

**South Dakota Public Broadcasting
TV Underwriting—2nd Quarter
April – June 2016**

Manual Placement

Black Hills Federal Credit Union	Renewal
BHFCU/MONDAY NEWS/1 SPT WK/13 TTL	05/16/16-08/14/16
BHFCU/TUES-INCLUDING AM. EXP.	05/16/16-05/14/17
Black Hills Playhouse	Renewal
BH PLAYHOUSE/PRIMETIME ROS/M-TU-W-TH/4 SPTS WK	03/21/16-06/21/16
BH PLAYHOUSE/MAY MAGAZINE	05/01/16-05/31/16
Build Dakota c/o Lawrence & Schiller	New
BUILD DAKOTA/WEEKEND ROS/2 SPOTS PER WEEKEND	12/01/15-11/30/16
BUILD DAKOTA/PRIMETIME ROS/2 SPOTS PER WEEK	12/01/15-11/30/16
Bush Foundation	Renewal
BUSH FOUNDATION/PRIMETIME ROS/4 SPOTS PER M-F	01/01/16-12/31/16
Children's Museum of South Dakota	Renewal
CHILDREN'S MUSEUM/PBS KIDS/2 SPOTS PER SUN	06/08/15-06/03/16
CHILDREN'S MUSEUM/1 SPOT PER DAY @ 5:29 M-F	06/08/15-06/03/16
CHILDREN'S MUSEUM/2 SPOTS PER DAY MON-SAT	08/31/15-06/03/16
CHILDREN'S MUSEUM/PBS KIDS/1 SPOT 7-9AM M-S	06/13/16-06/11/17
CHILDREN'S MUSEUM/PBS KIDS/5:29 SPOT M-F	06/13/16-06/11/17
ChrisBro Hospitality	New
CHRISBRO/WEEKEND ROS/1 SPOT PER WEEKEND	10/01/15-09/30/16
CHRISBRO/PRIMETIME ROS/1 SPOT PER WEEK	10/01/15-09/30/16
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
Dacotah Prairie Museum	Renewal
DACOTAH PRAIRIE/PBS KIDS/3 SPOTS PER SATURDAY	02/09/16-04/30/16
DACOTAH PRAIRIE/PBS KIDS/2 SPOTS PER SUNDAY	02/09/16-04/30/16
DACOTAH PRAIRIE/PBS KIDS/3 SPOTS PER DAY M-F	02/09/16-04/30/16
Delta Dental of South Dakota Foundation	Renewal
DELTA DENTAL/WEEKDAY PBS KIDS/2 SPOTS PER DAY	04/13/15-04/08/16
DELTA DENTAL FN/WEEKDAY PBS KIDS/2 SPTS PER DAY	04/11/16-04/09/17
Family Dentistry of Sioux Falls	Renewal
FAMILY DENTIST/PBS KIDS/SAT	06/13/16-06/11/17
FAMILY DENTISTRY/PBS KIDS/M-F	06/13/16-06/11/17
Friends of Aberdeen University/Civic Symphony	New
FRIENDS ABERDEEN / ROS / 1 PER	04/11/16-04/15/16

