

**South Dakota Public Broadcasting
TV Underwriting Report
1st Quarter 2014 (January – March)**

Manual Placements

| | |
|---|---|
| Black Hills Federal Credit Union BHFCU/TUES. INCLUDING AM. EXP. | Renewal 05/06/13--05/11/14 |
| Dacotah Prairie Museum DPM/SDPB KIDS/2 SPOTS PER DAY SUNDAY DPM/SDPB KIDS/3 SPOTS PER DAY MON-FRI DPM/SDPB KIDS/3 SPOTS PER DAY SATURDAY | New 03/03/14--05/14/14 03/03/14--05/14/14 03/03/14--05/14/14 |
| Dakota Indian Foundation DAKOTA INDIAN FND/2 SPOTS DAY/ROS | Renewal 12/09/13--01/05/14 |
| Horton Incorporated HORTON/WEEKDAY PRIMETIME ROS/1 SPOT PER M-F | Renewal 08/19/13--08/15/14 |
| Mahlander's c/o The Creative Co-op MAHLANDER/ROS/1 SPOT PER DAY 6AM-10PM | New 02/01/14--04/20/14 |
| Media One Advertising MEDIA ONE FUNSKI/10 ROS SPOTS PER DAY | 01/13/14--01/24/14 |
| Mount Marty College MOUNT MARTY/PBS KIDS/2 SPOTS PER DAY M-W-F | New 09/30/13--01/31/14 |
| Mount Marty College MOUNT MARTY/PBS KIDS/2 SPOTS PER DAY M-W-F 7-9AM | Renewal 02/10/14--06/13/14 |
| NorthWestern Energy c/o Flynn Wright NORTHWESTERN ENERGY/PBS KIDS/28 SPOTS PER WEEK NORTHWESTERN ENERGY/PBS KIDS/28 SPOTS PER WEEK NORTHWESTERN ENERGY/PBS KIDS/18 SPOTS PER WEEK | Renewal 03/04/14--03/21/14 03/31/14--04/11/14 03/24/14--03/28/14 |
| Quilters Headquarters SF QUILTERS HEAD/SAT ROS 10-12:30/2 ANN PER/50 WKS GAMMILL/SAT ROS/10-12:30/2 ANN PER SAT/50 WKS | Renewal 04/07/13--03/09/14 04/07/13--03/09/14 |
| Rapid City Regional Hospital RC REG/1 SPT FRIDAYS/4:30-6PM MT RC REG/1 SPT. M, TU, WE, TH/6-10PM MT/ RC REG/1 SPT FRI/4:30-6PM MT RC REG/1 SPT M, TU, WE,TH/6-10PM MT | Renewal 02/25/13--02/23/14 02/25/13--02/23/14 02/24/14--01/18/15 02/24/14--01/18/15 |
| Regional Heart Drs. REGIONAL HEART/AM EXP/TUES. EVENING REGIONAL HEART/AM EXP/TUES EVENINGS | Renewal 01/21/13--01/19/14 01/20/14--01/18/15 |

| | |
|--|---|
| Rocklands Entertainment ROCKLANDS/PRIMETIME ROS/4 SPOTS PER DAY | New 03/24/14--04/23/14 |
| SD Community Foundation SD COMMUNITY FND/ROS 17:30-19/5 SPTS WK/M-F | New 04/15/13--04/13/14 |
| Sioux Falls Area Community Foundation SFACF,SAT ROS, 4 ANNTS/DAY,10-5,43 WKS SFACF, SUN ROS, 2 ANNT/DAY,4-10P, 43 WKS SFACF,NEWS & PUBLIC AFFAIRS,M-F,1 SPT/EVE,47 WKS SFACF,WEEKDAY PRIMETIME ROS, M-THUR,1 SPT/EVE,47 W | New 01/28/13--01/26/14 01/28/13--01/26/14 01/28/13--01/26/14 01/28/13--01/26/14 |
| Washington Pavilion TEN TENORS/6 PRIMETIME ROS SPOTS 6-10PM TOULOUSE-LAUTREC/PRIMETIME ROS/2 SPOTS PER DAY | New 02/22/14--02/28/14 03/24/14--04/06/14 |

Program Specific

AMERICAN MASTERS

| | |
|---|-------------------------------|
| First Dakota National Bank c/o Fresh Produce FIRST DAKOTA/AMERICAN MASTERS/2 SPOTS PER SHOW | Renewal 03/03/14--03/01/15 |
|---|-------------------------------|

