

South Dakota Public Broadcasting
TV Underwriting 1st Quarter
January—March 2023

Program Specific Placement

ANTIQUES ROADSHOW

Denny Menholt	Renewal
Rapid City, SD	
MENHOLT HONDA - ANRO/MON X52	01/01/23-12/31/23
MENHOLT TOYOTA - ANRO/MON X52	01/01/23-12/31/23

Westhills Village Retirement Community	Renewal
Rapid City, SD	
WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X MON 2022	08/07/22-07/03/23

AUSTIN CITY LIMITS

Park County Travel Council	Renewal
Cody, WY	
PARK COUNTY TRAVEL - ACL- 2022/23	07/01/22-06/30/23

DAKOTA LIFE

Agtegra	Renewal
Aberdeen, SD	
AGTEGRA/DAKOTA LIFE - EMBED PRE-ROLL (FEB)	02/01/23-02/28/23

First Dakota National Bank	New
Sioux Falls, SD	
FIRST DAKOTA-DAKOTA LIFE - EMBED PRE-ROLL (MAR)	03/23/23-03/31/23

Kessler's Grocery	New
Aberdeen, SD	
KESSLER'S GROC/DAKOTA LIFE - EMBED PRE-ROLL (FEB)	02/02/23-02/28/23

Maxwell & Bowar Agency	New
Parkston, SD	
MAXWELL & BOWAR-DAKOTA LIFE - EMBED PRE-ROLL (MAR)	03/23/23-03/31/23

Olson Companies	New
Buffalo, SD	
OLSON COMPANIE /DAKOTA LIFE - EMBED PRE-ROLL (JAN)	01/01/23-01/31/23

Pioneer Bank & Trust	New
Belle Fourche, SD	
PIONEER BANK & /DAKOTA LIFE - EMBED PRE-ROLL (JAN)	01/01/23-01/31/23

Reliabank Tea, SD RELIABANK - DAKOTA LIFE (MAR-MAY) 3X 2023	Renewal 03/23/23-05/04/23
Santel Communications Woonsocket, SD SANTEL COMMUNICATIONS-DAKOTA LIFE (MAR)	New 03/23/23-04/30/23
<i>FINDING YOUR ROOTS</i>	
OLLI Sioux Falls, SD OLLI/SDPB LIFELONG LEARNER CAMPA/FINDYROOTX12 2022	Renewal 12/19/22-12/17/23
Reliabank Tea, SD RELIABANK - FINDING YOUR ROOTS 2023/9X	Renewal 02/06/23-12/31/23
Vance Thompson Vision Sioux Falls, SD VANCE THOMPSON-FINDING YOUR ROOTS	Renewal 02/06/23-12/31/23
<i>MARKET TO MARKET</i>	
Dakotaland Feed Huron, SD DAKOTALAND - MARKET TO MARKET 1X 2022	Renewal 06/24/22-06/23/23
Farm Credit Service c/o Iowa PBS Johnston, IA FARM CREDIT SERVICE/MARKET TO MARKET 2022	New 01/28/22-01/15/23
SD Counseling Association Aberdeen, SD SD COUNSELING ASSOCIATION/MARKET TO MARKET	New 03/06/23-08/27/23
<i>MASTERPIECE</i>	
Northern State University Aberdeen, SD NSU- MASTERPIECE/SUN	Renewal 01/02/23-02/12/23
Park County Travel Council Cody, WY PARK COUNTY TRAVEL - MASTERPIECE 2022/23	Renewal 07/01/22-06/30/23
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/MASTERPIECE 48X -SUN 2022	Renewal 08/07/22-07/02/23

NOVA

Bangs McCullen Law Firm Renewal
Rapid City, SD
BANGS MCCULLEN LAW FIRM/NOVA 2022 07/04/22-07/02/23

SDSTA - Sanford Underground Research Facility Renewal
Lead, SD
SDSTA-SANFORD UNDERGROUND/NOVA 40X 2022 07/01/22-06/30/23

ON CALL WITH THE PRAIRIE DOC

Bangs McCullen Law Firm Renewal
Rapid City, SD
BANGS MCCULLEN LAW FIRM/ON CALL 2022 09/01/22-02/28/23

