

**South Dakota Public Broadcasting
TV Underwriting 4th Quarter
October – December 2014**

Manual Placements

Black Hills Federal Credit Union BHFCU/TUES/INCLUDING AM. EXP	Renewal 05/19/14-05/17/15
Children's Museum of South Dakota CHILDREN'S MUSEUM OF SD/PBS KIDS/2 SPOTS 7-9AM	Renewal 09/01/14-05/30/15
Horton Incorporated HORTON/WEEKDAY PRIMETIME ROS/1 SPOT PER M-F	Renewal 08/18/14-08/16/15
Landscape Garden Centers LGC/ROCK GARDEN TOUR/2 SPOTS PER SHOW	New 07/26/14-12/31/14
Media One Advertising MEDIA ONE/TUESDAY ROS/2 SPOTS PER NIGHT	Renewal 09/01/14-08/31/15
Mount Marty College MOUNT MARTY/PBS KIDS/2 SPOTS PER DAY M-W-F 7-9AM MOUNT MARTY/PBS KIDS/2 SPOTS PER DAY M-W-F 7-9AM	Renewal 06/16/14-10/17/14 10/20/14-04/24/15
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/28 SPOTS PER WEEK NORTHWESTERN ENERGY/PBS KIDS/24 SPOTS PER WEEK NW ENERGY/PBS KIDS/20 SPOTS PER WEEK NW ENERGY/PBS KIDS/20 SPOTS PER WEEK NW ENERGY/PBS KIDS/20 SPOTS PER WEEK	Renewal 10/06/14-10/17/14 11/10/14-11/28/14 12/08/14-12/19/14 12/22/14-12/26/14 09/29/14-10/03/14 11/03/14-11/07/14 12/01/14-12/05/14
POET POET/ROCK GARDEN TOUR/2 SPOTS PER SHOW	New 07/26/14-12/31/14
Quilters Headquarters QUILTERS HQ/SATURDAY 10:25-10:30 SPOT QUILTERS HQ/SATURDAY 11:25-11:30 SPOT	Renewal 12/06/14-05/16/15 12/06/14-05/16/15
Rapid City Regional Hospital RC REG/1 SPT FRI/4:30-6PM MT RC REG/1 SPT M, TU, WE,TH/6-10PM MT	Renewal 02/24/14-01/18/15 02/24/14-01/18/15
Regional Heart Drs. REGIONAL HEART/AM EXP/TUES EVENINGS	Renewal 01/20/14-01/18/15
Sanford Health SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SUN	New 08/01/14-07/31/15

SANFORD HEALTH/PBS KIDS/8 SPOTS PER DAY M-F	08/01/14-07/31/15
SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SAT	08/01/14-07/31/15
SANFORD HEALTH/PRIMETIME ROS/1 SPOT PER NIGHT M-F	08/01/14-07/31/15

SDSU Foundation (Woodbine Productions)	Renewal
WOODBINE/PBS KIDS/6 SPOTS PER DAY SAT & SUN	10/25/14-11/02/14
WOODBINE/PBS KIDS/6 SPOTS PER DAY M-F	10/27/14-10/31/14

South Dakota Agricultural Heritage Museum	New
SD AG HERITAGE/WEEKEND ROS/2 SPOTS PER SAT & SUN	10/13/14-10/11/15
SD AG HERITAGE/WEEKDAY ROS/1 SPOT PER DAY M-F	10/13/14-10/11/15

Program Specific

AMERICAN MASTERS

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

AMERICA'S TEST KITCHEN

Hy-Vee Food Stores	Renewal
HY-VEE/TEST KITCHEN/2 SPOTS PER SATURDAY	09/06/14-03/07/15

ANTIQUES ROADSHOW

Horton Incorporated	Renewal
HORTON/ANTIQUES ROADSHOW/2 SPOTS PER SHOW SUN	08/18/14-08/16/15

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

Media One Advertising	Renewal
MEDIA ONE/ANTIQUES ROADSHOW/2 SPOTS PER SHOW	09/01/14-08/31/15

POET c/o Fresh Produce	New
POET/ANTIQUES RS/2 SPOTS PER SHOW MON 7PM	08/11/14-11/07/14

AUSTIN CITY LIMITS

Sunset Pawn Inc.	Renewal
SUNSET PAWN/AUSTIN CITY LIMITS/2 SPOTS PER SHOW	01/18/14-01/17/15

BLUEGRASS UNDERGROUND

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

CLASSIC GOSPEL

Gunn Productions/Maverick Media Renewal
GUNN PRODUCTION/CLASSIC GOSPEL/2 SPOTS PER SAT 09/27/14-10/18/14

