

South Dakota Public Broadcasting
TV Underwriting—1st Quarter
January – March 2019

Manual Placements

Black Hills Federal Credit Union	Renewal
Rapid City, SD	
BHFCU/1 PR TUES MAKE GOODS/AM EXP	06/11/18-06/09/19
BHFCU/TUESDAY NIGHTS 7-9MT INCL AM EXP/2 PER WK	06/11/18-06/09/19
Bush Foundation	Renewal
St Paul, MN	
BUSH FOUNDATION - ROS WKEND - 2 SPOTS SSU	12/31/18-12/29/19
BUSH FOUNDATION - ROS PRIMETIME 4 SPOTS M-F	12/31/18-12/29/19
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
Delta Hotel Minneapolis Northeast	New
Minneapolis, MN	
DELTA MARRIOTT - 42 ROS PRIMETIME	03/03/19-06/02/19
Denny Menholt	New
Rapid City, SD	
MENHOLT/PRIME WEEK 3/UPSCALE BRANDS	11/25/18-02/28/19
MENHOLT/DAYTIME WEEKS 3&4JAN/ECONOMY	01/17/19-01/25/19
MENHOLT/DAYTIME WEEKS 3&4FEB/ECONOMY	02/11/19-02/22/19
MENHOLT/DAYTIME WEEKS 3&4MAR/ECONOMY	03/11/19-03/29/19
MENHOLT/PRIME WEEK 3.2/UPSCALE BRANDS	03/17/19-05/31/19
Freeman Academy	Renewal
Freeman, SD	
FREEMAN ACADEMY - PBS KIDS - SCATTERED	02/04/19-02/10/19
FREEMAN ACADEMY - PBS KIDS - FEB 9	02/04/19-02/10/19
FREEMAN ACADEMY - PBS KIDS - FEB 11	02/11/19-02/17/19
FREEMAN ACADEMY - PBS KIDS - MAR 4	03/04/19-03/10/19
FREEMAN ACADEMY - PBS KIDS - MAR 11	03/11/19-03/15/19

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
NorthWestern Energy c/o Flynn Wright Des Moines, IA NORTHWESTERN ENERGY - BUDDY HEALTHY HABITS NORTHWESTERN ENENERGY - ROS - 22 SPOTS	Renewal 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 CODY/DAKOTA LIFE-SD FOCUS/1 PER THURSDAY 2019	New 01/29/18-01/27/19 01/28/19-01/27/20
Paul Horstead, Dakota Photographic LLC Custer, SD PAUL HORSTED/2019 CALENDAR TRADE ROS	 01/08/19-12/31/19
PERFORMING ARTS CENTER OF RAPID CITY Rapid City, SD PAC OF RC/KIDS/2PR DAY/FAMILY SERIES 1ST SHOW PAC OF RC/PT ROS/1 PR DY/FAMILY SERIES 1ST SHOW	Renewal 01/21/19-01/25/19 01/21/19-01/25/19
Regional Health Rapid City, SD REGIONAL HEALTH/ROS/UW SPOTS/4 PR WK (BEAT PKG)	Renewal 08/01/18-07/31/19
Schmeckfest Freeman, SD SCHMECKFEST - ROS - THURS NIGHT - 2 SPOTS SCHMECKFEST - ROS - MONDAY NIGHT - 2 SPOTS	Renewal 03/04/19-04/07/19 03/04/19-04/07/19
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

