

South Dakota Public Broadcasting
3rd Quarter TV Underwriting
July – September 2015

Manual Placements

Black Hills Federal Credit Union	Renewal
BHFCU/MONDAY NEWS/1 SPT WK/13 TTL	05/18/15-08/16/15
BHFCU/TUES-INCLUDING AM. EXP	05/18/15-05/15/16
Children's Museum of South Dakota	Renewal
CHILDREN'S MUSEUM/PBS KIDS/2 SPOTS PER SUN	06/08/15-06/03/16
CHILDREN'S MUSEUM/1 SPOT PER DAY @ 5:29 M-F	06/08/15-06/03/16
CHILDREN'S MUSEUM/PBS KIDS/4 SPOTS PER SAT	06/13/15-08/29/15
CHILDREN'S MUSEUM/2 SPOTS PER DAY MON-SAT	08/31/15-06/03/16
Dacotah Prairie Museum	Renewal
GRANARY/PBS KIDS/1 SPOT PER DAY M-W-F	06/01/15-08/30/15
GRANARY/PRIMETIME ROS/1 SPOT PER DAY TU-TH-SAT	06/01/15-08/30/15
Deadwood History, Inc.	Renewal
DEADWOOD HISTORY/ROS/130 SPOTS	05/25/15-09/30/15
Delta Dental of South Dakota Foundation	Renewal
DELTA DENTAL/WEEKDAY PBS KIDS/2 SPOTS PER DAY	04/13/15-04/08/16
Family Dentistry of Sioux Falls	New
FAMILY DENTISTRY SF/PBS KIDS/1 SPOT PER DAY M-SU	03/16/15-03/15/16
Great Plains Zoo and Delbridge Museum	Renewal
GREAT PLAINS ZOO/PBS KIDS/5 SPOTS PER DAY M-F	06/22/15-07/31/15
GREAT PLAINS ZOO/PBS KIDS/2 SPOTS PER DAY SA & SU	06/27/15-08/02/15
GREAT PLAINS ZOO/PBS KIDS/5 SPOTS PER DAY M-F	08/24/15-09/04/15
GREAT PLAINS ZOO/PBS KIDS/2 SPOTS PER DAY SA & SU	08/29/15-09/06/15
Horton Incorporated	Renewal
HORTON/WEEKDAY PRIMETIME ROS/1 SPOT PER M-F	08/18/14-08/16/15
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
IMED Mobility	New
IMED MOBILITY/WEEKEND PRIMETIME/1 SPOT SAT & SUN	09/01/15-02/29/16
IMED MOBILITY/PRIMETIME ROS/1 SPOT PER DAY M-F	09/01/15-02/29/16

John Murray SLUMBERLAND - 2015	New 07/13/15-07/26/15
Ken's Supermarkets, Inc. KENS SUPER FAIR/WEEKEND ROS/1 SPOT PER WEEKEND KENS SUPER FAIR/PRIMETIME ROS/1 SPOT PER WEEK	New 09/21/15-09/18/16 09/21/15-09/18/16
McCrary Gardens MCCRORY GARDENS/PBS KIDS/1 SPOT PER TUE & THU	New 04/06/15-09/30/15
Media One Advertising MEDIA ONE/TUESDAY ROS/2 SPOTS PER NIGHT	09/01/14-08/31/15
Mount Marty College MOUNT MARTY/PBS KIDS/2 SPOTS PER DAY M-W-F	Renewal 04/27/15-10/25/15
North Country Fiber Fair NC FIBER FAIR/WEEKEND CRAFT/4 SPOTS PER SAT	Renewal 08/01/15-09/19/15
NorthWestern Energy c/o Flynn Wright NORTHWESTERN ENERGY LOUIE/27 SPOTS PER WEEK NORTHWESTERN ENERGY LOUIE/27 SPOTS PER WEEK NORTHWESTERN ENERGY SNIFFY/21 SPOTS PER WEEK NORTHWESTERN ENERGY SNIFFY/21 SPOTS PER WEEK	Renewal 08/10/15-08/21/15 09/21/15-10/02/15 08/03/15-08/07/15 09/14/15-09/18/15
Ophthalmology LTD c/o Flood Media Group OPHTHALMOLOGY LTD/SUNDAY PRIMETIME/1 SPOT PER OPHTHALMOLOGY LTD/PRIMETIME ROS/1 SPOT PER DAY M-F-- OPHTHALMOLOGY LTD/SATURDAY PRIMETIME/1 SPOT PER--	Renewal 06/01/15-05/29/16 06/01/15-05/29/16 06/01/15-05/29/16
Quilters Headquarters QUILTERS HQ/SATURDAY QUILTING/1 SPOT @ 10:29AM QUILTERS HQ/SATURDAY QUILTING/1 SPOT @ 11:29AM	Renewal 08/01/15-07/31/16 08/01/15-07/31/16
Rapid City Arts Council RAPID CITY ARTS/LIVING RUSHMORE/SEPT. 2015	08/23/15-09/24/15
Rapid City Convention & Visitors Bureau RAPID CITY CVB/WEEKEND ROS/1 SPOT PER WEEKEND RAPID CITY CVB/PRIMETIME ROS/1 SPOT PER WEEK	New 09/01/15-08/31/16 09/01/15-08/31/16
Regional Heart Drs. REGIONAL HEART/AM EXP/TUESDAYS	Renewal 01/19/15-01/17/16