ANTIQUES ROADSHOW

| | |
|--|-------------------------------|
| Black Hills Playhouse BH PLAYHOUSE/ARS/MONDAYS | Renewal 03/24/14--06/22/14 |
|--|-------------------------------|

| | |
|---|-------------------------------|
| Horton Incorporated HORTON/ANTIQUES ROADSHOW/2 SPOTS PER SHOW SUN | Renewal 08/18/13--08/17/14 |
|---|-------------------------------|

| | |
|---|-------------------------------|
| Lamps and Shades LAMPS & SHADES/ANTIQUES ROADSHOW/2 SPOTS PER SUN | Renewal 01/13/14--01/11/15 |
|---|-------------------------------|

| | |
|--|-------------------------------|
| Plastic Surgery Associates of South Dakota PLASTIC SURGERY/ANTIQUES ROADSHOW/2 SPOTS PER SUN | Renewal 09/08/13--09/07/14 |
|--|-------------------------------|

AUSTIN CITY LIMITS

| | |
|--|-----------------------------|
| Sunset Pawn Inc. SUNSET PAWN/AUSTIN CITY LIMITS/2 SPOTS PER SHOW | Renewal 01/18/1401/17/15 |
|--|-----------------------------|

BLUEGRASS UNDERGROUND

| | |
|--|-------------------------------|
| Sunset Pawn Inc. SUNSET PAWN/BLUEGRASS UNDERGROUND/1 SPOT PER SHOW | Renewal 01/18/14--01/17/15 |
|--|-------------------------------|

CALL THE MIDWIFE

SD Affiliate of the Am. College of Nurse-Midwives

SD MIDWIVES/CALL THE MIDWIFE

New

03/30/14--05/18/14

CLASSIC GOSPEL

Sioux Falls Good Samaritan

SF GOOD SAM/CLASSIC GOSPEL/2 ANNT PER/47 WEEKS

SF GOOD SAM/CLASSIC GOSPEL/2 SPOTS PER SHOW

Renewal

02/11/13--03/10/14

03/02/14--02/28/15

CLIFFORD THE BIG RED DOG

Hy-Vee Food Stores

HY-VEE/CLIFFORD/2 SPOTS PER DAY M-W-F

Renewal

07/15/13--07/12/14

COOK'S COUNTRY FROM AMERICA'S TEST KITCHEN

Hy-Vee Food Stores

HY-VEE/TEST KITCHEN/2 SPOTS PER SATURDAY

Renewal

09/07/13--03/01/14

DAKOTA LIFE

Home Federal Bank

HOME FEDERAL/DAKOTA LIFE/2 SPOTS PER SHOW

New

09/16/13--09/12/14

South Dakota State Historical Society

SD STATE HISTORICAL/DAKOTA LIFE/2 SPOTS PER SHOW

New

09/02/13--05/30/14

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric

FOUR SEASONS/FONS & PORTERS/2 SPOTS PER SATURDAY

Renewal

08/03/13--08/01/14

Hill City Mercantile

HILL CITY MERC/LOVE OF QUILTING

New

03/29/14--03/28/15

GUY LOMBARDO

Sioux Falls Good Samaritan

SF GOOD SAM/GUY LOMBARDO/2 ANNT PER/47 WEEKS

Renewal

02/11/13--03/10/14

KEEPING UP APPEARANCES

Horton Incorporated

HORTON/KEEPING UP/2 SPOTS PER SHOW SATURDAY

Renewal

08/24/13--08/16/14

LAWRENCE WELK SHOW

| | |
|---|---|
| Great Plains Eye Clinic Ltd GREAT PLAINS EYE/LAWRENCE WELK/SAT/2 ANNT PER SHOW | Renewal 02/20/13--02/18/14 |
| Ophthalmology LTD OPHTHAL LTD/LAWRENCE WELK/2 SPOTS PER SAT & SUN | Renewal 06/22/13--06/20/14 |
| Sioux Falls Good Samaritan SF GOOD SAM/LAWRENCE WELK/SAT & SUN/2 ANNT PER/47 SF GOOD SAM/LAWRENCE WELK/2 SPOTS PER SAT & SUN | Renewal 02/11/13--03/10/14 03/02/14--02/28/15 |

MARKET TO MARKET

| | |
|--|---|
| Home Federal Bank HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW SUN HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW FRI | New 09/16/13--09/12/14 09/16/13--09/12/14 |
| Madison Farmers Elevator MADISON FARM,MARKET TO MARKET,2 ANNT/BRDCST | Renewal 06/14/13--06/12/14 |