Glacial Lakes Orthopaedics	New	
GLACIAL LAKES ORTHO/WEEKEND ROS/1 SPOT PER WEEKEND		11/01/15-10/31/16
GLACIAL LAKES ORTHO/PRIMETIME ROS/1 SPOT PER WEEK		11/01/15-10/31/16
Great Plains Zoo and Delbridge Museum	Renewal	
GREAT PLAINS ZO0/SUMMER/M-F/2 SPTS DAY		05/30/16-09/05/16
GRAT PLAINS ZO0/SUMMER/SA-SU/2 SPTS DAY		05/30/16-09/05/16
Horton Incorporated	Renewal	
HORTON/PRIMETIME ROS/1 SPOT PER NIGHT M-F	08/17/15-08/14/16	
HORTON/SATURDAY PRIMETIME/2 SPOTS PER NIGHT SAT	08/17/15-08/14/16	
Ken's Supermarkets, Inc.	New	
KENS SUPER FAIR/WEEKEND ROS/1 SPOT PER WEEKEND		09/21/15-09/18/16
KENS SUPER FAIR/PRIMETIME ROS/1 SPOT PER WEEK		09/21/15-09/18/16
McCrorry Gardens	Renewal	
MCCRORY GARDENS/PBS KIDS/TUES & THURS		05/30/16-10/01/16
National Music Museum	New	
NATIONAL MUSIC/ROS/MON & TUES/MAY-SEPT		05/02/16-09/30/16
NorthWestern Energy c/o Flynn Wright	Renewal	
NORTHWESTERN ENERGY/LOUIE/23 SPOTS WEEK		04/25/16-05/06/16
NORTHWESTERN ENERGY/LOUIE/23 SPOTS WEEK		06/06/16-06/17/16
NORTHWESTERN ENERGY/SNIFFY/20 SPOTS		05/30/16-06/03/16
Ophthalmology LTD c/o Flood Media Group	Renewal	
OPHTHALMOLOGY LTD/SUNDAY PRIMETIME/1 SPOT PER		06/01/15-05/29/16
OPHTHALMOLOGY LTD/PRIMETIME ROS/1 SPOT PER DAY M-F		06/01/15-05/29/16
OPHTHALMOLOGY LTD/SATURDAY PRIMETIME/1 SPOT PER		06/01/15-05/29/16
Quilters Headquarters	Renewal	
QUILTERS HQ/SATURDAY QUILTING/1 SPOT @ 10:29AM		08/01/15-11/30/16
QUILTERS HQ/SATURDAY QUILTING/1 SPOT @ 11:29AM		08/01/15-11/30/16
QUILTERS HQ/PRE-CUT/2016		06/06/16-11/30/16
Rapid City Convention & Visitors Bureau	New	
RAPID CITY CVB/WEEKEND ROS/1 SPOT PER WEEKEND		09/01/15-08/31/16
RAPID CITY CVB/PRIMETIME ROS/1 SPOT PER WEEK		09/01/15-08/31/16
Regional Health	Renewal	
REGIONAL HEALTH/1 SPT FRIDAYS/4:30-6PM MT		01/18/16-01/15/17
REGIONAL HEALTH/1 SPT M-T-W-TH/6-10PM MT		01/18/16-01/15/17
Reptile Gardens	Renewal	
REPTILE GARDENS/TV PRIMETIME/1 SPT MON-THURS		04/18/16-10/30/16
Rocklands Entertainment	Renewal	
ROCKLANDS ENT/PRIMETIME ROS/4 SPOTS PER NIGHT		03/15/16-04/14/16
Sanford Health	Renewal	
SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SUN		08/01/15-07/31/16
SANFORD HEALTH/PBS KIDS/8 SPOTS PER DAY M-F		08/01/15-07/31/16

SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SAT 08/01/15-07/31/16
SANFORD HEALTH/PRIMETIME ROS/1 SPOT PER NIGHT M-F 08/01/15-07/31/16

South Dakota Agricultural Heritage Museum Renewal
SD AG HERITAGE/WEEKEND ROS/2 SPOTS PER SAT & SUN 10/12/15-10/09/16
SD AG HERITAGE/WEEKDAY ROS/1 SPOT PER DAY M-F 10/12/15-10/09/16

South Dakota Ethanol Producers New
SD ETHANOL/WEEKEND ROS/1 SPOT PER WEEKEND 11/16/15-11/13/16
SD ETHANOL/PRIMETIME ROS/1 SPOT PER WEEK M-F 11/16/15-11/13/16

South Dakota Quilt Guild Renewal
SD QUILT GUILD/SATURDAY ROS/1 SPOT PER SAT 01/02/16-12/31/16