Regional Hospital

RCRH/1 SPT FRIDAYS/4:30-6P MT
 RCRH/1 SPT M-T-W-TH/6-10P MT

Renewal
 01/19/15-01/17/16
 01/19/15-01/17/16

Sanford Health

SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SUN
 SANFORD HEALTH/PBS KIDS/8 SPOTS PER DAY M-F
 SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SAT
 SANFORD HEALTH/PRIMETIME ROS/1 SPOT PER NIGHT M-F--08/01/14-07/31/15
 SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SUN
 SANFORD HEALTH/PBS KIDS/8 SPOTS PER DAY M-F
 SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SAT
 SANFORD HEALTH/PRIMETIME ROS/1 SPOT PER NIGHT M-F--08/01/15-07/31/16

New
 08/01/14-07/31/15
 08/01/14-07/31/15
 08/01/14-07/31/15
 08/01/14-07/31/15
 08/01/15-07/31/16
 08/01/15-07/31/16
 08/01/15-07/31/16
 08/01/15-07/31/16

South Dakota Agricultural Heritage Museum

SD AG HERITAGE/WEEKEND ROS/2 SPOTS PER SAT & SUN
 SD AG HERITAGE/WEEKDAY ROS/1 SPOT PER DAY M-F

New
 10/13/14-10/11/15
 10/13/14-10/11/15

South Dakota Ethanol Producers

SD ETHANOL/WEEKEND ROS/1 SPOT PER WEEKEND

New
 09/01/15-08/31/16

PROGRAM SPECIFIC**AMERICAN MASTERS**

First Dakota National Bank c/o Fresh Produce
 FIRST DAKOTA/AMERICAN MASTERS/2 SPOTS PER SHOW

Renewal
 03/02/15-03/01/16

AMERICA'S TEST KITCHEN

Hy-Vee Food Stores
 HY-VEE/TEST KITCHEN/2 SPOTS PER SATURDAY

Renewal
 09/05/15-03/05/16

ANTIQUES ROADSHOW

Bethesda
 BETHESDA/ANTIQUES ROADSHOW/1 SPOT PER SHOW MON--07/01/15-12/31/15

New

Black Hills Knowledge Network
 BH KNOWLEDGE/ANTIQUES ROADSHOW/2 SPOTS PER SUN-- 01/01/15-12/31/15

New

Horton Incorporated
 HORTON/ANTIQUES ROADSHOW/2 SPOTS PER SHOW SUN--08/18/14-08/16/15
 HORTON/ANTIQUES ROADSHOW/2 SPOTS PER SHOW SUN--08/17/15-08/14/16

