

**South Dakota Public Broadcasting
TV Underwriting—2nd Quarter
April – June 2017**

Manual Placement

3M	New	
3M/PBS KIDS/4:00PM FRI		07/01/16-06/30/17
AeroStay Hotel	New	
AEROSTAY - ROS - 2 SPOTS M-SU		05/15/17-05/28/17
Always Your Design	New	
ALWAYS YOUR DESIGN / QUILTERS BLOCK - SAT		10/17/16-10/15/17
Black Hills Energy	New	
BH ENERGY/KEN BURNS VIETNAM PROMOS		06/19/17-09/17/17
Black Hills Federal Credit Union	Renewal	
BHFCU/MONDAY NEWS/1 SPT WK/13 TTL		05/16/17-08/22/17
BHFCU/TUES-INCLUDING AM. EXP.		05/16/16-05/14/17
BHFCU/TUES-INCLUDING AM. EXP		05/16/17-05/13/18
Black Hills Playhouse		
BH PLAYHOUSE/PRE-SEASON/ROS		05/15/17-06/11/17
Bush Foundation	Renewal	
BUSH FOUNDATION - NEWS ROS - 1 SPOT M-F		01/02/17-12/31/17
BUSH FOUNDATION/PRIMETIME/4 SPOTS M-F		01/02/17-12/31/17
Children's Museum of South Dakota	Renewal	
CHILDREN'S MUSEUM/PBS KIDS/1 SPOT 7-9AM M-S		06/13/16-06/18/17
CHILDREN'S MUSEUM/PBS KIDS/5:29 SPOT M-F		06/13/16-06/18/17
CHILDREN'S MUSEUM/PBS KIDS/3:30-5:30PM M-F		09/05/16-06/11/17
CHILDREN'S MUSEUM/PBS KIDS/4 PER SAT		03/20/17-05/28/17
CHILDREN'S MUSUEM - PBS KIDS - M-F		06/18/17-06/17/18
CHILDREN'S MUSUEM - PBS KIDS - 1 SPOT 7-9AM M-S		06/19/17-06/17/18
CHILDREN'S MUSUEM - CURIOUS GEORGE - MTTH		06/19/17-09/10/17
CHILDREN'S MUSUEM - DANIEL TIGER - MTTH		06/19/17-09/03/17
CHILDREN'S MUSUEM - PBS KIDS - 9:58-10:30 - MTTH		06/19/17-09/03/17
CHILDREN'S MUSUEM - PBS KIDS - NOON - 1 - MTTH		06/19/17-09/10/17
CHILDREN'S MUSUEM - PBS KIDS - 5:29 M-F		06/19/17-06/17/18
City of Spearfish	New	
SPEARFISH/WEEKEND ROS/1 SPOT PER WEEKEND		05/01/16-04/30/17
SPEARFISH/PRIMETIME ROS/1 SPOT PER WEEK		05/01/16-04/30/17
Delta Dental of South Dakota Foundation	Renewal	
DELTA DENTAL FN/WEEKDAY PBS KIDS/2 SPTS PER DAY		04/11/16-04/09/17
DELTA DENTAL FN/PBS KIDS SUN/1 PR DAY		05/01/17-04/29/18

DELTA DENTAL FN/PBS KIDS SAT/1 PR DAY	05/01/17-04/29/18
DELTA DENTAL FN/PBS KIDS WKDY/2PR DAY	05/01/17-04/29/18
Exceptional Artists	New
EXCEPTIONAL ART - ROS - PRIMETIME 2 SPOT M-F	05/29/17-06/09/17
Family Dentistry of Sioux Falls	Renewal
FAMILY DENTISTRY/PBS KIDS/M-F	06/13/16-06/11/17
FAMILY DENTIST/PBS KIDS/SAT	06/13/16-06/11/17
FAMILY DENTISTRY - KIDS PBS - ROS M_F	06/12/17-06/10/18
FAMILY DENTISTRY - KIDS PBS - ROS SAT	06/12/17-06/10/18
Horton Incorporated	Renewal
HORTON/PRIMETIME ROS/1 SPOT M-F	08/15/16-08/13/17
HORTON/SAT PRIMETIME/2 SPOTS PER SAT	08/15/16-08/13/17
Jolly Lane Greenhouse	Renewal
JOLLY LANE/ROS/6PM-11PM MT/SU-M-TU	10/03/16-04/30/17
JOLLY LANE/ROS/6 PM-11 PM MT/SU-MO-TU	05/15/17-11/26/17
Liv Hospitality/WaTiki Indoor Water Park	New
LIV HOSP/BUDDY'S HEALTHY HABITS TAG & LOGO	04/01/17-08/31/17
McCrorry Gardens	Renewal
MCCRORY GARDEN - 2 SPOTS SAT SUN	11/13/16-10/22/17
MCCRORY GARDENS/PBS KIDS/ TUES & THURS	11/13/16-11/19/17
MCCRORY GARDEN - 2 SPOTS - SAT MORNING	06/17/17-11/19/17
NorthWestern Energy c/o Flynn Wright	Renewal
NORTHWESTERN ENERGY - 4 ROS - MON - SUN	06/26/17-11/26/17
NORTHWESTERN - LOUIE - APRIL - 40 SPOT/WEEK	03/27/17-04/09/17
NORTHWESTERN - LOUIE - APRIL - 40 SPOT/WEEK	04/24/17-04/30/17
NORTHWESTERN - LOUIE - MAY - 40 SPOTS/WK	05/01/17-05/14/17
NORTHWESTERN - LOUIE - JUNE - 40 SPOTS PER WEEK	06/05/17-06/25/17
NORTHWESTERN ENERGY / PBS KIDS / MAY 29	05/29/17-06/04/17
Quilters Headquarters	Renewal
QUILTERS HQ / 1 SPOT PER SAT @ 10:29 AM	12/12/16-12/17/17
QUILTERS HQ / 1 SPOT PER SAT @ 10:59 AM	12/12/16-12/17/17
QUILTERS HQ / 1 SPOT PER SAT @ 11:29 AM	12/12/16-12/17/17
Reptile Gardens	Renewal
REPTILE GARDENS/TV PRIMETIME/1 SPT M-TH	04/17/17-10/29/17
Sanford Health	Renewal
SANFORD HEALTH - ROS - 50 SPOTS - 2 YRS	06/19/17-08/07/17
Scull Construction Service, Inc.	New
SCULL/KEN BURNS VIETNAM PROMOS	06/19/17-09/17/17