SD QUILT GUILD - SAT MORNING 1 SPOT

Renewal

01/15/18-01/13/19

01/14/19-01/12/20

Stockyard Ag Experience

Sioux Falls, SD

STOCKYARD AG - MON & FRI ROS PRIMETIME

New

02/18/19-02/18/19

TERMESPHERE GALLERY - Dick Termes

Spearfish, 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

Washington Pavilion

Sioux Falls, SD

WASHINGTON PAVILION - ROS PRIME 1 SPOT M-F

WASHINGTON PAVILION - NATURE & NOVA - 2 SPOT

WASHINGTON PAVILION - SD LOCAL PROGRAMS 2 SPOT

01/28/19-02/17/19

03/31/19-04/21/19

03/31/19-04/21/19

Program Specific Placement

AMERICA'S TEST KITCHEN

Ness Tax & Bookkeeping Services

Sioux Falls, SD

NESS TAX - AMERICAN TEST KITCHEN - 1 SPOT

New

02/25/19-04/07/19

ANTIQUES ROADSHOW

Horton Incorporated

Roseville, MN

HORTON - ANTIQUE ROADSHOW - 2 SPOTS SUN

Renewal

08/20/18-08/18/19

Ness Tax & Bookkeeping Services

Sioux Falls, SD

NESS TAX - ANTIQUE ROADSHOW - 1 SPOT PER SHOW

New

02/04/19-04/07/19

Washington Pavilion

Sioux Falls, SD

WASHINGTON PAVILION - ANTIQUE ROADSHOW - 3 SPOTS 01/28/19-02/17/19

WASHINGTON PAVILION - ANTIQUES ROADSHOW 1 SPOT 03/31/19-04/21/19

Westhills Village Retirement Community

Rapid City, SD

WESTHILLS VILLAGE/ANTIQUES ROAD SHOW/1 PER MON 04/02/18-04/14/19

ARTHUR

Hy-Vee Food Stores

Sioux Falls, SD

HY-VEE - ARTHUR - 2 SPOTS MWF 08/06/18-08/04/19

AUSTIN CITY LIMITS

Park County Travel Council

Cody, WY

CODY/AUSTIN CITY LIMITS/2 PER SATURDAY 01/29/18-01/27/19

CODY/AUSTIN CITY LIMITS/ 2 PER SATURDAY 01/28/19-01/27/20

Washington Pavilion

Sioux Falls, SD

WASHINGTON PAVILION - AUSTIN CITY LIMITS 03/31/19-04/21/19

DAKOTA LIFE

Paul Horsted, Dakota Photographic LLC

Custer, SD

PAUL HORSTED/2019 CALENDAR TRADE DAKOTA LIFE 01/08/19-12/31/19

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric

Yankton, SD

FOUR SEASONS - 2 SPOT SAT - FON & PORTER 08/20/18-08/18/19

FRONTLINE

Ness Tax & Bookkeeping Services

Sioux Falls, SD

NESS TAX - FRONTLINE - 2 SPOTS

New

02/11/19-04/07/19

GREAT PERFORMANCES

Washington Pavilion

Sioux Falls, SD

WASHINGTON PAVILION - GREAT PERFORMANCES - 1 SPOT 01/28/19-02/17/19

MARKET TO MARKET

Madison Farmers Elevator

Madison, SD

MADISON FARMERS - MARKET TO MARKET - 2 SPOT FRI

Renewal

06/18/18-06/16/19

MARTHA BAKES

Ness Tax & Bookkeeping Services

Sioux Falls, SD

NESS TAX - MARTHA - 1 SPOT SAT

New

03/11/19-04/07/19

MASTERPIECE THEATRE

Mahlander's c/o The Creative Co-op

Sioux Falls, SD

MAHLANDER - MASTERPIECE - 2 SPOTS SUN

MAHLANDER - MASTERPIECE - 2 SPOTS SUN 2019

Renewal

01/08/18-01/06/19

01/07/19-01/05/20

Park County Travel Council

Cody, WY

CODY/MASTERPIECE/2 PER SUNDAY

CODY/MASTERPIECE/2 PER SUNDAY 2019

New

01/29/18-01/27/19

01/28/19-01/27/20

Washington Pavilion

Sioux Falls, SD

WASHINGTON PAVILION - MASTERPIECE - 1 SPOT

03/31/19-04/21/19

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 TUES 10/22/18-08/04/19

SDN Communications Renewal
Sioux Falls, SD
SDN - NBR-NIGHTLY BUSINESS 5:30 T&TH 12/31/18-12/30/19