Renewal

Lamps and Shades	Renewal
LAMPS & SHADES/ANTIQUES ROADSHOW/2 SPOTS PER	01/12/15-01/10/16
Media One Advertising	
MEDIA ONE/ANTIQUES ROADSHOW/2 SPOTS PER SHOW	09/01/14-08/31/15
AUSTIN CITY LIMITS	
Sunset Pawn Inc.	Renewal
SUNSET PAWN/AUSTIN CITY LIMITS/2 SPOTS PER SHOW	01/18/15-01/16/16
BLUEGRASS UNDERGROUND	
Sunset Pawn Inc.	Renewal
SUNSET PAWN/BLUEGRASS UNDERGROUND/1 SPOT PER	01/18/15-01/16/16
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
HY-VEE/CLIFFORD/2 SPOTS PER DAY M-W-F	08/10/15-08/07/16
CURIOUS GEORGE	
Children's Museum of South Dakota	Renewal
CHILDREN'S MUSEUM/CURIOUS GEORGE/1 SPOT M-TU-TH-06/08/15-08/30/15	
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/1 SPOT PER SHOW	07/01/15-06/30/16
DANIEL TIGER'S NEIGHBORHOOD	
Children's Museum of South Dakota	Renewal
CHILDREN'S MUSEUM/DANIEL TIGER/1 SPOT M-TU-TH	06/08/15-08/30/15
DINOSAUR TRAIN	
Children's Museum of South Dakota	Renewal
CHILDREN'S MUSEUM/DINOSAUR TRAIN/1 SPOT M-TU-TH	06/08/15-08/30/15

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric

FOUR SEASONS/FONS & PORTERS/2 SPOTS PER SHOW
FOUR SEASONS/FONS & PORTERS/2 SPOTS PER SHOW

Renewal
08/02/14-08/01/15
08/01/15-08/21/16

Hill City Mercantile

HILL CITY MERC/FONS & PORTERS LOVE OF QUILTING

Renewal
03/30/15-05/22/16

KEEPING UP APPEARANCES

Horton Incorporated

HORTON/KEEPING UP/2 SPOTS PER SHOW SATURDAY

Renewal
08/18/14-08/16/15

MARKET TO MARKET

Home Federal Bank

HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW
HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW

Renewal
09/15/14-10/04/15
09/15/14-10/04/15

Madison Farmers Elevator

MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER FRI--06/19/15-06/16/16

Renewal

MASTERPIECE CLASSIC

Arts Rapid City

ARTS RAPID CITY/MASTERPIECE

New
10/05/14-10/03/15

Mahlander's c/o The Creative Co-op

MAHLANDER'S/MASTERPIECE/2 SPOTS PER SHOW SUN

Renewal
01/01/15-12/31/15

Westhills Village

WESTHILLS/MASTERPIECE CLSC

Renewal
03/23/15-03/20/16

NATURE

Dacotah Prairie Museum

GRANARY/NATURE/1 SPOT PER SHOW WEDNESDAY

Renewal
06/01/15-08/30/15

Reptile Gardens

REPTILE GARDENS/NATURE/WEDNESDAY

Renewal
04/20/15-11/01/15

NIGHTLY BUSINESS REPORT

Hy-Vee Food Stores

HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER SHOW TUES 08/11/14-08/09/15
HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER SHOW TUE 08/10/15-08/07/16

NO COVER, NO MINIMUM

Sunset Pawn Inc.

SUNSET PAWN/NO COVER/2 SPOTS PER SHOW 01/18/15-01/16/16

NOVA

Black Hills Knowledge Network

BH KNOWLEDGE/NOVA/2 SPOTS PER SHOW WEDNESDAY 01/01/15-12/31/15

First Dakota National Bank c/o Fresh Produce
FIRST DAKOTA/NOVA/2 SPOTS PER SHOW WED

Renewal
03/02/15-03/01/16

Media One Advertising

MEDIA ONE/NOVA/2 SPOTS PER SHOW 09/01/14-08/31/15

ON CALL

Bethesda

BETHESDA/ON CALL/1 SPOT PER SHOW THURS 07/01/15-12/31/15

Davenport Evans Lawyers

DAVENPORT EVANS/ON CALL/2 SPOTS PER SHOW THURS 09/01/15-11/27/15

PBS NEWSHOUR

First Dakota National Bank c/o Fresh Produce
FIRST DAKOTA/PBS NEWSHOUR/2 SPOTS PER MON & WED--04/01/15-03/01/16

PRAIRIE YARD & GARDEN

Jolly Lane Greenhouse

JOLLY LANE/PRAIRIE YARD & GARDEN 04/06/15-04/03/16

McCrary Gardens

MCCRORY GARDENS/PRAIRIE YARD/2 SPOTS PER SHOW SAT--04/01/15-09/30/15

Warne Chemical & Equipment Co.

WARNE CHEMICAL/PRAIRIE YARD & GARDEN 04/06/15-04/03/16

