KITCHEN FROM COOK'S ILLUSTRATED

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

ANTIQUES ROADSHOW

Delta Dental of South Dakota	Renewal
Pierre, SD	
DELTA DENTAL ANTIQUES	05/01/20-04/30/21

Fischer, Rounds & Associates	Renewal
Pierre, SD	
FISCHER ROUNDS - ANTIQUES ROADSHOW	05/01/20-04/30/21

Independent Insurance Agents of SD	Renewal
Ft Pierre, SD	
IIASD - ANTIQUES ROADSHOW - 2 PER WK	06/29/20-06/27/21

Northern State University	Renewal
Aberdeen, SD	
NSU FINE ARTS - ANTIQUES ROADSHOW 2021	01/01/21-03/31/21

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

AUSTIN CITY LIMITS

Horton Incorporated	New
Roseville, MN	
HORTON - AUSTIN CITY	10/05/20-04/03/21

Park County Travel Council	Renewal
Cody, WY	
CODY/AUSTIN CITY LIMITS/ 2 PER SATURDAY 20-21	01/28/20-01/29/21
CODY/AUSTIN CITY LIMITS/ 2 PER SATURDAY 21-22	01/30/21-01/28/22

DAKOTA LIFE

Park County Travel Council	Renewal
Cody, WY	

Reliabank Tea, SD RELIABANK - DAKOTA LIFE (MAR-MAY)	New 03/01/21-05/31/21
South Dakota Game, Fish & Parks Pierre, SD SD GAMES FISH & PARKS DL 2021	New 01/01/21-01/31/21
Vance Thompson Vision Sioux Falls, SD VANCE THOMPSON-DAKOTA LIFE	New 03/08/21-12/31/21
<i>DANIEL TIGER'S NEIGHBORHOOD</i>	
NorthWestern Energy c/o Flynn Wright Des Moines, IA NORTHWESTERN EN - 2021 NORTHWESTERN EN - DANIEL TIG - MAR	Renewal 01/18/21-01/29/21 03/08/21-04/02/21
<i>FRONTLINE</i>	
Boyce Law Firm Sioux Falls, SD BOYCE - FRON	New 01/19/21-03/16/21
Northern State University Aberdeen, SD NSU FINE ARTS - FRONTLINE 2021	Renewal 01/01/21-03/31/21
SDN Communications Sioux Falls, SD SDN - 2021 - FRON	Renewal 01/19/21-03/16/21
Touchmark Retirement Communities Beaverton, OR TOUCHMARK - 2021 - FRON	New 01/19/21-03/16/21
<i>GOVERNOR'S BUDGET ADDRESS (2020)</i>	
Touchmark Retirement Communities Beaverton, OR TOUCHMARK - GOV BUDGET	New 12/08/20-03/31/21
<i>MARKET TO MARKET</i>	
Dakotaland Feed Huron, SD DAKOTALAND - MARKET TO MARKET 2 X WK	New 05/25/20-05/23/21

Farmers Union Service Assn. LTD 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	Renewal 05/01/20-04/30/21
Independent Insurance Agents of SD Ft. Pierre, SD IIASD - MARKET TO MARKET- 2 PER WK	Renewal 06/29/20-06/27/21
<i>MASTERPIECE THEATRE</i>	
Delta Dental of South Dakota Pierre, SD DELTA DENTAL MASTERPIECE 1 SUN	Renewal 05/01/20-04/30/21
Independent Insurance Agents of SD Ft. Pierre, SD IIASD - MASTERPIECE THEATER	Renewal 06/29/20-06/27/21
Mahlander's c/o The Creative Co-op Sioux Falls, SD MAHLANDER - 2 SPOTS SUN - MASTERPIECE 2021	Renewal 01/10/21-01/02/22
Northern State University Aberdeen, SD NSU - MASTERPIECE 2021	Renewal 01/01/21-03/31/21
Park County Travel Council Cody, WY CODY/MASTERPIECE/2 PER SUNDAY 20-21 CODY/MASTERPIECE/2 PER SUNDAY 21-22	Renewal 01/29/20-01/29/21 01/30/21-01/28/22
Reliabank Tea, SD RELIABANK - MASTERPIECE	New 03/01/21-12/31/21
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/MASTERPIECE 1PR SUN	Renewal 05/11/20-05/07/21
<i>MIDDLE OF EVERYWHERE: CONNECTING SOUTH DAKOTA</i>	
SDN Communications Sioux Falls, SD SDN- MIDDLE OF EVERYWHERE - EMBEDDED 2020	Renewal 11/16/20-01/03/21

PBS NEWSHOUR

Bush Foundation New
St Paul, MN
BUSH FOUNDATION - NEWSHOUR 01/16/21-01/15/22

Delta Dental of South Dakota Renewal
Pierre, SD
DELTA DENTAL NEWSHOUR 2X/WEEK 05/11/20-05/07/21

Northern State University Renewal
Aberdeen, SD
NSU FINE ARTS - ROS NEWSHOUR 2021 01/01/21-03/31/21