NO COVER, NO MINIMUM

Washington Pavilion
Sioux Falls, SD
WASHINGTON PAVILION - NO COVER, NO MINIMUM 01/28/19-02/17/19

PBS NEWSHOUR

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

SD Bar Foundation Renewal
Pierre, SD
SD BAR FND/2019 SESS/PBS NEWSHOUR 01/01/19-04/01/19

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

Washington Pavilion
Sioux Falls, SD
WASHINGTON PAVILION - PBS NEWS - 1 SPOT PER 03/31/19-04/18/19

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op Sioux Falls, SD MAHLANDER - RICK STEVES - 2 SPOTS SUN MAHLANDER - RICK STEVES - 2 PER SUN	Renewal 01/08/18-01/06/19 01/07/19-01/05/20
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

S.D. HIGH SCHOOL BASKETBALL TOURNAMENT 2019

Catholic United Financial St. Paul, MN CATHOLIC UNITED - HS BASKETBALL 2019 SDPB1 16SPOTS	Renewal 03/14/19-03/16/19
Dacotah Bank Aberdeen, SD DACOTAH BANK - HS BASKETBALL 2019 - SDPB1 -48 SPOT	Renewal 03/14/19-03/16/19
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - HS BBALL 2019 - SDPB1 - 16 SPOTS	Renewal 03/14/19-03/16/19
Delta Dental of South Dakota Pierre, SD DELTA DENTAL/SDHS BOYS AA BSKBLL 2019/16_:30 SPOTS	Renewal 03/14/19-03/16/19
Farmers Union Insurance Companies Huron, SD FARMERS UNION - 2019 HS BBALL SDPB1 - 16 SPOTS	Renewal 03/14/19-03/16/19
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS/SDHS AA BSKBLL 2018/16_:30 SPOTS	Renewal 03/14/19-03/16/19
Independent Insurance Agents of SD Ft. Pierre, SD IIASD/SDHS B&G BSKBLL_CLASSAA_2018/32_:30 SEC	Renewal 03/14/19-03/16/19

Lake Area Technical Institute Watertown, SD LAKE AREA TECH - HS BASKETBALL 2019 - SDPB1 32SPOT	Renewal 03/14/19-03/16/19
Sanford Health Sioux Falls, SD SANFORD HEALTH - HS BBALL 2019 SDPB1 31 SPOTS	Renewal 03/14/19-03/16/19
SDN Communications Sioux Falls, SD SDN - HS BASKETBALL - SDPB1 32 SPOTS	Renewal 03/14/19-03/16/19
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - HS WK2 BASKETBALL - SDPB1 (46 SPOTS)	Renewal 03/14/19-03/16/19
South Dakota Dept. of Education Rapid City, SD SD DOE/SDHS BASKETBALL_CLASSAA_2019/32_:30 SPOTS	Renewal 03/14/19-03/16/19
South Dakota Ethanol Producers Redfield,SD SD ETHANOL - HS BASKETBALL 2019 - SDPB1 (16 SPOTS)	Renewal 03/14/19-03/16/19
South Dakota State University Brookings, SD SDSU HS BASKETBALL 2019 - SDPB1 - 32 SPOTS	Renewal 03/14/19-03/16/19
Touchstone Energy Madison, SD TOUCHSTONE - 2019 HS BASKETBALL - SDPB1 - 33 SPOTS	Renewal 03/14/19-03/16/19
S.D. HIGH SCHOOL GIRLS BASKETBALL TOURNAMENT 2019	
Catholic United Financial St Paul, MN CATHOLIC UNITED - HS GIRLS BASKETBALL 2019 12 SPOT	Renewal 03/07/19-03/09/19
Dacotah Bank Aberdeen, SD DACOTAH BANK - HS GIRLS BASKETBALL 2019 -SDPB1-18S	Renewal 03/07/19-03/09/19
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - HS GIRLS BASKETBALL 2019 - 12 SPOT	Renewal 03/07/19-03/09/19