SDSU Foundation (Woodbine Productions) SDSU WOODBINE - PRIMETIME ROS M-SUN	Renewal 04/10/17-04/24/17
South Dakota Agricultural Heritage Museum SD AG HERITAGE/WEEKEND ROS/2 SPOTS SAT & SUN SD AG HERITAGE/WEEKDAY ROS/ 1 SPOT M-F	Renewal 10/10/16-10/08/17 10/10/16-10/08/17
South Dakota Corn c/o Paulsen SD CORN/ADDED VALUE - 15 SPOTS OVER SEASON	Renewal 08/01/16-06/30/17
South Dakota Quilt Guild SD QUILT GUILD / ROS - SAT - 1 SPOT	Renewal 01/16/17-01/14/18
TERMESPHERE GALLERY - Dick Termes TERMESPHERE GALLERY/1 PER SAT/ROS-TBD	01/23/17-01/21/18
The Journey Museum JOURNEY MUSEUM/CHILDREN'S WEEKEND/2PER DAY	Renewal 03/20/17-10/08/17

Program Specific

AMERICAN MASTERS

First Dakota National Bank c/o Fresh Produce	Renewal
FIRST DAKOTA/AMERICAN MASTERS/2 SPOTS PER SHOW	06/06/16-06/11/17
FIRST DAKOTA/AMERICAN MASTERS / 2 SPOTS PER SHOW	06/12/17-07/01/18

ANTIQUES ROADSHOW

Horton Incorporated	Renewal
HORTON/ANTIQUES ROADSHOW/2 SPOTS - SUN	08/15/16-08/13/17
National Music Museum	Renewal
NMM/ANTIQUES ROADSHOW/1 SPOT PER SHOW MON	05/02/16-05/01/17
Rapid City Arts Council	Renewal
RAPID CITY ARTS/ANTIQUES RD SHOW/2 PER MONDAY	06/12/17-07/16/17
The Center for Western Studies	Renewal
CWS / ANTIQUES ROADSHOW / 1 SPOT PER MON	11/07/16-11/05/17
Westhills Village Retirement Community	Renewal
WESTHILLS/ANTIQUES ROAD SHOW REPEAT	03/20/17-03/18/18
WESTHILLS/ANTIQUES RD SHOW/1 PER WK	03/20/17-03/18/18

ARTHUR

Hy-Vee Food Stores HY-VEE/ARTHUR/2 SPOTS PER DAY M-W-F	Renewal 08/08/16-08/13/17
PERFORMING ARTS CENTER OF RAPID CITY PAC OF RC-4/ARTHUR/1EA-M-F/2 WKS	New 04/15/17-04/28/17
CALL THE MIDWIFE	
SD Affiliate of the Am. College of Nurse-Midwives SD MIDWIVES/CALL THE MIDWIFE/2 PER SUN	Renewal 04/02/17-05/21/17
CURIOUS GEORGE	
NorthWestern Energy c/o Flynn Wright NORTHWESTERN ENERGY / CURIOUS GEORGE / SNIFFY	05/29/17-06/04/17
CYBERCHASE	
PERFORMING ARTS CENTER OF RAPID CITY PAC OF RC-4/CYBERCHASE/1@ M-F/2WKS	New 04/15/17-04/28/17
DAKOTA LIFE	
NorthWestern Energy c/o Flynn Wright NORTHWESTERN ENERGY - 6 SPOTS/WEEK - SUMMER 2017--05/29/17-08/13/17	
The Center for Western Studies CWS / DAKOTA LIFE / 1 SPOT PER THURS	05/04/17-11/05/17
Touchstone Energy TOUCHSTONE ELECTRIC/ DAKOTA LIFE 2017	01/30/17-07/02/17
DINOSAUR TRAIN	
The Journey Museum JOURNEY MUSEUM/DINOSAUR TRAIN/1 PR DAY/3PR WK	Renewal 03/20/17-10/09/17
FONS & PORTER'S LOVE OF QUILTING	
Four Seasons Fabric FOUR SEASONS/FONS & PORTERS/ 2 SPOTS PER SHOW	Renewal 08/15/16-08/13/17

