

South Dakota Public Broadcasting
TV Underwriting 1st Quarter
January – March 2015

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
Family Dentistry of Sioux Falls FAMILY DENTISTRY SF/PBS KIDS/1 SPOT PER DAY M-SU	New 03/16/15-03/15/16
Fischer, Rounds & Associates FISCHER ROUNDS/5 :30 SEC SPOTS FOR GBK OR BBK	Renewal 03/12/15-03/21/15
Horton Incorporated HORTON/WEEKDAY PRIMETIME ROS/1 SPOT PER M-F	Renewal 08/18/14-08/16/15
LifeScape LIFESCAPE/PBS KIDS/2 SPOTS PER DAY MON-FRI LIFESCAPE/PBS KIDS/2 SPOTS PER DAY SAT & SUN LIFESCAPE/PRIMETIME ROS/2 SPOTS PER DAY MON-FRI	New 03/01/15-05/31/15 03/01/15-05/31/15 03/01/15-05/31/15
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	Renewal 10/20/14-04/24/15
NorthWestern Energy c/o Flynn Wright NORTHWESTERN ENERGY LOUIE/27 SPOTS PER WEEK NORTHWESTERN ENERGY SNIFFY/21 SPOTS PER WEEK	Renewal 03/09/15-03/20/15 03/02/15-03/06/15
Rapid City Regional Hospital RC REG/1 SPT FRI/4:30-6PM MT RC REG/1 SPT M, TU, WE,TH/6-10PM MT RCRH/1 SPT FRIDAYS/4:30-6PP MT RCRH/1 SPT M-T-W-TH/6-10P MT	Renewal 02/24/14-01/18/15 02/24/14-01/18/15 01/19/15-01/17/16 01/19/15-01/17/16
Regional Heart Drs. REGIONAL HEART/AM EXP/TUES EVENINGS REGIONAL HEART/AM EXP/TUESDAYS	Renewal 01/20/14-01/18/15 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

Schmeckfest

SCHMECKFEST/PRIMETIME ROS/2 SPOTS PER MON-FRI
SCHMECKFEST/PRIMETIME ROS/2 SPOTS PER MON-FRI

New
02/23/15-02/27/15
03/23/15-03/27/15

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

Program Specific Underwriting

AMERICAN MASTERS

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

Renewal
03/03/14-03/01/15
03/02/15-03/01/16

AMERICA'S TEST KITCHEN

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

Renewal
09/06/14-03/07/15

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 SUN
LAMPS & SHADES/ANTIQUES ROADSHOW/2 SPOTS PER

Renewal
01/13/14-01/11/15
01/12/15-01/10/16

Media One Advertising
MEDIA ONE/ANTIQUES ROADSHOW/2 SPOTS PER SHOW

Renewal
09/01/14-08/31/15

AUSTIN CITY LIMITS

Sunset Pawn Inc.
SUNSET PAWN/AUSTIN CITY LIMITS/2 SPOTS PER SHOW
SUNSET PAWN/AUSTIN CITY LIMITS/2 SPOTS PER SHOW

Renewal
01/18/14-01/17/15
01/18/15-01/16/16

BLUEGRASS UNDERGROUND

Sunset Pawn Inc.
SUNSET PAWN/BLUEGRASS UNDERGROUND/1 SPOT PER SHOW

Renewal
01/18/14-01/17/15

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

IT'S SEW EASY

Quilters Headquarters Renewal
QUILTERS HQ/SATURDAY 10:25-10:30 SPOT 12/06/14-05/16/15

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 Renewal
MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER SHOW 06/13/14-06/11/15

MASTERPIECE

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

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

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

SUNSET PAWN/NO COVER/2 SPOTS PER SHOW

Renewal

01/18/14-01/17/15

01/18/15-01/16/16

NOVA

Black Hills Knowledge Network

BH KNOWLEDGE/NOVA/2 SPOTS PER SHOW WEDNESDAY

New

01/01/15-12/31/15

First Dakota National Bank c/o Fresh Produce

FIRST DAKOTA/NOVA/2 SPOTS PER SHOW WED

FIRST DAKOTA/NOVA/2 SPOTS PER SHOW WED

Renewal

03/03/14-04/01/15

03/02/15-03/01/16

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

FIRST DAKOTA/PBS NEWSHOUR/2 SPOTS PER MON & WED

Renewal

03/03/14-04/01/15

03/02/15-03/01/16

SD Bar Foundation

SD BAR FND - PBS NEWSHOUR

Renewal

01/05/15-03/31/15

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

QUILT IN A DAY

Quilters Headquarters

QUILTERS HQ/SATURDAY 11:25-11:30 SPOT

Renewal
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/TV/RICK STEVES EUROPE/SUNDAYS