Brain Intercept New
Aberdeen, SD
BRAIN INTERCEPT/ON CALL / THUR 09/05/22-06/04/23

Kimberly Keiser & Associates New
Sioux Falls, SD
KIMBERLY KEISER & ASSOC./ON CALL 09/05/22-08/31/23

PBS NEWSHOUR

Black Hills Federal Credit Union Renewal
Rapid City, SD
BHFCU WK 7-9 MT NEWSHOUR/ 1XWK 2023 01/01/23-12/31/23

Bush Foundation Renewal
St Paul, MN
BUSH FOUNDATION - NEWSHOUR 2023 01/08/23-12/31/23

SDSTA - Sanford Underground Research Facility Renewal
Lead, SD
SDSTA-SANFORD UNDERGROUND/NEWSHOUR 108 07/04/22-06/30/23

PRAIRIE YARD & GARDEN

McCrary Gardens Renewal
Brookings, SD
MCCRORY GARDENS- PRAIRIE YARD & GARDEN -2023 03/25/23-09/28/23

RICK STEVES' EUROPE

Park County Travel Council Renewal
Cody, WY
PARK COUNTY TRAVEL - RICK STEVES 2022/23 07/01/22-06/30/23

Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/RICKSTEVES EUROPE 48X -SUN 2022	Renewal 08/07/22-07/02/23
SDHSAA BOYS BASKETBALL TOURNAMENT 2023	
Agtegra Aberdeen, SD AGTEGRA BOYS BASKETBALL 2023- SDPB1	Renewal 03/16/23-03/18/23
BankWest Pierre, SD BANKWEST - BOYS BASKETBALL - 2023 SDPB1	Renewal 03/16/23-03/18/23
Dacotah Bank Aberdeen, SD DACOTAH BANK - BOYS BASKETBALL - 2023 - SDPB1	Renewal 03/16/23-03/18/23
Dakota Plains New Holland Mitchell, SD DAKOTA PLAINS - BOYS BASKETBALL 2023 - SDPB1	Renewal 03/16/23-03/18/23
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - BOYS BASKETBALL - 2023- SDPB1	Renewal 03/16/23-03/18/23
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - BOYS BASKETBALL 2023 SDPB1	Renewal 03/16/23-03/18/23
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - BOYS BASKETBALL 2023 SDPB1	Renewal 03/16/23-03/18/23
Lloyd Companies Sioux Falls, SD LLOYD COMPANIES -BOYS BASKETBALL 2023 SDPB1	New 03/16/23-03/18/23
Monument Health Rapid City, SD MONUMENT HEALTH - BOYS BBALL 23 - SDPB1	Renewal 03/16/23-03/18/23
Peterson Farm Seeds Sioux Falls, SD PETERSON FAMILY - BOYS BASKETBALL 2023 SDPB1	Renewal 03/16/23-03/18/23
Sanford Health Sioux Falls, SD SANFORD HEALTH - BOYS BASKETBALL 2023 - SDPB1	Renewal 03/16/23-03/18/23

South Dakota Corn Sioux Falls, SD SD CORN - BOYS BASKETBALL - 2023 - SDPB1	Renewal 03/16/23-03/18/23
South Dakota Dept. of Education Pierre, SD SD DOE - BOYS BASKETBALL 2023 SDPB1	Renewal 03/16/23-03/18/23
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - BOYS BASKETBALL 2023 - SDPB1	Renewal 03/16/23-03/18/23
South Dakota State University Brookings, SD SDSU - BOYS BASKETBALL 2023 - SDPB1	Renewal 03/16/23-03/18/23
Southeast Technical Institute (STI) Sioux Falls, SD SOUTHEAST TECH COL - S&R BOYS BASKETBALL SDPB1 SOUTHEAST TECH COLLEGE/PROMOS INTRO -B BBALL	New 03/16/23-03/18/23 03/16/23-03/18/23
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - BOYS BASKETBALL 2023 - SDPB1	Renewal 03/16/23-03/18/23
<i>SDHSAA GIRLS BASKETBALL TOURNAMENT 2023</i>	
Agtegra Aberdeen, SD AGTEGRA - GIRLS BASKETBALL 2023 - SDPB1	Renewal 03/09/23-03/11/23
BankWest Pierre, SD BANKWEST - GIRLS BASKETBALL - 2023- SDPB1	Renewal 03/09/23-03/11/23
Dacotah Bank Aberdeen, SD DACOTAH BANK - GIRLS BASKETBALL - 2023 - SDPB1	Renewal 03/09/23-03/11/23
Dakota Plains New Holland Mitchell, SD DAKOTA PLAINS - GIRLS BASKETBALL 2023 - SDPB1	Renewal 03/09/23-03/11/23
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - GIRLS BASKETBALL - 2023 - SDPB1	Renewal 03/09/23-03/11/23
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - GIRLS BASKETBALL 2023 SDPB1	Renewal 03/09/23-03/11/23

Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - GIRLS BASKETBALL 2023 SDPB1	Renewal 03/09/23-03/11/23
Lloyd Companies Sioux Falls, SD LLOYD COMPANIES - GIRLS BASKETBALL 2023 SDPB1	New 03/09/23-03/11/23
Monument Health Rapid City, SD MONUMENT HEALTH - GIRLS BBALL 23 - SDPB1	Renewal 03/09/23-03/11/23
Peterson Farm Seeds Sioux Falls, SD PETERSON FAMILY - GIRLS BASKETBALL 2023SDPB1	Renewal 03/09/23-03/11/23
Sanford Health Sioux Falls, SD SANFORD HEALTH - GIRLS BASKETBALL 2023 - SDPB1	Renewal 03/09/23-03/11/23
South Dakota Corn Sioux Falls, SD SD CORN - GIRLS BASKETBALL - 2023 - SDPB1	Renewal 03/09/23-03/11/23
South Dakota Dept. of Education Pierre, SD SD DOE - GIRLS BASKETBALL 2023 SDPB1	Renewal 03/09/23-03/11/23
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - GIRLS BASKETBALL 2023- SDPB1	Renewal 03/09/23-03/11/23
South Dakota State University Brookings, SD SDSU - GIRLS BASKETBALL 2023 - SDPB1	Renewal 03/09/23-03/11/23
Southeast Technical Institute (STI) Sioux Falls, SD SOUTHEAST TECH COL - S&R GIRLS BBALL -SDPB1 2023 SOUTHEAST TECH COLLEGE/PROMOS INTRO -G BBALL	New 03/09/23-03/11/23 03/09/23-03/11/23
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - GIRLS BASKETBALL 2023 - SDPB1	Renewal 03/09/23-03/11/23
<i>SDHSAA GYMNASTICS CHAMPIONSHIPS 2023</i>	
BankWest Pierre, SD BANKWEST - GYMNASTICS 2023	Renewal 03/18/23-03/19/23

Dacotah Bank Aberdeen, SD DACOTAH BANK - GYMNASTICS 2023	Renewal 03/18/23-03/19/23
South Dakota Corn Sioux Falls, SD SD CORN - GYMNASTICS - 2023	Renewal 03/18/23-03/19/23
South Dakota Dept. of Education Pierre, SD SD DOE - GYMNASTICS 2023	Renewal 03/19/23-03/19/23
<i>SDHSAA WRESTLING CHAMPIONSHIPS 2023</i>	
Agtegra Aberdeen, SD AGTEGRA - WRESTLING 2023	Renewal 02/24/23-02/25/23
BankWest Pierre, SD BANKWEST - WRESTLING 2023	Renewal 02/23/23-02/25/23
Dacotah Bank Aberdeen, SD DACOTAH BANK - WRESTLING 2023	Renewal 02/23/23-02/25/23
Dakota Plains New Holland Mitchell, SD DAKOTA PLAINS - WRESTLING 2022	Renewal 02/23/23-02/25/23
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - WRESTLING 2023	Renewal 02/23/23-02/25/23
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - WRESTLING 2023	Renewal 02/23/23-02/25/23
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - WRESTLING 2023	Renewal 02/23/23-02/25/23
Lloyd Companies Sioux Falls, SD LLOYD COMPANIES - WRESTLING 2023	New 02/23/23-02/25/23
Monument Health Rapid City, SD MONUMENT HEALTH - WRESTLING 2023	Renewal 02/23/23-02/25/23

