

South Dakota Public Broadcasting
TV Underwriting—3rd Quarter
July – September 2018

Manual Placement

Black Forest Inn	New
Rapid City, SD	
BLACK FOREST/PT_ROS/1PR_DAY/3X PER WK	04/30/18-07/29/18
Black Hills Energy	Renewal
Rapid City, SD	
BH ENERGY/TGAR_PROMOS_W/CLIENT_LOGO	05/21/18-10/28/18
Black Hills Energy	New
Rapid City, SD	
BH ENERGY/FIDDLES&FRIENDS PROMO W/SPONSOR TAG	06/11/18-08/25/18
Black Hills Federal Credit Union	Renewal
Rapid City, SD	
BHFCU/1 PR TUES MAKE GOODS/AM EXP MISSED 2017	06/11/18-06/09/19
BHFCU/TUESDAY NIGHTS 7-9MT INCL AM EXP/2 PER WK	06/11/18-06/09/19
Bush Foundation	Renewal
St Paul, MN	
BUSH FOUNDATION - ROS PRIMETIME - 4 SPOTS M-F	01/01/18-12/30/18
Children's Museum of South Dakota	Renewal
Brookings, SD	
CHILDREN'S MUSEUM - PBS KIDS - ROS M-F	06/18/18-12/30/18
CHILDREN'S MUSEUM - WEEKEND KIDS - ROS SAT 3 SPOTS	06/18/18-12/30/18
Dacotah Prairie Museum	New
Aberdeen, SD	
DACOTAH PRAIRIE - ROS - M-F	06/11/18-07/08/18
Delta Dental of South Dakota Foundation	Renewal
Pierre, SD	
DELTA DENTAL FN/KIDS PBS WEEKEND/1 PR SUN	04/30/18-04/28/19
DELTA DENTAL FN/KIDS PBS WEEKEND/1 PR SAT-SUN	04/30/18-04/28/19
DELTA DENTAL FN/KIDS PBS WEEKEND/1 PR SAT	04/30/18-04/28/19
DELTA DENTAL FN/KIDS PBS WEEKDAY/3 PR M-F	04/30/18-04/28/19
Horton Incorporated	Renewal
Roseville, MN	
HORTON - ROS PRIMETIME - 1 SPOT M-F	08/14/17-08/12/18
HORTON - SAT PRIMETIME - 2 SPOTS PER SAT	08/14/17-08/12/18
HORTON - ROS PRIMETIME - 1 SPOTS - M-F	08/20/18-08/18/19
HORTON - ROS PRIMETIME SAT - 2 SPOTS SAT	08/20/18-08/18/19

John Murray SLUMBERLAND - 2018	08/05/18-08/19/18
Jolly Lane Greenhouse Rapid City, SD JOLLY LANE/CONDENSED ROS/6 PM-11PM/SU-MO-TU	Renewal 04/16/18-10/28/18
Jon Crane Gallery Hill City, SD JON CRANE GALLERY/CONDENSED ROS/4 PER WK/M-F	New 07/16/18-07/20/18
McCrary Gardens Brookings, SD MCCRORY GARDENS - 2 SPOTS S&SU MCCRORY GARDENS - PBS KIDS T&TH MCCRORY GARDENS - 2 SPOTS SAT MORNING	Renewal 04/30/18-10/21/18 04/30/18-10/21/18 06/04/18-10/21/18
Northern Plains Indian Art Market Mission, SD NORTHERN PLAINS - ROS SUN NORTHERN PLAINS - ROS PRIMETIME	Renewal 09/03/18-09/30/18 09/03/18-09/30/18
NorthWestern Energy c/o Flynn Wright Des Moines, IA NORTHWESTERN ENENERGY - 65 SPOTS W/BUDDY SPONSOR	Renewal 04/30/18-11/04/18
Park County Travel Council Cody, WY CODY/DAKOTA LIFE-SD FOCUS/1 PER THURSDAY	New 01/29/18-01/27/19
PERFORMING ARTS CENTER OF RAPID CITY Rapid City, SD PAC OF RC/PT ROS/1 PR WKDY/SPEAKEASY POPUP/JULY 27 PAC OF RC/PT ROS/1 PR WKDY/SEASON TKTS	Renewal 07/13/18-07/24/18 08/06/18-08/24/18
Puetz Corporation Mitchell, SD PUETZ CORP - ROS PRIMETIME	New 07/16/18-06/30/19
Regional Health Rapid City, SD REGIONAL HEALTH/SPORTS&REC BT SPNSR/4 PR WK REGIONAL HEALTH/ROS/UW SPOTS/4 PR WK (BEAT PKG)	09/01/17-07/31/18 08/01/18-07/31/19
Reliabank Tea, SD RELIA BANK/FIDDLES&FRIENDS PROMO W/SPONSOR TAG	06/18/18-08/25/18
Reptile Gardens Rapid City, SD REPTILE GARDENS/TV PRIMETIME/1 SPT M-TH	04/16/18-10/28/18