SD Bar Foundation Renewal
Pierre, SD
SD BAR FND - 2021 SESS - PBS NEWSHOUR 01/06/21-04/04/21

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op Renewal
Sioux Falls, SD
MAHLANDER - 2 SPOTS SUN - RICK STEVES EUROPE 01/10/21-01/02/22

Park County Travel Council Renewal
Cody, WY
CODY/RICK STEVE'S TRAVEL/2 PER SUNDAY 20-21 01/28/20-01/29/21

Westhills Village Retirement Community Renewal
Rapid City, SD
WESTHILLS VILLAGE/RICKSTEVES EUROPE 2 PER SUN 05/11/20-05/07/21

SDHSAA BOYS BASKETBALL TOURNAMENT 2021

BankWest Renewal
Pierre, SD
BANKWEST - BOYS BASKETBALL - 2021 SDPB1 03/18/21-03/20/21

Dacotah Bank Renewal
Aberdeen, SD
DACOTAH BANK - BOYS BASKETBALL - 2021 - SDPB1 03/18/21-03/20/21

Dakota Plains New Holland c/o GF Advertising Renewal
Mitchell, SD
DAKOTA PLAINS - 2021 BOYS BASKETBALL SDPB1 03/18/21-03/20/21

Dakota State University New
Madison, SD
DSU- BOYS BASKETBALL 2021 - SDPB 1 03/18/21-03/20/21

Delta Dental of South Dakota Pierre, SD DELTA DENTAL - BOYS BASKETBALL - 2021 - SDPB1	Renewal 03/18/21-03/20/21
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - BOYS BASKETBALL 2021 SDPB1	Renewal 03/18/21-03/20/21
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - BOYS BASKETBALL 2021 SDPB1	Renewal 03/18/21-03/20/21
Independent Insurance Agents of SD Ft Pierre, SD IIASD - BOYS BASKETBALL 2021 SDPB1	Renewal 03/18/21-03/20/21
Monument Health Rapid City, SD MONUMENT HEALTH - BOYS BB 21 - SDPB1	Renewal 03/18/21-03/20/21
Peterson Farm Seeds Harwood, ND PETERSON FAMILY - BOYS BASKETBALL 2021 SDPB1	New 03/18/21-03/20/21
Sanford Health Sioux Falls, SD SANFORD HEALTH - BOYS BASKETBALL 2021 - SDPB1	Renewal 03/18/21-03/20/21
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - BOYS BASKETBALL - 2021 - SDPB1	Renewal 03/18/21-03/20/21
South Dakota Dept. of Education Pierre, SD SD DOE - BOYS BASKETBALL - 2021 SDPB1	Renewal 03/18/21-03/20/21
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - BOYS BASKETBALL 2021 - SDPB1	Renewal 03/18/21-03/20/21
South Dakota State University Brookings, SD SDSU - BOYS BASKETBALL 2021 - SDPB1	Renewal 03/18/21-03/20/21
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY- BOYS BASKETBALL 2021	Renewal 03/18/21-03/20/21

SDHSAA GIRLS BASKETBALL TOURNAMENT 2021

BankWest Pierre, SD BANKWEST - GIRLS BASKETBALL - 2021 SDPB1	Renewal 03/11/21-03/13/21
Dacotah Bank Aberdeen, SD DACOTAH BANK - GIRLS BASKETBALL - 2021 - SDPB1	Renewal 03/11/21-03/13/21
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - 2021 GIRLS BASKETBALL - SDPB1	Renewal 03/11/21-03/13/21
Dakota State University Madison, SD DSU - GIRLS BASKETBALL 2021 - SDPB 1	New 03/11/21-03/13/21
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - GIRLS BASKETBALL - 2021 - SDPB1	Renewal 03/11/21-03/13/21
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - GIRLS BASKETBALL 2021 SDPB1	Renewal 03/11/21-03/13/21
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - GIRLS BASKETBALL 2021 SDPB1	Renewal 03/11/21-03/13/21
Horton Incorporated Roseville, MN HORTON - S&R GIRLS BBALL -SDPB1	New 03/11/21-03/13/21
Independent Insurance Agents of SD Ft Pierre, SD IIASD - GIRLS BASKETBALL 2021 SDPB1	Renewal 03/11/21-03/13/21
Monument Health Rapid City, SD MONUMENT HEALTH - GIRLS BB 21 - SDPB1	Renewal 03/11/21-03/13/21
Peterson Farm Seeds Harwood, ND PETERSON FAMILY - GIRLS BASKETBALL 2021 SDPB1	New 03/11/21-03/13/21
Sanford Health Sioux Falls, SD SANFORD HEALTH - GIRLS BASKETBALL 2021 - SDPB1	Renewal 03/11/21-03/13/21