Renewal
03/24/14-03/22/15

S.D. HIGH SCHOOL BOYS BASKETBALL TOURNAMENT 2015

Dacotah Bank

DACOTAH BANK/SDHS BOYS BK SDPB1/36 :30 SEC SPOTS

Renewal
03/19/15-03/21/15

Dakota Plains New Holland c/o GF Advertising

DAKOTA PLAINS/SDHS BOYS BK SDPB1/12 :30 SEC SPOTS

New
03/19/15-03/21/15

Delta Dental of South Dakota

DELTA DENTAL/SDHS BOYS BK SDPB1/12 :30 SEC SPOTS

New
03/19/15-03/21/15

Farmers Union Insurance Companies

FARMERS UNION/SDHS BOYS BBALL SDPB1/24 (:30)SPTS

Renewal
03/19/15-03/21/15

Fischer, Rounds & Associates

FISCHER ROUNDS/SDHS BBK SDPB1/12 :30 SEC SPOTS

Renewal
03/19/15-03/21/15

Independent Insurance Agents of SD

IIASD/SDHS BOYS BASKETBALL SDPB1/24 :30 SEC SPOTS

Renewal
03/19/15-03/21/15

Midcontinent Communications

MIDCO/SDHS BOYS BASKETBALL/36 :30 SEC SPOTS

Renewal
03/19/15-03/21/15

Sanford Health

SANFORD HEALTH/SDHS BOYS BK/20 :30 SEC SPOTS

Renewal
03/19/15-03/21/15

SD Crop Improvement Association

SD CROP/SDHS BOYS BK SDPB1/7 :15 SEC SPOTS

Renewal
03/19/15-03/21/15

SDN Communications

SDN/SDHS BOYS BK SDPB1/24 :30 SEC SPOTS

Renewal
03/19/15-03/21/15

South Dakota State University

SDSU/SDHS BOYS BASKETBALL SDPB1/12 :30 SEC SPOTS

Renewal
03/19/15-03/21/15

Spearfish GMC Cadillac

SPEARFISH GMC/SDHS BOYS' BBALL/20 (:30) SPOTS

Renewal
03/19/15-03/21/15

Subway c/o Nemer Fieger SUBWAY/SDHS BOYS BK SDPB1/24 :15 SEC SPOTS	Renewal 03/19/15-03/21/15
Taco John's c/o Garner Advertising TACO JOHNS/SDHS BOYS BK SDPB1/24 :15 SEC SPOTS	Renewal 03/19/15-03/21/15
Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/SDHS BOYS BK SDPB1/20 :30 SEC SPOTS	Renewal 03/19/15-03/21/15
Vance Thompson Vision VANCE THOMPSON/SDHS BOYS BK/12 :30 SEC SPOTS	Renewal 03/19/15-03/21/15
S.D. HIGH SCHOOL GIRLS BASKETBALL TOURNAMENT 2015	
Dacotah Bank DACOTAH BANK/SDHS GIRLS BK SDPB1/36 :30 SEC SPOTS	Renewal 03/12/15-03/14/15
Dakota Plains New Holland c/o GF Advertising DAKOTA PLAINS/SDHS GIRLS BK SDPB1/12 :30 SEC SPOTS	New 03/12/15-03/14/15
Delta Dental of South Dakota DELTA DENTAL/SDHS GIRLS BK SDPB1/12 :30 SEC SPOTS	New 03/12/15-03/14/15
Farmers Union Insurance Companies FARMERS UNION/SDHS GIRLS BBALL SDPB1/24 (:30)SPTS	Renewal 03/12/15-03/14/15
Fischer, Rounds & Associates FISCHER ROUNDS/SDHS GBK SDPB1/12 :30 SEC SPOTS	Renewal 03/12/15-03/14/15
Independent Insurance Agents of SD IIASD/SDHS GIRLS BASKETBALL SDPB1/24 :30 SEC SPOTS	Renewal 03/12/15-03/14/15
Midcontinent Communications MIDCO/SDHS GIRLS BASKETBALL/36 :30 SEC SPOTS	Renewal 03/12/15-03/14/15
Sanford Health SANFORD HEALTH/SDHS GIRLS BK/20 :30 SEC SPOTS	Renewal 03/12/15-03/14/15
SD Crop Improvement Association SD CROP/SDHS GIRLS BK SDPB1/7 :15 SEC SPOTS	Renewal 03/12/15-03/14/15
SDN Communications SDN/SDHS GIRLS BK SDPB1/24 :30 SEC SPOTS	Renewal 03/12/15-03/14/15
South Dakota State University SDSU/SDHS GIRLS BASKETBALL SDPB1/12 :30 SEC SPOTS	Renewal 03/12/15-03/14/15
Spearfish GMC Cadillac SPEARFISH GMC/SDHS GIRLS' BBALL/20 (:30) SPOTS	Renewal 03/12/15-03/14/15