CLIFFORD THE BIG RED DOG

Hy-Vee Food Stores Renewal
HY-VEE/CLIFFORD/2 SPOTS PER DAY M-W-F 08/11/14-08/09/15

DAKOTA LIFE

Home Federal Bank Renewal
HOME FEDERAL/DAKOTA LIFE/2 SPOTS PER SHOW 09/15/14-10/04/15

South Dakota State Historical Society Renewal
SD STATE HISTORICAL/DAKOTA LIFE/2 SPOTS PER SHOW 09/04/14-05/28/15

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric Renewal
FOUR SEASONS/FONS & PORTERS/2 SPOTS PER SHOW 08/02/14-07/31/15

Hill City Mercantile New
HILL CITY MERC/LOVE OF QUILTING 03/29/14-03/28/15

GOVERNOR'S BUDGET ADDRESS 2014

SDN Communications Renewal
SDN/GOVERNOR'S BUDGET ADDRESS/4 SPOTS 12/02/14-12/02/14

SD Bar Foundation Renewal
SDN- B-GOV. BUDGET ADDRESS + REPEAT 12/02/14-12/02/14

KEEPING UP APPEARANCES

Horton Incorporated Renewal
HORTON/KEEPING UP/2 SPOTS PER SHOW SATURDAY 08/18/14-08/16/15

LAWRENCE WELK SHOW

Ophthalmology LTD Renewal
OPHTHAL LTD/LAWRENCE WELK/2 SPOTS PER SAT & SUN 06/21/14-06/19/15

MARKET TO MARKET

Home Federal Bank Renewal
HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW 09/15/14-10/04/15
HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW 09/15/14-10/04/15

Madison Farmers Elevator MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER SHOW	Renewal 06/13/14-06/11/15
POET c/o Fresh Produce POET/MARKET TO MARKET/2 SPOTS PER SHOW FRIDAY	New 08/11/14-11/07/14
NATURE	
Reptile Gardens REPTILE GARDENS/NATURE/WED.	Renewal 04/21/14-11/02/14
NIGHTLY BUSINESS REPORT	
Children's Museum of South Dakota CHILDREN'S MUSEUM OF SD/1 SPOT 5:29PM	Renewal 06/09/14-06/07/15
Hy-Vee Food Stores HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER SHOW TUES	Renewal 08/11/14-08/09/15
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
Media One Advertising MEDIA ONE/NOVA/2 SPOTS PER SHOW	Renewal 09/01/14-08/31/15
PBS NEWSHOUR	
First Dakota National Bank c/o Fresh Produce FIRST DAKOTA/PBS NEWSHOUR/2 SPOTS PER SHOW M & W	Renewal 03/03/14-03/01/15
PRAIRIE YARD & GARDEN	
Jolly Lane Greenhouse JOLLY LANE/PRAIRIE YARD & GARDEN	Renewal 04/07/14-04/05/15
Warne Chemical & Equipment Co. WARNE CHEMICAL/PRAIRIE YARD & GARDEN	Renewal 04/07/14-04/05/15
RICK STEVES' EUROPE	
Westhills Village WESTHILLS VILLAGE/TV/RICK STEVES EUROPE/SUNDAYS	Renewal 03/24/14-03/22/15

S.D. HIGH SCHOOL ALL-STATE CHORUS & ORCHESTRA 2014

Dacotah Bank DACOTAH BANK/SDHS ALL-STATE CHORUS/4 :30 SEC SPOTS	Renewal 11/01/14-11/30/14
Farmers Union Insurance Companies FARMERS UNION/ALL ST CHORUS ORCH/4 (:30)SPTS	Renewal 11/01/14-11/30/14
Midcontinent Communications MIDCO/SDHS ALL-STATE CHORUS & ORCH/4 :30 SEC SPOTS	Renewal 11/01/14-11/30/14
South Dakota State University SDSU/SDHS ALL-STATE CHORUS & ORCH/4 :30 SEC SPOTS	Renewal 11/01/14-11/30/14