GARDEN SMART

Warne Chemical & Equipment Co.	Renewal
WARNE CHEMICAL/GARDENSMART	04/04/16-04/02/17
WARNE CHEMICAL/GARDENSMART-MAKE GOODS	04/03/17-04/16/17
WARNE CHEM / GARDENSMART / 2 PER SAT	04/17/17-04/15/18

Weigum's Great Plains Landscape Arboretum	Renewal
WEIGUM'S GREAT PLAINS ARB/GARDENSMART	12/11/16-08/27/17

MARKET TO MARKET

Madison Farmers Elevator	Renewal
MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER FRI--06/17/16-06/11/17	
MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER SUN--01/08/17-06/11/17	
MADISON FARMERS - MARKET TO MARKET - 2 SPOTS	06/19/17-06/17/18

The Center for Western Studies	
CWS / MARKET TO MARKET / 1 SPOT PER FRIDAY	04/17/17-11/05/17

MASTERPIECE

Mahlander's c/o The Creative Co-op	Renewal
MAHLANDER'S / MASTERPIECE / 2 SPOTS PER SUN	01/09/17-01/14/18

Westhills Village Retirement Community	Renewal
WESTHILLS/MASTERPIECE/1XWK	03/20/17-03/18/18

NATURE

East Pierre Landscape & Garden Center	New
EAST PIERRE LAND/NATURE/2 PER W	02/13/17-02/11/18

PERFORMING ARTS CENTER OF RAPID CITY	New
PAC OF RC-4/NATURE/1@WED/2 WKS	04/15/17-04/28/17

The Center for Western Studies	
CWS / NATURE / 1 SPOT PER WED	04/26/17-11/05/17

NATURE CAT

NorthWestern Energy c/o Flynn Wright

NORTHWESTERN ENERGY / NATURE CATS / SNIFFY 05/29/17-06/04/17

NIGHTLY BUSINESS REPORT

Hy-Vee Food Stores Renewal
HY-VEE/NIGHTLY BUS REPORT/ 2 SPOTS PER SHOW TUES 08/08/16-08/13/17

NOVA

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/NOVA 06/06/16-06/11/17
FIRST DAKOTA/ NOVA / 1 SPOT PER WED 06/12/17-06/30/18

National Music Museum New
NMM/NOVA/1 SPOT PER SHOW WED 05/02/16-05/01/17

PBS NEWSHOUR

Bush Foundation Renewal
BUSH FOUNDATION/PBS NEWSHOUR/2 SPOTS - M-F 01/02/17-12/31/17

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/PBS NEWSHOURS/2 SPOTS MON & WED 06/06/16-06/11/17
FIRST DAKOTA/PBS NEWS HOUR / 1 SPOT MW 06/12/17-07/01/18

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op Renewal
MAHLANDER'S / RICK STEVES / 2 SPOTS PER SUN 01/09/17-01/14/18

Westhills Village Retirement Community Renewal
WESTHILLS/RICK STEVES/2XSUN 03/20/17-03/18/18

S.D. HIGH SCHOOL ALL-STATE BAND 2017

Dacotah Bank Renewal
DACOTAH BANK/ALL-STATE BAND 2017 04/22/17-04/24/17

South Dakota State University Renewal
SDSU/ALL-STATE BAND 2017 04/22/17-04/24/17

S.D. HIGH SCHOOL ALL-STATE JAZZ BAND 2017

Dacotah Bank Renewal
DACOTAH BANK/ALL-STATE JAZZ BAND 2017 05/27/17-05/28/17

South Dakota State University Renewal
SDSU/ALL-STATE JAZZ BAND 2017 05/27/17-05/28/17

SOUTH DAKOTA FOCUS

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/SD FOCUS/2 SPOTS ON THURS 06/06/16-06/11/17

SD Bar Foundation Renewal
SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS 12/08/16-04/02/17

The Center for Western Studies
CWS / SD FOCUS / 2 SPOTS PER APRIL 20 & 27 04/17/17-11/05/17

Touchstone Energy
TOUCHSTONE ELECTRIC/ SD FOCUS 2017 01/30/17-07/02/17

WORDGIRL

PERFORMING ARTS CENTER OF RAPID CITY New
PAC OF RC-4/WORDGIRL/1@SUN/2WKS 04/15/17-04/28/17