

South Dakota Public Broadcasting
TV Underwriting—3rd Quarter
July – September 2016

Manual Placement

3M	New	
3M/PBS KIDS/4:00PM FRI		07/01/16-06/30/17
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
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
BUSH FOUNDATION/PRIMETIME ROS/4 SPOTS PER M-F		09/03/16-11/20/16
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
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 MUSEUM/PBS KIDS		08/01/16-01/31/17
Delta Dental of South Dakota Foundation	Renewal	
DELTA DENTAL FN/WEEKDAY PBS KIDS/2 SPTS PER DAY		04/11/16-04/09/17
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
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 ZOO/SUMMER/M-F/2 SPTS DAY 05/30/16-09/05/16
 GREAT PLAINS ZOO/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
 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

John Murray Renewal
 SLUMBERLAND - 2016 07/10/16-07/31/16

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

McCrary Gardens Renewal
 MCCRARY GARDENS/PBS KIDS/TUES & THURS 05/30/16-10/01/16

National Music Museum Renewal
 NATIONAL MUSIC/ROS/MON & TUES/MAY-SEPT 05/02/16-09/30/16

North Country Fiber Fair Renewal
 NC FIBER FAIR/2016/WKEND/4 SPOTS 08/01/16-09/15/16

NorthWestern Energy c/o Flynn Wright Renewal
 NORTHWESTERN ENERGY/LOUIE/23 SPOTS WEEK 07/11/16-07/22/16
 NORTHWESTERN ENERGY/LOUIE/23 SPOTS WEEK 08/15/16-08/26/16
 NORTHWESTERN ENERGY/LOUIE/23 SPOTS WEEK 09/26/16-10/07/16
 NORTHWESTERN ENERGY/SNIFFY/20 SPOTS 09/19/16-09/23/16

Ophthalmology LTD c/o Flood Media Group Renewal
 OPHTHALMOLOGY LTD/SUNDAY PRIMETIME/ 1 SPOT 07/04/16-12/31/16
 OPHTHALMOLOGY LTD/PRIME TIME ROS/1 SPOT 07/04/16-12/31/16
 OPHTHALMOLOGY LTD/SATURDAY PRIMETIME/1 SPOT 07/04/16-12/31/16

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 Arts Council

RAPID CITY ARTS/M&SUN PT ROS/1 PER DAY X 2 WKS 07/18/16-07/31/16
 RAPID CITY ARTS #2/M&SUN PT ROS/1 PER DAY X 2 WKS 08/15/16-08/28/16
 RAPID CITY ARTS #3/M&SUN PT ROS/1 PER DAY X 2WKS 09/12/16-09/25/16

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

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

SDSU Foundation (Woodbine Productions)

Renewal

SDSU WOODBINE - PRIMETIME ROS M-SUN 09/12/16-04/25/17

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 Corn c/o Paulsen

Renewal

SD CORN/ADDED VALUE - 15 SPOTS OVER SEASON 08/01/16-06/30/17

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
 JOURNEY MUSEUM/CHILDREN'S WEEKEND 08/08/16-03/05/17

Program Specific Placement

CHILDREN'S MUSEUM/CURIOUS GEORGE/M,T,TH 06/13/16-08/21/16

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
JOURNEY MUSEUM/DINOSAUR TRAIN 08/08/16-03/05/17

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric Renewal
FOUR SEASONS/FONS & PORTERS/2 SPOTS PER SHOW 08/01/15-08/21/16
FOUR SEASONS/FONS & PORTERS/ 2 SPOTS PER SHOW 08/15/16-08/13/17

FRONT AND CENTER

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

GARDEN SMART

Dacotah Prairie Museum Renewal
DACOTAH PRAIRIE MUSEUM/GARDEN SMARTS/2 SPOTS/SAT--08/01/16-01/31/17

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

Great Western Bank Renewal

GREAT WESTERN/MARKET TO MARKET - SUN 09/01/16-01/31/17
GREAT WESTERN/MARKET TO MARKET - FRI 09/01/16-01/31/17

Madison Farmers Elevator Renewal
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 03/21/16-03/19/17

NATURE

NorthWestern Energy c/o Flynn Wright Renewal
NORTHWESTERN ENERGY/NATURE 09/11/16-10/16/16

NIGHTLY BUSINESS REPORT

Hy-Vee Food Stores Renewal
HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER SHOW TUE 08/10/15-08/07/16
HY-VEE/NIGHTLY BUS REPORT/ 2 SPOTS PER SHOW TUES 08/08/16-08/13/17
Pepper Entertainment, Inc. New
PEPPER ENTERTAINMENT - FAB4 - NIGHTLY BUSINESS 09/06/16-09/10/16

NO COVER, NO MINIMUM

Pepper Entertainment, Inc. New
PEPPER ENTERTAINMENT - FAB4 - 09/06/16-09/10/16

Sunset Pawn Inc. Renewal
SUNSET PAWN/NO COVER/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

Pepper Entertainment, Inc. New
PEPPER ENTERTAINMENT - FAB4 - PBS NEWS 09/06/16-09/10/16

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 RODEO FINALS (2016)

Dacotah Bank Renewal
DACOTAH BANK - SD HIGH SCHOOL RODEO FINALS 2016 07/01/16-07/31/16

East River Electric Renewal
EAST RIVER ELECTRIC/SD RODEO FINALS/16 TOTAL SPOTS 07/01/16-07/31/16

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