SassyCat Quilting Yankton, SD SASSYCAT - ROS - QUILTING BLOCK	New 10/30/17-11/04/18
SDN Communications Sioux Falls, SD SDN - ROS - 4 SPOTS PER WEEK - BEAT SPONSOR	Renewal 04/02/18-12/30/18
SMG Sioux Falls Sioux Falls, SD SMG - CIRQUE DE SOILEI - ROS PRIMETIME - SA&SU SMG - CIRQUE DE SOILEI - ROS PRIMETIME - M-F	New 09/03/18-09/21/18 09/10/18-09/23/18
South Dakota Agricultural Heritage Museum Brookings, SD SD AG HERITAGE - ROS WKDAY - 1 SPOT M-F SD AG HERITAGE - ROS WKEND - 2 SPOTS S&SU	Renewal 10/09/17-10/08/18 10/09/17-10/08/18
South Dakota Quilt Guild Presho, SD SD QUILT GUILD - 1 SPOT - QUILT BLOCK	Renewal 01/15/18-01/13/19
TERMESPHERE GALLERY - Dick Termes Hill City, SD TERMESPHERE GALLERY/1 PER SAT/ROS	Renewal 01/22/18-01/20/19
The Journey Museum Rapid City, SD JOURNEY MUSEUM/CHILDREN'S WEEKEND/2 PER DAY	Renewal 06/11/18-12/30/18
<u>Program Specific Placement</u>	
AMERICA'S TEST KITCHEN FROM COOK'S ILLUSTRATED	
Hy-Vee Food Stores Sioux Falls, SD HY-VEE - AMERICA'S TEST KITCHEN	Renewal 08/07/17-08/05/18
ANTIQUES ROADSHOW	
Horton Incorporated Roseville, MN HORTON - ANTIQUES ROADSHOW - 2 SPOTS - SUN HORTON - ANTIQUE ROADSHOW - 2 SPOTS SUN	Renewal 08/14/17-08/12/18 08/20/18-08/18/19
SMG Sioux Falls Sioux Falls, SD SMG - CIRQUE DE SOILEI - ANTIQUE ROADSHOW M	New 09/10/18-09/23/18

South Dakota Art Museum

Brookings, SD

SD ART MUSEUM - ANTIQUE ROADSHOW - 1 SPOT - M

09/04/17-08/05/18

Westhills Village Retirement Community

Rapid City, SD

WESTHILLS VILLAGE/ANTIQUES ROAD SHOW/1 PER MON

WESTHILLS VILLAGE/ANTIQUES ROAD SHOW/1 PER SUN

Renewal

04/02/18-04/14/19

04/02/18-07/22/18

ARTHUR

Hy-Vee Food Stores

Sioux Falls, SD

HY-VEE - ARTHUR - 2 SPOTS PER DAY MWF

HY-VEE - ARTHUR - 2 SPOTS MWF

Renewal

08/07/17-08/05/18

08/06/18-08/04/19

AUSTIN CITY LIMITS

Park County Travel Council

Cody, WY

CODY/AUSTIN CITY LIMITS/2 PER SATURDAY

New

01/29/18-01/27/19

Sunset Strip Pawn Inc.