Peterson Farm Seeds Sioux Falls, SD PETERSON FAMILY - WRESTLING 2023	Renewal 02/23/23-02/25/23
Sanford Health Sioux Falls, SD SANFORD HEALTH - WRESTLING 2023	Renewal 02/23/23-02/25/23
South Dakota Corn Sioux Falls, SD SD CORN - WRESTLING - 2023	Renewal 02/23/23-02/25/23
South Dakota Dept. of Education Pierre, SD SD DOE - WRESTLING 2023	Renewal 02/23/23-02/25/23
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - WRESTLING - 2023	Renewal 02/23/23-02/25/23
South Dakota State University Brookings, SD SDSU - WRESTLING - 2023	Renewal 02/23/23-02/25/23
Southeast Technical Institute (STI) Sioux Falls, SD SOUTHEAST TECH COLLEGE - WRESTLING - 4X (SDPB1)	New 02/24/23-02/25/23
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - WRESTLING 2023	Renewal 02/23/23-02/25/23
<i>SOUTH DAKOTA FOCUS</i>	
McQuillen Creative Group Aberdeen, SD MCQUILLEN CREATIVE GROUP/SD FOCUS/SUN MCQUILLEN CREATIVE GROUP/SD FOCUS/THUR	New 09/08/22-07/30/23 09/08/22-07/30/23
Missouri River Energy Services Sioux Falls, SD MISSOURI RIVER - SD FOCUS 2022/2023 10X	Renewal 12/22/22-05/25/23
Northern State University Aberdeen, SD NSU- SD FOCUS - THUR & SUN 2WK	Renewal 01/02/23-02/12/23
NorthWestern Energy c/o Flynn Wright Des Moines, IA NWE -SDF (JAN) 2X	New 01/15/23-01/15/23

Park County Travel Council Cody, WY PARK COUNTY TRAVEL - FOCUS 2022/23	Renewal 09/08/22-06/30/23
SD Bar Foundation Pierre, SD SD BAR FND/SH 2023/SD FOCUS	Renewal 12/15/22-03/31/23
SDN Communications Sioux Falls, SD SDN - SD FOCUS/5 EPISODES-2023	Renewal 01/01/23-03/31/23
STATE OF THE STATE ADDRESS	
AARP Sioux Falls, SD	New 01/10/23-01/10/23
Boyce Law Firm Sioux Falls, SD	Renewal 01/10/23-01/10/23
Missouri River Energy Services Sioux Falls, SD MISSOURI RIVER	Renewal 01/10/23-01/10/23
SD Bar Foundation Pierre, SD SD BAR FND/202. SESSION/STATE OF STATE ADDRESS	Renewal 01/10/23-01/10/23
SDN Communications Sioux Falls, SD	Renewal 01/10/23-01/10/23
Touchmark Retirement Communities Beaverton, OR	Renewal 01/10/23-01/10/23
TALES FROM THE HARDWOOD	
Anthem Oats Frederick, SD ANTHEM OATS/TALES OF THE HARDWOOD-PRE-ROLL #1 ANTHEM OATS/TALES OF THE HARD/EMBEDDED-PRE-ROLL#2	Renewal 03/11/23-03/11/23 03/18/23-03/18/23
Black Hills Federal Credit Union Rapid City, SD BHFCU/TALES OF THE HARDWOOD-PRE-ROLL #1 BHFCU/TALES OF THE HARD/EMBEDDED-PRE-ROLL#2	Renewal 03/11/23-03/11/23 03/18/23-03/18/23
Northern State University Aberdeen, SD NSU/TALES OF THE HARDWOOD-PRE-ROLL #1 NSU/TALES OF THE HARD/EMBEDDED-PRE-ROLL#2	New 03/11/23-03/11/23 03/18/23-03/18/23