Subway c/o Nemer Fieger SUBWAY/SDHS GIRLS BK SDPB1/24 :15 SEC SPOTS	Renewal 03/12/15-03/14/15
Taco John's c/o Garner Advertising TACO JOHNS/SDHS GIRLS BK SDPB1/24 :15 SEC SPOTS	Renewal 03/12/15-03/14/15
Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/SDHS GIRLS BK SDPB1/20 :30 SEC SPOTS	Renewal 03/12/15-03/14/15
Vance Thompson Vision VANCE THOMPSON/SDHS GIRLS BK/12 :30 SEC SPOTS	Renewal 03/12/15-03/14/15
S.D. HIGH SCHOOL GYMNASTICS CHAMPIONSHIPS 2015	
Farmers Union Insurance Companies FARMERS UNION/SDHS GYMNASTICS/2 (:30)SPOTS	Renewal 02/14/15-02/14/15
Independent Insurance Agents of SD IIASD/SDHS GYMNASTICS/2 :30 SEC SPOTS	Renewal 02/21/15-02/21/15
Midcontinent Communications MIDCO/SDHS GYMNASTICS/4 :30 SEC SPOTS	Renewal 02/21/15-02/21/15
SDN Communications SDN/SDHS GYMNASTICS/2 :30 SEC SPOTS	Renewal 02/21/15-02/21/15
S.D. HIGH SCHOOL WRESTLING CHAMPIONSHIPS 2015	
Dacotah Bank DACOTAH BANK/SDHS WRESTLING SDPB1/8 :30 SEC SPOTS	Renewal 02/28/15-02/28/15
Dakota Plains New Holland c/o GF Advertising DAKOTA PLAINS/SDHS WRESTLING SDPB1/1 :30 SEC SPOT	New 02/28/15-02/28/15
Delta Dental of South Dakota DELTA DENTAL/SDHS WRESTLING SDPB1/1 :30 SEC SPOT	New 02/28/15-02/28/15
Farmers Union Insurance Companies FARMERS UNION/SDHS WRESTLING SDPB1/4 (:30)SPTS	Renewal 02/28/15-02/28/15
Independent Insurance Agents of SD IIASD/SDHS WRESTLING SDPB1/4 :30 SEC SPOTS	Renewal 02/28/15-02/28/15
Midcontinent Communications MIDCO/SDHS WRESTLING/8 :30 SEC SPOTS	Renewal 02/28/15-02/28/15
Sanford Health SANFORD HEALTH/SDHS WRESTLING/3 :30 SEC SPOTS	Renewal 02/28/15-02/28/15
SD Crop Improvement Association SD CROP/SDHS WRESTLING SDPB1/2 :15 SEC SPOTS	Renewal 02/28/15-02/28/15

SDN Communications SDN/SDHS WRESTLING SDPB1/4 :30 SEC SPOTS	Renewal 02/28/15-02/28/15
South Dakota State University SDSU/SDHS WRESTLING SDPB1/1 :30 SEC SPOT	Renewal 02/28/15-02/28/15
Spearfish GMC Cadillac SPEARFISH GMC/SDHS WRESTLING/3 (:30) SPOTS	Renewal 02/28/15-02/28/15
Subway c/o Nemer Fieger SUBWAY/SDHS WRESTLING SDPB1/3 :15 SEC SPOTS	Renewal 02/28/15-02/28/15
Taco John's c/o Garner Advertising TACO JOHNS/SDHS WRESTLING SDPB1/3 :15 SEC SPOTS	Renewal 02/28/15-02/28/15
Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/SDHS WRESTLING SDPB1/3 :30 SEC SPOTS	Renewal 02/28/15-02/28/15
Vance Thompson Vision VANCE THOMPSON/SDHS WRESTLING/1 :30 SEC SPOT	Renewal 02/28/15-02/28/15
SOUTH DAKOTA FOCUS	
First Dakota National Bank c/o Fresh Produce FIRST DAKOTA/SD FOCUS/2 SPOTS PER SHOW THURS FIRST DAKOTA/SD FOCUS/2 SPOTS PER SHOW THU	Renewal 03/03/14-04/01/15 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 FOCUS SPECIAL	
SD Bar Foundation SD BAR FND - STATEHOUSE-SD FOCUS-LEG.LDRSHP	Renewal 01/01/15-01/31/15
SOUTH DAKOTA HIGH SCHOOL ALL-STATE BAND (2015)	
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
STATEHOUSE	
Associated General Contractors c/o Media One AGC OF SD/STATEHOUSE REVIEW/36 SPOTS	New 01/05/15-03/27/15
Missouri River Energy Services MISSOURI RIVER/STATEHOUSE REVIEW/36 SPOTS	Renewal 01/05/15-03/27/15

SD Bar Foundation

SD BAR FND - STATEHOUSE WKLY REVIEW+SUN REPEAT

Renewal
01/01/15-03/31/15

SDN Communications

SDN/STATEHOUSE REVIEW/FRI & SUN/2 SPOTS PER

Renewal
01/12/15-03/31/15

STATE OF THE STATE ADDRESS

SDN Communications

SDN/STATE OF THE STATE ADDRESS/4 SPOTS TOTAL

Renewal
01/13/15-01/13/15

VICTORY GARDEN

Weigum's Great Plains Landscape Arboretum

WEIGUM'S GREAT PLAINS ARB/VICTORY GARDEN

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