Sioux Falls, SD

SUNSET PAWN - AUSTIN CITY LIMITS

Renewal

07/09/18-08/26/18

BBC WORLD NEWS

SMG Sioux Falls

Sioux Falls, SD

SMG - CIRQUE DE SOILEI - BBC NEWS M-F

New

09/10/18-09/23/18

CLASSIC GOSPEL

Gunn Productions/Maverick Media

Brandon, SD

GUNN PRODUCTION - CLASSIC GOSPEL

New

06/16/18-07/29/18

DINOSAUR TRAIN

The Journey Museum

Rapid City, SD

JOURNEY MUSEUM/DINOSAUR TRAIN/1EA M-W-F

Renewal

06/11/18-12/30/18

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric

Yankton, SD

FOUR SEASONS - FONS & PORTER - 2 SPOTS / SAT

FOUR SEASONS - 2 SPOT SAT - FON & PORTER

Renewal

08/14/17-08/12/18

08/20/18-08/18/19

GREAT AMERICAN READ

Black Hills Energy

Rapid City, SD

BH ENERGY/TGAR/1 EA_IN&OUT/DOC BROADCAST

Renewal

05/21/18-10/28/18

MARKET TO MARKET

Madison Farmers Elevator

Madison, SD

MADISON FARMERS - MARKET TO MARKET - 2 SPOT FRI

Renewal

06/18/18-06/16/19

MASTERPIECE

Mahlander's c/o The Creative Co-op

Sioux Falls, SD

MAHLANDER - MASTERPIECE - 2 SPOTS SUN

Renewal

01/08/18-01/06/19

Park County Travel Council

Cody, WY

CODY/MASTERPIECE/2 PER SUNDAY

New

01/29/18-01/27/19

Westhills Village Retirement Community

Rapid City, SD

WESTHILLS VILLAGE/MASTERPIECE/1 PER SUN

Renewal

04/02/18-04/14/19

NIGHTLY BUSINESS REPORT

Hy-Vee Food Stores

Sioux Falls, SD

HY-VEE - NIGHTLY BUS REPORT - 2 SPOTS PER T

Renewal

08/07/17-08/05/18

NO COVER, NO MINIMUM

Sunset Strip Pawn Inc.

Sioux Falls, SD

SUNSET PAWN - NO COVER NO MINIMUM

Renewal

07/09/18-08/26/18

NOVA

SMG Sioux Falls

Sioux Falls, SD

SMG - CIRQUE DE SOILEI - NOVA

New

09/10/18-09/23/18

PBS NEWSHOUR

Black Hills Federal Credit Union

Rapid City, SD

BHFCU/PBS NEWS HOUR/BONUS/1 PR MONDAY

Renewal

06/11/18-09/16/18

Bush Foundation

St Paul, MN

BUSH FOUNDATION - PBS NEWS - 2 SPOTS M-F

Renewal

01/18-12/30/18

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op

Sioux Falls, SD

MAHLANDER - RICK STEVES - 2 SPOTS SUN

Renewal

01/08/18-01/06/19

Park County Travel Council

Cody, WY

CODY/RICK STEVES TRAVEL/2 PER SUNDAY

New

01/29/18-01/27/19

Westhills Village Retirement Community

Rapid City, SD

WESTHILLS VILLAGE/RICK STEVES EUROPE/2 PER SUN

Renewal

04/02/18-04/14/19

S.D. HIGH SCHOOL RODEO FINALS 2018

Black Hills Energy

Rapid City, SD

BH ENERGY/2018 SDHS FINALS RODEO/:15 3 PER BRDCST

Renewal

07/02/18-07/08/18

Dacotah Bank

Aberdeen, SD

DACOTAH BANK - HS RODEO SPONSORSHIP

Renewal

07/04/18-07/08/18