MASTERPIECE

| | |
|---|-------------------------------|
| 1880 Train 1880 TRAIN/MASTERPIECE/SUNDAYS | Renewal 01/05/14--04/20/14 |
| First Dakota National Bank c/o Fresh Produce FIRST DAKOTA NB/MASTERPIECE/2 ANN PER/44 WKS | New 04/08/13--03/31/14 |
| Mahlander's c/o The Creative Co-op MAHLANDER'S/MASTERPIECE/2 SPOTS PER SHOW SUN | New 01/05/14--04/20/14 |
| Westhills Village WESTHILLS VILLAGE/TV/MASTERPIECE/SUNDAYS | Renewal 03/24/14--03/22/15 |

NIGHTLY BUSINESS REPORT

| | |
|--|-------------------------------|
| Hy-Vee Food Stores HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER TUESDAY | Renewal 07/15/13--07/12/14 |
|--|-------------------------------|

NO COVER, NO MINIMUM

| | |
|--|-------------------------------|
| Sunset Pawn Inc. SUNSET PAWN/NO COVER/2 SPOTS PER SHOW | Renewal 01/18/14--01/17/15 |
|--|-------------------------------|

NOVA

| | |
|---|-------------------------------|
| First Dakota National Bank c/o Fresh Produce FIRST DAKOTA/NOVA/2 SPOTS PER SHOW WED | Renewal 03/03/14--03/01/15 |
|---|-------------------------------|

ON CALL

Davenport Evans Lawyers Renewal
DAVENPORT EVANS/ON CALL/2 SPOTS PER SHOW THURS 03/03/14--06/27/14

Linda Barker New
LINDA BARKER/ON CALL/THURS/2 SPOTS PER SHOW 06/06/13--05/29/14

PBS NEWSHOUR

First Dakota National Bank c/o Fresh Produce New
FIRST DAKOTA NB/PBS NEWSHOUR/2 ANN PER/M-F/44 WKS 04/01/13--01/31/14

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/PBS NEWSHOUR/2 SPOTS PER SHOW M & W 03/03/14--03/01/15

SD Bar Foundation Renewal
SD BAR FND/PBS NEWSHOUR 01/06/14--03/31/14

PRAIRIE YARD & GARDEN

Jolly Lane Greenhouse Renewal
JOLLY LANE/PRAIRIE YARD 04/08/13--04/06/14

Warne Chemical & Equipment Co. Renewal
WARNE CHEMICAL/PRAIRIE YARD & GARDEN 04/06/13--04/06/14

RED GREEN SHOW

Rocklands Entertainment New
ROCKLANDS/RED GREEN/2 SPOTS PER SHOW MON & SAT 03/24/14--04/23/14

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op New
MAHLANDER'S/RICK STEVES/2 SPOTS PER SHOW SUN 01/05/14--04/20/14

Westhills Village Renewal
WESTHILLS VILLAGE/TV/RICK STEVES EUROPE/SUNDAYS 03/24/14--03/22/15

S.D. HIGH SCHOOL BOYS BASKETBALL TOURNAMENT 2014

Dacotah Bank Renewal
DACOTAH BANK/SDHS BOYS BASKET/36 :30 SEC SPOTS 03/20/14--03/22/14

DEKALB c/o Osborn Barr New
DEKALB/SDHS BOYS BASKETBALL/12 :30 SEC SPOTS 03/20/14--03/22/14