S.D. HIGH SCHOOL FOOTBALL CHAMPIONSHIPS 2014

Dacotah Bank DACOTAH BANK/SDHS FOOTBALL/35 :30 SEC SPOTS	Renewal 11/13/14-11/15/14
Dakota Plains New Holland c/o GF Advertising DAKOTA PLAINS/SDHS FOOTBALL/14 :30 SEC SPOTS	New 11/13/14-11/15/14
Delta Dental of South Dakota DELTA DENTAL/SDHS FOOTBALL/14 :30 SEC SPOTS	New 11/13/14-11/15/14
Farmers Union Insurance Companies FARMERS UNION/SDHSFOOTBALL/3SPTSGAME/21 (:30)SPTS	Renewal 11/13/14-11/15/14
Fischer, Rounds & Associates FISCHER ROUNDS/SDHS FOOTBALL/14 :30 SEC SPOTS	Renewal 11/13/14-11/15/14
Independent Insurance Agents of SD IIASD/SDHS FOOTBALL/21 :30 SEC SPOTS	Renewal 11/13/14-11/15/14
Midcontinent Communications MIDCO/SDHS FOOTBALL/35 :30 SEC SPOTS	Renewal 11/13/14-11/15/14
Sanford Health SANFORD HEALTH/SDHS FOOTBALL/17 :30 SEC SPOTS	Renewal 11/13/14-11/15/14
SDN Communications SDN/SDHS FOOTBALL/21 :30 SEC SPOTS	Renewal 11/13/14-11/15/14
South Dakota State University SDSU/SDHS FOOTBALL/14 :30 SEC SPOTS	Renewal 11/13/14-11/15/14
Spearfish GMC Cadillac SPEARFISHGMC/SDHS FOOTBALL/17 (:30) SPOTS TOTAL	Renewal 11/13/14-11/15/14
Subway c/o Nemer Fieger SUBWAY/SDHS FOOTBALL/21 :15 SEC SPOTS	Renewal 11/13/14-11/15/14

Taco John's c/o Garner Advertising TACO JOHNS/SDHS FOOTBALL/21 :15 SEC SPOTS	Renewal 11/13/14-11/15/14
Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/SDHS FOOTBALL/14 :30 SEC SPOTS	Renewal 11/13/14-11/15/14
Vance Thompson Vision VANCE THOMPSON/SDHS FOOTBALL/14 :30 SEC SPOTS	Renewal 11/13/14-11/15/14
S.D. HIGH SCHOOL VOLLEYBALL CHAMPIONSHIPS 2014	
Dacotah Bank DACOTAH BANK/SDHS VOLLEYBALL SDPB1/5 :30 SEC SPOTS	Renewal 11/22/14-11/22/14
Dakota Plains New Holland c/o GF Advertising DAKOTA PLAINS/SDHS VOLLEYBALL SDPB1/1 :30 SEC SPOT	New 11/22/14-11/22/14
Delta Dental of South Dakota DELTA DENTAL/SDHS VOLLEYBALL SDPB1/1 :30 SEC SPOT	New 11/22/14-11/22/14
Farmers Union Insurance Companies FARMERS UNION/SDHSVOLLEYBALL SDPB1/3 (:30)SPTS	Renewal 11/22/14-11/22/14
Independent Insurance Agents of SD IIASD/SDHS VOLLEYBALL SDPB1/3 :30 SEC SPOTS	Renewal 11/22/14-11/22/14
Midcontinent Communications MIDCO/SDHS VOLLEYBALL SDPB1/5 :30 SEC SPOTS	Renewal 11/22/14-11/22/14
Sanford Health SANFORD HEALTH/SDHS VOLLEYBALL/1 :30 SEC SPOT	Renewal 11/22/14-11/22/14
SDN Communications SDN/SDHS VOLLEYBALL SDPB1/3 :30 SEC SPOTS	Renewal 11/22/14-11/22/14
South Dakota State University SDSU/SDHS VOLLEYBALL SDPB1/1 :30 SEC SPOT	Renewal 11/22/14-11/22/14
Spearfish GMC Cadillac SPEARFISH GMC/SDHS VOLLEYBALL/1 (:30) SPOT	Renewal 11/22/14-11/22/14
Subway c/o Nemer Fieger SUBWAY/SDHS VOLLEYBALL SDPB1/3 :15 SEC SPOTS	Renewal 11/22/14-11/22/14
Taco John's c/o Garner Advertising TACO JOHNS/SDHS VOLLEYBALL SDPB1/3 :15 SEC SPOTS	Renewal 11/22/14-11/22/14
Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/SDHS VOLLEYBALL SDPB1/1 :30 SEC SPOT	Renewal 11/22/14-11/22/14

Vance Thompson Vision Renewal
VANCE THOMPSON/SDHS VOLLEYBALL/1 :30 SEC SPOT 11/22/14-11/22/14

SOUTH DAKOTA FOCUS

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

South Dakota State Historical Society Renewal
SD STATE HISTORICAL/SD FOCUS/2 SPOTS PER SHOW 09/04/14-05/28/15

VICTORY GARDEN

Weigum's Great Plains Landscape Arboretum Renewal
WEIGUM'S GREAT PLAINS ARB/VICTORY GARDEN 08/18/14-08/16/15

Series Code - MAST

Arts Rapid City New
ARTS RAPID CITY/MASTERPIECE 10/05/14-10/03/15

Westhills Village Renewal
WESTHILLS VILLAGE/TV/MASTERPIECE/SUNDAYS 03/24/14-03/22/15