South Dakota Corn Sioux Falls, SD	Renewal 03/11/21-03/13/21
South Dakota Dept. of Education Pierre, SD SD DOE - GIRLS BASKETBALL 2021 SDPB1	Renewal 03/11/21-03/13/21
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - GIRLS BASKETBALL 2021 - SDPB1	Renewal 03/11/21-03/13/21
South Dakota State University Brookings, SD SDSU - GIRLS BASKETBALL 2021 - SDPB1	Renewal 03/11/21-03/13/21
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - GIRLS BASKETBALL 2021	Renewal 03/11/21-03/13/21
<i>SDHSAA GYMNASTICS CHAMPIONSHIPS 2021</i>	
BankWest Pierre, SD BANKWEST - GYMNASTICS 2021	Renewal 03/20/21-03/21/21
Dacotah Bank Aberdeen, SD DACOTAH BANK - GYMNASTICS 2021	Renewal 03/20/21-03/21/21
Independent Insurance Agents of SD Ft. Pierre, SD IIASD - GYMNASTICS	Renewal 03/20/21-03/21/21
South Dakota Dept. of Education Pierre, SD SD DOE - GYMNASTICS 2021	Renewal 03/20/21-03/21/21
South Dakota State University Brookings, SD SDSU - GYMNASTICS - 2021	Renewal 03/20/21-03/21/21
<i>SDHSAA WRESTLING CHAMPIONSHIPS 2021</i>	
BankWest Pierre, SD BANKWEST - WRESTLING 2021	Renewal 02/26/21-02/27/21
Dacotah Bank Aberdeen, SD	Renewal

Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - 2021 WRESTLING	Renewal 02/26/21-02/27/21
Dakota State University Madison, SD DSU - WRESTLING 2021	New 02/26/21-02/27/21
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - WRESTLING 2021	Renewal 02/26/21-02/27/21
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - WRESTLING 2021	Renewal 02/26/21-02/27/21
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - WRESTLING 2021	Renewal 02/26/21-02/27/21
Independent Insurance Agents of SD Ft. Pierre, SD IIASD - WRESTLING 2021	Renewal 02/26/21-02/27/21
Monument Health Rapid City, SD MONUMENT HEALTH - WRESTLING 2021	Renewal 02/26/21-02/27/21
Peterson Farm Seeds Harwood, ND PETERSON FAMILY - WRESTLING 2021	New 02/26/21-02/27/21
Sanford Health Sioux Falls, SD SANFORD HEALTH - WRESTLING 2021	Renewal 02/26/21-02/27/21
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - WRESTLING - 2021	Renewal 02/26/21-02/27/21
South Dakota Dept. of Education Pierre, SD SD DOE - WRESTLING 2021	Renewal 02/26/21-02/27/21
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - WRESTLING - 2021	Renewal 02/26/21-02/27/21
South Dakota State University Brookings, SD SDSU - WRESTLING - 2021	Renewal 02/26/21-02/27/21

Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - WRESTLING 2021	Renewal 02/26/21-02/27/21
<i>SOUTH DAKOTA FOCUS</i>	
Boyce Law Firm Sioux Falls, SD BOYCE - SD FOCUS	New 12/17/20-03/18/21
SD Bar Foundation Pierre, SD SD BAR FND/SH 2021/SD FOCUS	Renewal 12/12/20-04/04/21
SDN Communications Sioux Falls, SD SDN - SD FOCUS 5 EPO	Renewal 01/21/21-02/25/21
Touchmark Retirement Communities Beaverton, OR TOUCHMARK - 2021 - SDF	New 01/21/21-02/25/21
<i>STATEHOUSE - HOUSE OF REPRESENTATIVES</i>	
Boyce Law Firm Sioux Falls, SD BOYCE - STATEHOUSE - HOUSE	New 01/13/21-03/12/21
Missouri River Energy Services Sioux Falls, SD MISSOURI RIVER - STATEHOUSE - HOUSE	Renewal 01/13/21-03/12/21
SD Bar Foundation Pierre, SD SD BAR FND/2021 SESSION/HOUSE OF REP	Renewal 01/13/21-03/12/21
SDN Communications Sioux Falls, SD SDN - HOUSE REPLAY	Renewal 01/13/21-03/12/21
Touchmark Retirement Communities Beaverton, OR TOUCHMARK - HOUSE OF REP	New 01/13/21-03/12/21
<i>STATE OF THE STATE ADDRESS (2021)</i>	
Boyce Law Firm Sioux Falls, SD BOYCE - STATE OF STATE 2020	New 01/12/21-01/12/21

Missouri River Energy Services Sioux Falls, SD MISSOURI RIVER - STATE OF STATE 2020	Renewal 01/12/21-01/12/21
SD Bar Foundation Pierre, SD SD BAR FND/2021 SESSION/STATE OF STATE ADDRESS	Renewal 01/12/21-01/12/21
SDN Communications Sioux Falls, SD SDN - GOV. STATE OF THE STATE	Renewal 01/12/21-01/12/21
Touchmark Retirement Communities Beaverton, OR TOUCHMARK - STATE OF THE STATE	New 01/12/21-01/12/21
WASHINGTON WEEK	
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - WASHINGTON WEEK - 1 SPOT FRI	Renewal 05/11/20-05/09/21