| | |
|--|-------------------------------|
| Farmers Union Insurance Companies FARMERS UNION/BOYS' BBALL/72-30 SPTS TOTAL | Renewal 03/20/14--03/22/14 |
| Fischer, Rounds & Associates FISCHER ROUNDS/SDHS BOYS BK/12 :30 SEC SPOTS | New 03/20/14--03/22/14 |
| Independent Insurance Agents of SD IIASD/SDHS BOYS BASKETBALL/24 :30 SEC SPOTS | Renewal 03/20/14--03/22/14 |
| Midcontinent Communications MIDCO/SDHS BOYS BASKETBALL/36 :30 SEC SPOTS | Renewal 03/20/14--03/22/14 |
| Sanford Health c/o Lawrence & Schiller SANFORD HEALTH/SDHS BOYS BASKET/20 :30 SEC SPOTS | New 03/20/14--03/22/14 |
| Scheels c/o Nonbox SCHEELS/SDHS BOYS BK/20 :30 SEC SPOTS | New 03/20/14--03/22/14 |
| Schuneman Equipment c/o JWT Action SCHUNEMAN/SDHS BOYS BASKETBALL/12 :30 SEC SPOTS | New 03/20/14--03/22/14 |
| SD Crop Improvement Association SD CROP IMPROVE/SDHS BOYS BK/7 :15 SEC SPOTS | Renewal 03/20/14--03/22/14 |
| SDN Communications SDN/SDHS BOYS BASKETBALL/24 :30 SEC SPOTS | Renewal 03/20/14--03/22/14 |
| Subway c/o Nemer Fieger SUBWAY/SDHS BOYS BASKETBALL/24 :15 SEC SPOTS | Renewal 03/20/14--03/22/14 |
| TACO JOHNS C/O GARNER ADVERTISING INC TACO JOHNS/SDHS BOYS BK/24 :15 SEC SPOTS | Renewal 03/20/14--03/22/14 |
| Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/SDHS BOYS BASKETBALL/20 :30 SEC SPOTS | Renewal 03/20/14--03/22/14 |
| Vance Thompson Vision VANCE THOMPSON/SDHS BOYS BASKET/12 :30 SEC SPOTS | New 03/20/14--03/22/14 |
| Wilbur-Ellis Company WILBUR-ELLIS/SDHS BOYS BASKET/12 :30 SEC SPOTS | Renewal 03/20/14--03/22/14 |
| S.D. HIGH SCHOOL GIRLS BASKETBALL TOURNAMENT 2014 | |
| Dacotah Bank DACOTAH BANK/SDHS GIRLS BASKET/36 :30 SEC SPOTS | Renewal 03/13/14--03/15/14 |
| DEKALB c/o Osborn Barr DEKALB/SDHS GIRLS BASKETBALL/12 :30 SEC SPOTS | New 03/13/14--03/15/14 |

| | |
|---|-------------------------------|
| Farmers Union Insurance Companies FARMERS UNION/GIRLS' BBALL/72-30 SPTS TOTAL | Renewal 03/13/14--03/15/14 |
| Fischer, Rounds & Associates FISCHER ROUNDS/SDHS GIRLS BK/12 :30 SEC SPOTS | New 03/13/14--03/15/14 |
| Independent Insurance Agents of SD IIASD/SDHS GIRLS BASKETBALL/24 :30 SEC SPOTS | Renewal 03/13/14--03/15/14 |
| Midcontinent Communications MIDCO/SDHS GIRLS BASKETBALL/36 :30 SEC SPOTS | Renewal 03/13/14--03/15/14 |
| Sanford Health c/o Lawrence & Schiller SANFORD HEALTH/SDHS GIRLS BASKET/20 :30 SEC SPOTS | New 03/13/14--03/15/14 |
| Scheels c/o Nonbox SCHEELS/SDHS GIRLS BK/20 :30 SEC SPOTS | New 03/13/14--03/15/14 |
| Schuneman Equipment c/o JWT Action SCHUNEMAN/SDHS GIRLS BASKETBALL/12 :30 SEC SPOTS | New 03/13/14--03/15/14 |
| SD Crop Improvement Association SD CROP IMPROVE/SDHS GIRLS BK/7 :15 SEC SPOTS | Renewal 03/13/14--03/15/14 |
| SDN Communications SDN/SDHS GIRLS BASKETBALL/24 :30 SEC SPOTS | Renewal 03/13/14--03/15/14 |
| Subway c/o Nemer Fieger SUBWAY/SDHS GIRLS BASKETBALL/24 :15 SEC SPOTS | Renewal 03/13/14--03/15/14 |
| TACO JOHNS C/O GARNER ADVERTISING INC TACO JOHNS/SDHS GIRLS BK/24 :15 SEC SPOTS | Renewal 03/13/14--03/15/14 |
| Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/SDHS GIRLS BASKETBALL/20 :30 SEC SPOTS | Renewal 03/13/14--03/15/14 |
| Vance Thompson Vision VANCE THOMPSON/SDHS GIRLS BASKET/12 :30 SEC SPOTS | New 03/13/14--03/15/14 |
| Wilbur-Ellis Company WILBUR-ELLIS/SDHS GIRLS BASKET/12 :30 SEC SPOTS | Renewal 03/13/14--03/15/14 |
| S.D. HIGH SCHOOL GYMNASTICS CHAMPIONSHIPS 2014 | |
| Farmers Union Insurance Companies FARMERS UNION/GYMNASTICS/2-30 SEC. SPOTS TOTAL | Renewal 02/21/14--02/22/14 |
| Independent Insurance Agents of SD IIASD/SDHS GYMNASTICS/2 :30 SEC SPOTS | Renewal 02/21/14--02/22/14 |

