

South Dakota Public Broadcasting
TV Underwriting 2nd Quarter
April – June 2015

Manual Placements

Black Hills Federal Credit Union	Renewal
BHFCU/TUES/INCLUDING AM. EXP	05/19/14-05/17/15
BHFCU/TUES-INCLUDING AM. EXP.	05/18/15-05/15/16
BHFCU/MONDAY NEWS/1 SPT WK/13 TTL	05/18/15-08/16/15
Black Hills Playhouse	Renewal
BH PLAYHOUSE/MAY MAGAZINE	05/01/15-05/24/15
Children's Museum of South Dakota	Renewal
CHILDREN'S MUSEUM OF SD/PBS KIDS/2 SPOTS 7-9AM	09/01/14-05/30/15
CHILDREN'S MUSEUM OF SD/PBS KIDS/8 SPOTS	06/01/15-06/07/15
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
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	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	05/25/15-05/29/15
GREAT PLAINS ZOO/PBS KIDS/2 SPOTS PER DAY SA & SU	05/30/15-05/31/15
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
Horton Incorporated	Renewal
HORTON/WEEKDAY PRIMETIME ROS/1 SPOT PER M-F	08/18/14-08/16/15
LifeScape	New
LIFESCAPE/PBS KIDS/2 SPOTS PER DAY MON-FRI	03/01/15-05/31/15
LIFESCAPE/PBS KIDS/2 SPOTS PER DAY SAT & SUN	03/01/15-05/31/15
LIFESCAPE/PRIMETIME ROS/2 SPOTS PER DAY MON-FRI	03/01/15-05/31/15
McCrary Gardens	New
MCCRORY GARDENS/PBS KIDS/1 SPOT PER TUE & THU	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 7-9AM MOUNT MARTY/PBS KIDS/2 SPOTS PER DAY M-W-F	Renewal 10/20/14-04/24/15 04/27/15-10/25/15
NorthWestern Energy c/o Flynn Wright NORTHWESTERN ENERGY LOUIE/27 SPOTS PER WEEK NORTHWESTERN ENERGY LOUIE/27 SPOTS PER WEEK NORTHWESTERN ENERGY SNIFFY/20 SPOTS PER WEEK NORTHWESTERN ENERGY SNIFFY/21 SPOTS PER WEEK	Renewal 04/20/15-05/01/15 06/01/15-06/12/15 04/13/15-04/17/15 06/15/15-06/19/15
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
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	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
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 State Quilt Guild SD STATE QUILT GUILD/3 SPOTS PER SAT	New 04/11/15-05/30/15
<u>Program Specific Underwriting</u>	
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
ANTIQUES ROADSHOW	
Black Hills Knowledge Network BH KNOWLEDGE/ANTIQUES ROADSHOW/2 SPOTS PER SUN	New 01/01/15-12/31/15

Black Hills Playhouse BH PLAYHOUSE/ARS-MON	Renewal 03/23/15-06/21/15
Horton Incorporated HORTON/ANTIQUES ROADSHOW/2 SPOTS PER SHOW SUN	Renewal 08/18/14-08/16/15
Lamps and Shades LAMPS & SHADES/ANTIQUES ROADSHOW/2 SPOTS PER	Renewal 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. SUNSET PAWN/AUSTIN CITY LIMITS/2 SPOTS PER SHOW	Renewal 01/18/15-01/16/16
CALL THE MIDWIFE	
SD Affiliate of the Am. College of Nurse-Midwives SD MIDWIVES/CALL THE MIDWIFE SPRING 2015	Renewal 03/23/15-05/24/15
CLIFFORD THE BIG RED DOG	
Hy-Vee Food Stores HY-VEE/CLIFFORD/2 SPOTS PER DAY M-W-F	Renewal 08/11/14-08/09/15
CURIOUS GEORGE	
Children's Museum of South Dakota CHILDREN'S MUSEUM/CURIOUS GEORGE/1 SPOT M-TU-TH	Renewal 06/08/15-08/30/15
DAKOTA LIFE	
Home Federal Bank HOME FEDERAL/DAKOTA LIFE/2 SPOTS PER SHOW	Renewal 09/15/14-10/04/15
South Dakota State Historical Society SD STATE HISTORICAL/DAKOTA LIFE/2 SPOTS PER SHOW	Renewal 09/04/14-05/28/15
DANIEL TIGER'S NEIGHBORHOOD	
Children's Museum of South Dakota CHILDREN'S MUSEUM/DANIEL TIGER/1 SPOT M-TU-TH	Renewal 06/08/15-08/30/15
DINOSAUR TRAIN	
Children's Museum of South Dakota CHILDREN'S MUSEUM/DINOSAUR TRAIN/1 SPOT M-TU-TH	Renewal 06/08/15-08/30/15

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric

FOUR SEASONS/FONS & PORTERS/2 SPOTS PER SHOW

Renewal

08/02/14-07/31/15

Hill City Mercantile

HILL CITY MERC/FONS & PORTERS LOVE OF QUILTING

Renewal

03/30/15-05/22/16

IT'S SEW EASY

Quilters Headquarters

QUILTERS HQ/SATURDAY 10:25-10:30 SPOT

Renewal

12/06/14-05/16/15

KEEPING UP APPEARANCES

Horton Incorporated

HORTON/KEEPING UP/2 SPOTS PER SHOW SATURDAY

Renewal

08/18/14-08/16/15

LAWRENCE WELK SHOW

Ophthalmology LTD c/o Flood Media Group

OPHTHAL LTD/LAWRENCE WELK/2 SPOTS PER SAT & SUN

Renewal

06/21/14-06/19/15

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 SHOW

MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER FRI

Renewal

06/13/14-06/11/15

06/19/15-06/16/16

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/WED.