The Center for Western Studies Renewal
CWS/SATURDAY NIGHT PRIME/1 SPOT PER NIGHT 10/05/15-11/06/16

The Journey Museum Renewal
JOURNEY MUSEUM/CHILDRENS WEEKEND 01/18/16-07/17/16

Program Specific Placement

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

ANTIQUES ROADSHOW

Horton Incorporated Renewal
HORTON/ANTIQUES ROADSHOW/2 SPOTS PER SHOW SUN 08/17/15-08/14/16

Lamps and Shades Renewal
LAMPS & SHADES/ARS/SUNDAYS/2 SPOTS PER 02/01/16-01/29/17

National Music Museum New
NMM/ANTIQUES ROADSHOW/1 SPOT PER SHOW MON 05/02/16-05/01/17

The Center for Western Studies Renewal
CWS/ANTIQUES ROADSHOW/1 SPOT PER SHOW MON 10/05/15-11/06/16

ARTHUR

Hy-Vee Food Stores Renewal
HY-VEE/ARTHUR/2 SPOTS PER DAY M-W-F 08/10/15-08/07/16

AUSTIN CITY LIMITS

Sunset Pawn Inc. Renewal
SUNSET PAWN/AUSTIN CITY LIMITS/2 SPOTS PER SHOW 02/22/16-02/19/17

CALL THE MIDWIFE

SD Affiliate of the Am. College of Nurse-Midwives Renewal
SD MIDWIVES/CLL THE MIDWIFE SPRING 2016 04/03/16-05/29/16

CURIOUS GEORGE

Children's Museum of South Dakota Renewal
CHILDREN'S MUSEUM/CURIOUS GEORGE/M,T,TH 06/13/16-08/21/16

DAKOTA LIFE

Home Federal Bank - Great Western (as of June) Renewal
HOME FEDERAL/DAKOTA LIFE/2 SPOTS PER SHOW THU 09/14/15-06/10/16

South Dakota State Historical Society Renewal
SD STATE HISTORICAL/DAKOTA LIFE/1 SPOT PER SHOW 07/01/15-06/30/16

DANIEL TIGER'S NEIGHBORHOOD

Children's Museum of South Dakota Renewal
CHILDREN'S MUSEUM/DANIEL TIGER/1 PER M,T,TH 06/13/16-08/21/16

DINOSAUR TRAIN

Children's Museum of South Dakota Renewal
CHILDREN'S MUSEUM/DINOSAUR TRAIN/1 PER M,T,TH 06/13/16-08/21/16

The Journey Museum Renewal
JOURNEY MUSEUM/DINOSAUR TRAIN 01/18/16-07/17/16

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric Renewal
FOUR SEASONS/FONS & PORTERS/2 SPOTS PER SHOW 08/01/15-08/21/16

FRONT AND CENTER

Sunset Pawn Inc. Renewal
SUNSET PAWN/FRONT & CENTER/1 SPOT PER SHOW 02/22/16-02/19/17

GARDEN SMART

McCrary Gardens Renewal
MCCRORY GARDENS/GARDEN SMART/2 SPOTS/2016 05/30/16-10/01/16

Warne Chemical & Equipment Co. Renewal
WARNE CHEMICAL/GARDENSMART 04/04/16-04/02/17

MARKET TO MARKET

Home Federal Bank - Now Great Western (as of June) Renewal
HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW SUN 09/14/15-06/10/16

HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW FRI 09/14/15-06/10/16

Madison Farmers Elevator Renewal
MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER FRI 06/19/15-06/16/16
MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER FRI 06/17/16-06/11/17

MASTERPIECE

Mahlander's c/o The Creative Co-op Renewal
MAHLANDER'S/MASTERPIECE/2 SPOTS PER SHOW SUN 01/01/16-12/31/16

MASTERPIECE CLASSIC

Westhills Village Renewal
WESTHILLS/MASTERPIECE + JUNE & SEPT. MAG. 03/21/16-03/19/17