| | |
|--|-------------------------------|
| SDN Communications SDN/SDHS GYMNASTICS/2 :30 SEC SPOTS | Renewal 02/22/14--02/22/14 |
| S.D. HIGH SCHOOL WRESTLING CHAMPIONSHIPS 2014 | |
| Dacotah Bank DACOTAH BANK/SDHS WRESTLING/8 :30 SEC SPOTS | Renewal 03/01/14--03/01/14 |
| DEKALB c/o Osborn Barr DEKALB/SDHS WRESTLING/1 :30 SPOT FOR CLASS B | New 03/01/14--03/01/14 |
| Farmers Union Insurance Companies FARMERS UNION/WRESTLING/8-30 SEC. SPOTS TOTAL | Renewal 03/01/14--03/01/14 |
| Independent Insurance Agents of SD IIASD/SDHS WRESTLING/4 :30 SEC SPOTS | Renewal 03/01/14--03/01/14 |
| Midcontinent Communications MIDCO/SDHS WRESTLING/8 :30 SEC SPOTS | Renewal 03/01/14--03/01/14 |
| Sanford Health c/o Lawrence & Schiller SANFORD HEALTH/SDHS WRESTLING/3 :30 SEC SPOTS | New 03/01/14--03/01/14 |
| Scheels c/o Nonbox SCHEELS/SDHS WRESTLING/3 :30 SEC SPOTS | New 03/01/14--03/01/14 |
| Schuneman Equipment c/o JWT Action SCHUNEMAN/SDHS WRESTLING/1 :30 SEC SPOT | New 03/01/14--03/01/14 |
| SD Crop Improvement Association SD CROP IMPROVE/SDHS WRESTLING/2 :15 SEC SPOTS | Renewal 03/01/14--03/01/14 |
| SDN Communications SDN/SDHS WRESTLING/4 :30 SEC SPOTS | Renewal 03/01/14--03/01/14 |
| Subway c/o Nemer Fieger SUBWAY/SDHS WRESTLING/3 :15 SEC SPOTS | Renewal 03/01/14--03/01/14 |
| TACO JOHNS C/O GARNER ADVERTISING INC TACO JOHNS/SDHS WRESTLING/3 :15 SEC SPOTS | Renewal 03/01/14--03/01/14 |
| Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/SDHS WRESTLING/3 :30 SEC SPOTS | Renewal 03/01/14--03/01/14 |
| Vance Thompson Vision VANCE THOMPSON/SDHS WRESTLING/1 :30 SEC SPOT | New 03/01/14--03/01/14 |
| Wilbur-Ellis Company WILBUR-ELLIS/SDHS WRESTLING/2 :30 SEC SPOTS | Renewal 03/01/14--03/01/14 |

SOUTH DAKOTA FOCUS

First Dakota National Bank c/o Fresh Produce
FIRST DAKOTA NB/SD FOCUS/2 ANN PER/THURS/APRIL-JAN New
04/01/13--01/31/14

First Dakota National Bank c/o Fresh Produce
FIRST DAKOTA/SD FOCUS/2 SPOTS PER SHOW THURS Renewal
03/03/14--03/01/15

SD Bar Foundation
SD BAR FND/SD FOCUS/LEGISLATIVE LEADERSHIP Renewal
01/13/14--01/26/14

South Dakota State Historical Society
SD STATE HISTORICAL/SD FOCUS/2 SPOTS PER SHOW New
09/02/13--05/30/14

STATEHOUSE

MISSOURI RIVER ENERGY SERVICES
MISSOURI RIVER/STATEHOUSE REVIEW/36 SPOTS Renewal
01/06/14--03/21/14

SD Bar Foundation
SD BAR FND/STATEHOUSE END OF WK REVIEW+SUN REPEAT Renewal
01/01/14--03/31/14

SDN Communications
SDN/STATEHOUSE REVIEW/FRI & SUN/2 SPOTS PER Renewal
01/15/14--03/31/14

STATE OF THE STATE 2014

SDN Communications
SDN/STATE OF THE STATE ADDRESS/4 SPOTS TOTAL Renewal
01/14/14--01/14/14

VICTORY GARDEN

Weigum's Great Plains Landscape Arboretum
WEIGUM'S GREAT PLAINS ARB/VICTORY GARDEN Renewal
08/19/13--08/17/14