

South Dakota Public Broadcasting
TV Underwriting 2nd Quarter
April – June 2021

Program Specific Placement

AMERICA'S TEST KITCHEN FROM COOK'S ILLUSTRATED

Hy-Vee Food Stores	Renewal
Sioux Falls, SD	
HY-VEE - AMERICAN TEST KIT - SAT	09/21/20-09/19/21

ANTIQUES ROADSHOW

Delta Dental of South Dakota	Renewal
Pierre, SD	
DELTA DENTAL ANTIQUES 1 M	05/01/20-04/30/21

Fischer, Rounds & Associates	Renewal
Pierre, SD	
FISCHER ROUNDS - ANTIQUES ROADSHOW 1 M	05/01/20-04/30/21

Independent Insurance Agents of SD	Renewal
Ft Pierre, SD	
ANTIQUES ROADSHOW - 2 PER WK	06/29/20-06/27/21

Westhills Village Retirement Community	Renewal
Rapid City, SD	
WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1 PR MON	05/11/20-05/07/21
WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X MON	06/04/21-05/31/22
WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X SUN	06/04/21-05/31/22

AUSTIN CITY LIMITS

Horton Incorporated	New
Roseville, MN	
HORTON - AUSTIN CITY	10/05/20-04/03/21

Park County Travel Council	Renewal
Cody, WY	
CODY/AUSTIN CITY LIMITS/ 2 PER SATURDAY	01/30/21-01/28/22

DAKOTA LIFE

Dakota Prairie Bank	New
Ft Pierre, SD	
DAKOTA PRAIRIE BANK/DAKOTA LIFE	05/06/21-05/31/21

Dakota Wesleyan University	New
DWU - DAKOTA LIFE	04/01/21-04/04/21

Park County Travel Council Cody, WY	Renewal
Reliabank Tea, SD RELIABANK - DAKOTA LIFE	New 03/01/21-05/31/21
Vance Thompson Vision Sioux Falls, SD VANCE THOMPSON-DAKOTA LIFE	New 03/08/21-12/31/21
<i>DANIEL TIGER'S NEIGHBORHOOD</i>	
NorthWestern Energy c/o Flynn Wright Des Moines, IA NORTHWESTERN EN - DANIEL TIG - MAR NORTHWESTERN EN - DANIEL TIG - MAY-JUL	Renewal 03/08/21-04/02/21 05/24/21-07/04/21
<i>FINDING YOUR ROOTS</i>	
TSP Sioux Falls, SD TSP INC - FINDING YOUR ROOTS	New 03/30/21-03/31/22
<i>FRONTLINE</i>	
Sanford Underground Research Facility Lead, SD SDSTA-SANFORD UNDERGROUND/FRONTLINE	Renewal 04/19/21-06/30/21
<i>HEMINGWAY</i>	
Augustana University Sioux Falls, SD AUGUSTANA UNIVERSITY - HEMINGWAY	New 04/05/21-04/30/21
HIGHMARK CREDIT UNION Rapid City, SD HIGHMARK CREDIT UNION - HEMINGWAY	New 04/05/21-04/30/21
<i>MARKET TO MARKET</i>	
Dakotaland Feed Huron, SD DAKOTALAND - MARKET TO MARKET 2 X WK DAKOTALAND - MARKET TO MARKET 2X 2021	New 05/25/20-05/23/21 06/07/21-06/06/22
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - MARKET TO MARKET - 1 SPOT FRI	Renewal 05/11/20-05/09/21

Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - MARKET TO MARKET 1 F	Renewal 05/01/20-04/30/21
Independent Insurance Agents of SD Ft Pierre, SD IIASD - MARKET TO MARKET- 2 PER WK	Renewal 06/29/20-06/27/21
MASTERPIECE THEATRE	
Delta Dental of South Dakota Pierre, SD DELTA DENTAL MASTERPIECE 1 SUN	Renewal 05/01/20-04/30/21
Independent Insurance Agents of SD Ft Pierre, SD IIASD - MASTERPIECE THEATER	Renewal 06/29/20-06/27/21
Mahlander's c/o The Creative Co-op Sioux Falls, SD MAHLANDER - 2 SPOTS SUN - MASTERPIECE 2021	Renewal 01/10/21-01/02/22
Park County Travel Council Cody, WY CODY/MASTERPIECE/2 PER SUNDAY 21-22	Renewal 01/30/21-01/28/22
Reliabank Tea, SD RELIABANK - MASTERPIECE	New 03/01/21-12/31/21
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/MASTERPIECE 1PR SUN WESTHILLS VILLAGE/MASTERPIECE 48X -SUN	Renewal 05/11/20-05/07/21 06/04/21-05/31/22
NOVA	
Bangs McCullen Law Firm Sioux Falls, SD BANGS MCCULLEN LAW FIRM/NOVA	New 05/05/21-04/17/22
Sanford Underground Research Facility Lead, SD SDSTA-SANFORD UNDERGROUND/NOVA	Renewal 04/19/21-06/30/21
PBS NEWSHOUR	
Black Hills Federal Credit Union Rapid City BHFCU WED 7-9 MT NEWSHOUR/ 1XWK 2021	Renewal 06/05/21-06/01/22