NATURE

NorthWestern Energy c/o Flynn Wright Renewal
NORTHWESTERN ENERGY/NATURE 03/28/16-04/24/16
NORTHWESTERN ENERGY/NATURE 04/25/16-05/08/16

NIGHTLY BUSINESS REPORT

Hy-Vee Food Stores Renewal
HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER SHOW TUE 08/10/15-08/07/16

NO COVER, NO MINIMUM

Sunset Pawn Inc. Renewal
SUNSET PAWN/NO COVCER/2 SPOTS PER SHOW 02/22/16-02/19/17

NOVA

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/NOVA/2 SPOTS PER SHOW WED 06/06/16-06/11/17

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 PER M-F 01/01/16-12/31/16

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/PBS NEWSHOURS/2 SPOTS MON & WED 06/06/16-06/11/17

PRAIRIE YARD & GARDEN

Jolly Lane Greenhouse Renewal
JOLLY LANE/PRAIRIE YARD & GARDEN 04/06/15-04/03/16

Warne Chemical & Equipment Co. Renewal
WARNE CHEMICAL/PRAIRIE YARD & GARDEN 04/06/15-04/03/16

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op Renewal
MAHLANDER'S/RICK STEVES/2 SPOTS PER SHOW SUN 01/01/16-12/31/16

Westhills Village Renewal
WESTHILLS/RICK STEVES/SUNDAYS 03/21/16-03/19/17

S.D. HIGH SCHOOL ALL-STATE JAZZ BAND 2016

Dacotah Bank Renewal
DACOTAH BANK/SDHS ALL-STATE JAZZ BAND/2 :30 SEC 05/07/16-06/30/16

Farmers Union Insurance Companies Renewal
FUI/SDHS ALL-STATE JAZZ BAND/2 :30 SEC SPOTS 05/07/16-06/30/16

South Dakota State University Renewal
SDSU/SDHS ALL-STATE JAZZ BAND/2 :30 SEC SPOTS 05/01/16-06/01/16

S.D. HIGH SCHOOL RODEO FINALS (2016)

Tri-State Livestock News/Farmer & Rancher Exchange New
TRI-STATE LSN RODEO SPONSOR 06/06/16-07/10/16

SESAME STREET

Children's Museum of South Dakota Renewal
CHILDREN'S MUSEUM/SESAME STREET/1 PER M,T,TH 06/13/16-08/21/16

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

South Dakota State Historical Society Renewal
SD STATE HISTORICAL/SD FOCUS/1 SPOT PER SHOW INTRO 07/01/15-06/30/16

SOUTH DAKOTA HIGH SCHOOL ALL-STATE BAND (2016)

Dacotah Bank Renewal
DACOTAH BANK/SDHS ALL-STATE BAND/6 :30 SEC SPOTS 04/02/16-06/30/16

Farmers Union Insurance Companies Renewal
FUI/SDHS ALL-STATE BAND/6 :30 SEC SPOTS 04/02/16-06/30/16

South Dakota State University Renewal
SDSU/SDHS ALL-STATE BAND/6 :30 SEC SPOTS 03/26/16-06/01/16

THIS OLD HOUSE HOUR

NorthWestern Energy c/o Flynn Wright
NORTHWESTERN ENERGY/THIS OLD HOUSE
NORTHWESTERN ENERGY/THIS OLD HOUSE

Renewal
03/28/16-04/24/16
04/25/16-05/08/16

The Center for Western Studies
CWS/THIS OLD HOUSE/1 SPOT PER SHOW SAT

Renewal
10/05/15-11/06/16

THOMAS & FRIENDS

Children's Museum of South Dakota
CHILDREN'S MUSEUM/THOMAS & FRIENDS/1 PER M,T,TH

Renewal
06/13/16-08/21/16

VICTORY GARDEN

Weigum's Great Plains Landscape Arboretum
WEIGUM'S GREAT PLAINS ARB/VICTORY GARDEN

Renewal
08/17/15-08/14/16