Delta Dental of South Dakota Pierre, SD DELTA DENTAL/SDHS GIRLS B BSKBLL 2019/12_:30 SPOTS	Renewal 03/07/19-03/09/19
Farmers Union Insurance Companies Huron, SD FARMERS UNION - 2019 HS GIRLS B BBALL - 12 SPOTS	Renewal 03/07/19-03/09/19
Fischer, Rounds & Associates Watertown, SD FISCHER ROUNDS/SDHS GIRLS B BSKTBLL/12_:30 SPOTS	Renewal 03/07/19-03/09/19
Independent Insurance Agents of SD Pierre, SD IIASD/SDHS GIRLS BSKBLL_B_2018/24_:30 SPOTS	Renewal 03/07/19-03/09/19
Lake Area Technical Institute Watertown, SD LAKE AREA TECH - HS GIRLS BASKETBALL 2019 -20 SPOTS	Renewal 03/07/19-03/09/19
Sanford Health Sioux Falls, SD SANFORD HEALTH - HS GIRLS BASKETBALL 2019 21 SPOTS	Renewal 03/07/19-03/09/19
SDN Communications Sioux Falls, SD SDN - HS GIRLS BASKETBALL 2019 - 24 SPOTS	Renewal 03/07/19-03/09/19
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - HS GIRLS BASKETBALL (32 SPOTS)	Renewal 03/07/19-03/09/19
South Dakota Dept. of Education Pierre, SD SD DOE/SDHS GIRLS BSKBLL_B_2019/24_:30 SPOTS	Renewal 03/07/19-03/09/19
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - HS GIRLS BASKETBALL 2019 (12 SPOTS)	Renewal 03/07/19-03/09/19
South Dakota State University Brookings, SD SDSU HS GIRLS BASKETBALL 2019 - 24 SPOTS	Renewal 03/07/19-03/09/19

Touchstone Energy	Renewal
Madison, SD	
TOUCHSTONE - 2019 HS GIRLS BASKETBALL - 12 SPOTS	03/07/19-03/09/19

S.D. HIGH SCHOOL GYMNASTICS CHAMPIONSHIPS 2019

Independent Insurance Agents of SD	Renewal
Pierre, SD	
IIASD/SDHS GYMNASTICS 2019/2_:30 SPOTS	03/08/19-03/09/19

SDN Communications	Renewal
Sioux Falls, SD	
SDN - HS GYMNASTICS 2019 - 2 SPOTS	03/08/19-03/09/19

South Dakota Corn c/o Paulsen	Renewal
Sioux Falls, SD	
SD CORN - HS GYMNASTICS 2019 (2 SPOTS)	03/09/19-03/09/19

South Dakota Dept. of Education	Renewal
Rapid City, SD	
SD DOE/SDHS GYMNASTICS 2019/2_:30 SPOTS	03/08/19-03/09/19

S.D. HIGH SCHOOL WRESTLING CHAMPIONSHIPS 2019

Catholic United Financial	Renewal
St. Paul, MN	
CATHOLIC UNITED - HS WRESTLING 2019 (1 SPOT)	02/23/19-02/23/19

Dacotah Bank	Renewal
Aberdeen, SD	
DACOTAH BANK - HS WRESTLING 2019 (8 SPOTS)	02/23/19-02/23/19

Dakota Plains New Holland c/o GF Advertising	Renewal
Mitchell, SD	
DAKOTA PLAINS - HS WRESTLING 2019 - 1 SPOTS	02/23/19-02/23/19

Delta Dental of South Dakota	Renewal
Pierre, SD	
DELTA DENTAL/SDHS WRESTLING 2019/1_:30 SPOT	02/23/19-02/23/19

Farmers Union Insurance Companies	Renewal
Huron, SD	
FARMERS UNION - 2019 HS WRESTLING - 1 SPOT	02/23/19-02/23/19

Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS/SDHS WRESTLING 2019/1_:30 SPOT	Renewal 02/23/19-02/23/19
Independent Insurance Agents of SD Pierre, SD IIASD/SDHS WRESTLING 2019/4_:30 SPOTS	Renewal 02/23/19-02/23/19
Lake Area Technical Institute Watertown, SD LAKE AREA TECH - HS WRESTLING 2019 (3 SPOTS)	Renewal 02/23/19-02/23/19
Sanford Health Sioux Falls, SD SANFORD HEALTH - HS WRESTLING 2019 3 SPOTS	Renewal 02/23/19-02/23/19
SDN Communications Sioux Falls, SD SDN - HS WRESTLING 2019 - 4 SPOTS	Renewal 02/22/19-02/23/19
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - HS WRESTLING 2019 (6 SPOTS)	Renewal 02/23/19-02/23/19
South Dakota Dept. of Education Rapid City, SD SD DOE/SDHS WRESTLING 2019/4_:30 SPOTS	Renewal 02/23/19-02/23/19
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - HS WRESTLING 2019 (1 SPOT)	Renewal 02/23/19-02/23/19
South Dakota State University Brookings, SD SDSU HS WRESTLING 2019 - 4 SPOTS	Renewal 02/23/19-02/23/19
Touchstone Energy Madison, SD TOUCHSTONE - 2019 HS WRESTLING - 3 SPOTS	Renewal 02/23/19-02/23/19
SOUTH DAKOTA FOCUS	
Paul Horsted, Dakota Photographic LLC Custer, SD PAUL HORSTED/2019 CALENDAR TRADE SD FOCUS	01/08/19-12/31/19

SD Bar Foundation	Renewal
Pierre, SD	
SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS 19 SN	12/06/18-04/04/19
SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS 19THUR	12/06/18-04/04/19

STATEHOUSE

Missouri River Energy Services	Renewal
Sioux Falls, SD	
MISSOURI RIVER - STATEHOUSE REVIEWS 2019	01/11/19-04/01/19

SDN Communications	Renewal
Sioux Falls, SD	
SDN - STATEHOUSE REVIEW - 32 SPOTS	12/31/18-03/29/19

Touchstone Energy	Renewal
Madison, SD	
TOUCHSTONE ENERGY STATEHOUSE 2019 - 16 SPOTS	01/08/19-05/05/19

STATEHOUSE SPECIAL SESSION

Missouri River Energy Services	Renewal
Sioux Falls, SD	
MISSOURI RIVER - STATEHOUSE SPECIAL SESSION	01/23/19-01/27/19

SDN Communications	Renewal
Sioux Falls, SD	
SDN - 2019 PS - STATEHOUSE SPECIAL SESSION	01/23/19-01/23/19

SD Bar Foundation	
Pierre, SD	
SD BAR FDN - STATEHOUSE SPECIAL SESSION	01/23/19-01/23/19

Touchstone Energy	Renewal
Madison, SD	
TOUCHSTONE ENERGY - STATEHOUSE SPECIAL SESSION	01/23/19-01/23/19

STATE OF THE STATE ADDRESS (2019)

SDN Communications	Renewal
Sioux Falls, SD	
SDN - 2019 STATE OF THE STATE	01/08/19-01/08/19

Touchstone Energy

Madison, SD

TOUCHSTONE ENERGY STATE OF STATE 2019 4 SPOTS

Renewal

01/08/19-01/08/19

THIS OLD HOUSE

Ness Tax & Bookkeeping Services

Sioux Falls, SD

NESS TAX - THIS OLD HOUSE - 1 SPOT

New

02/11/19-04/07/19

VICTORIA ON MASTERPIECE THEATRE

Washington Pavilion

Sioux Falls, SD

WASHINGTON PAVILION - VICTORIA 2 SPOTS PER SHOW

01/28/19-02/17/19