Bush Foundation St Paul, MN BUSH FOUNDATION - NEWSHOUR	New 01/16/21-01/15/22
Delta Dental of South Dakota Pierre, SD DELTA DENTAL NEWSHOUR 2X/WEEK	Renewal 05/11/20-05/07/21
SD Bar Foundation Pierre, SD SD BAR FND - 2021 SESS - PBS NEWSHOUR	Renewal 01/06/21-04/06/21
Sanford Underground Research Facility Lead, SD SDSTA-SANFORD UNDERGROUND/NEWSHOUR	Renewal 04/19/21-06/30/21
<i>RICK STEVES' EUROPE</i>	
Mahlander's c/o The Creative Co-op Sioux Falls, SD MAHLANDER - 2 SPOTS SUN - RICK STEVES EUROPE	Renewal 01/10/21-01/02/22
Park County Travel Council Cody, WY CODY/RICK STEVE'S TRAVEL/2 PER SUNDAY 21-22	Renewal 01/30/21-01/28/22
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/RICKSTEVES EUROPE 2 PER SUN WESTHILLS VILLAGE/RICKSTEVES EUROPE 48X -SUN	Renewal 05/11/20-05/07/21 06/04/21-05/31/22
<i>SDHSAA ALL-STATE BAND 2021</i>	
Dacotah Bank Aberdeen, SD DACOTAH BANK - ALL STATE BAND 2021	Renewal 04/23/21-04/25/21
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - ALL STATE BAND 2021	Renewal 04/23/21-04/25/21
<i>SDHSAA ALL-STATE JAZZ BAND 2021</i>	
Dacotah Bank Aberdeen, SD DACOTAH BANK - ALL STATE JAZZ 2021	Renewal 05/27/21-05/30/21
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - ALL STATE JAZZ BAND 2021	Renewal 05/27/21-05/30/21

South Dakota State University Brookings, SD SDSU - ALL-STATE JAZZ 2021	Renewal 05/27/21-05/30/21
<i>SDHSAA ALL-STATE ORCHESTRA</i>	
Augustana University Sioux Falls, SD AUGUSTANA ALL-STATE ORCHESTRA	New 04/20/21-04/20/21
Dacotah Bank Aberdeen, SD DACOTAH BANK - CHORUS	Renewal 04/20/21-04/20/21
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - CHORUS & ORCHESTRA	Renewal 04/20/21-04/20/21
South Dakota State University Brookings, SD SDSU - ALL-STATE CHORUS & ORCH -	Renewal 04/20/21-04/20/21
<i>SDHSAA TRACK & FIELD CHAMPIONSHIPS 2021</i>	
BankWest Pierre, SD BANKWEST - TRACK 2021	Renewal 05/28/21-05/29/21
Dacotah Bank Aberdeen, SD DACOTAH BANK - TRACK 2021	Renewal 05/28/21-05/29/21
Independent Insurance Agents of SD Ft Pierre, SD IIASD - TRACK 2021	Renewal 05/28/21-05/29/21
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - TRACK & FIELD - 2021	Renewal 05/28/21-05/29/21
South Dakota Dept. of Education Pierre, SD SD DOE -TRACK 2021	Renewal 05/28/21-05/29/21
South Dakota State University Brookings, SD SDSU - TRACK 2021	Renewal 05/28/21-05/29/21

SOUTH DAKOTA ALL-STATE BAND 2001

South Dakota State University

Brookings, SD

SDSU - ALL-STATE BAND 2021

Renewal

04/23/21-04/25/21

SOUTH DAKOTA FOCUS

SD Bar Foundation

Pierre, SD

SD BAR FND/SH 2021/SD FOCUS

Renewal

12/12/20-04/08/21

TSP

Sioux Falls, SD

TSP INC - SD FOCUS

New

03/25/21-03/31/22

SOUTH DAKOTA HOME GARDEN

McCrary Gardens

Brookings, SD

MCCRORY GARDENS- SDHGAR

New

04/22/21-09/13/21

WASHINGTON WEEK

Farmers Union Service Assn. LTD

Huron, SD

FARMERS UNION - WASHINGTON WEEK - 1 SPOT FRI.

Renewal

05/11/20-05/09/21