Renewal

04/20/15-11/01/15

NIGHTLY BUSINESS REPORT

Children's Museum of South Dakota Renewal
CHILDREN'S MUSEUM OF SD/1 SPOT 5:29PM 06/09/14-06/07/15

Hy-Vee Food Stores Renewal
HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER SHOW TUES 08/11/14-08/09/15

NO COVER, NO MINIMUM

Sunset Pawn Inc. Renewal
SUNSET PAWN/NO COVER/2 SPOTS PER SHOW 01/18/15-01/16/16

NOVA

Black Hills Knowledge Network New
BH KNOWLEDGE/NOVA/2 SPOTS PER SHOW WEDNESDAY 01/01/15-12/31/15

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/NOVA/2 SPOTS PER SHOW WED 03/02/15-03/01/16

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

ON CALL

Davenport Evans Lawyers Renewal
DAVENPORT EVANS/ON CALL/2 SPOTS PER SHOW THURS 03/02/15-05/29/15

PBS NEWSHOUR

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

PRAIRIE YARD & GARDEN

Jolly Lane Greenhouse Renewal
JOLLY LANE/PRAIRIE YARD & GARDEN 04/07/14-04/05/15
JOLLY LANE/PRAIRIE YARD & GARDEN 04/06/15-04/03/16

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

Warne Chemical & Equipment Co. Renewal
WARNE CHEMICAL/PRAIRIE YARD & GARDEN 04/07/14-04/05/15
WARNE CHEMICAL/PRAIRIE YARD & GARDEN 04/06/15-04/03/16

QUILT IN A DAY

Quilters Headquarters Renewal
QUILTERS HQ/SATURDAY 11:25-11:30 SPOT 12/06/14-05/16/15

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op
MAHLANDER'S/RICK STEVES/2 SPOTS PER SHOW SUN
Renewal
01/01/15-12/31/15

Westhills Village
WESTHILLS VILLAGE/RICK STEVES EUROPE/SUNDAYS
Renewal
03/23/15-03/20/16

S.D. HIGH SCHOOL ALL-STATE JAZZ BAND 2015

Dacotah Bank
DACOTAH BANK/SDHS ALL-STATE JAZZ BAND/2 :30 SPOTS
Renewal
05/09/15-06/30/15

Farmers Union Insurance Companies
FARMERS UNION/ALL STATE JAZZ BAND/2 (:30)SPTS
Renewal
05/01/15-07/10/15

Midcontinent Communications
MIDCO/SDHS ALL-STATE JAZZ BAND/2 :30 SEC SPOTS
Renewal
05/09/15-06/30/15

South Dakota State University
SDSU/SDHS ALL-STATE JAZZ BAND/2 :30 SEC SPOTS
Renewal
05/09/15-06/01/15

SESAME STREET

Children's Museum of South Dakota
CHILDREN'S MUSEUM/SESAME STREET/1 SPOT M-TU-TH
Renewal
06/08/15-08/30/15

SOUTH DAKOTA FOCUS

First Dakota National Bank c/o Fresh Produce
FIRST DAKOTA/SD FOCUS/2 SPOTS PER SHOW THU
Renewal
03/02/15-03/01/16

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

SOUTH DAKOTA HIGH SCHOOL ALL-STATE BAND (2015)

Dacotah Bank
DACOTAH BANK/SDHS ALL-STATE BAND/6 :30 SEC SPOTS
Renewal
03/28/15-06/30/15

Farmers Union Insurance Companies
FARMERS UNION/ALL STATE BAND/6 (:30)SPTS
Renewal
03/01/15-06/30/15

Midcontinent Communications
MIDCO/SDHS ALL-STATE BAND/6 :30 SEC SPOTS
Renewal
03/28/15-06/30/15

South Dakota State University
SDSU/SDHS ALL-STATE BAND/6 :30 SEC SPOTS
Renewal
03/28/15-06/01/15

THOMAS & FRIENDS

Children's Museum of South Dakota

CHILDREN'S MUSEUM/THOMAS & FRIENDS/1 SPOT M-TU-TH

Renewal

06/08/15-08/30/15

TWICE BORN - STORIES FROM THE SPECIAL DELIVERY UNI

National Public Media

NPM/CO CHILDREN'S HOSPITAL

New

03/30/15-04/19/15

VICTORY GARDEN

Weigum's Great Plains Landscape Arboretum

WEIGUM'S GREAT PLAINS ARB/VICTORY GARDEN

Renewal

08/18/14-08/16/15