

South Dakota Public Broadcasting
TV Underwriting—4th Quarter
October – December 2017

Manual Placement

Black Hills Playhouse

Custer, SD
 BH PLAYHOUSE/73RD SEASON/ROS 11/06/17-12/01/17

Bush Foundation

Saint Paul, MN Renewal
 BUSH FOUNDATION - NEWS ROS - 1 SPOT M-F 01/02/17-12/31/17
 BUSH FOUNDATION/PRIMETIME/4 SPOTS M-F 01/02/17-12/31/17
 BUSH FOUNDATION/PRIMETIME/4 SPOTS SAT-SUN 09/04/17-11/19/17

Children's Museum of South Dakota

Brookings, SD Renewal
 CHILDREN'S MUSUEM - PBS KIDS - M-F 06/18/17-06/17/18
 CHILDREN'S MUSUEM - PBS KIDS - 1 SPOT 7-9AM M-S 06/19/17-06/17/18
 CHILDREN'S MUSUEM - PBS KIDS - 5:29 M-F 06/19/17-06/17/18

Delta Dental of South Dakota Foundation

Pierre, SD Renewal
 DELTA DENTAL FN/PBS KIDS SUN/1 PR DAY 05/01/17-04/29/18
 DELTA DENTAL FN/PBS KIDS SAT/1 PR DAY 05/01/17-04/29/18
 DELTA DENTAL FN/PBS KIDS WKDY/2PR DAY 05/01/17-04/29/18

Family Dentistry of Sioux Falls

Sioux Falls, SD Renewal
 FAMILY DENTISTRY - KIDS PBS - ROS M_F 06/12/17-06/10/18
 FAMILY DENTISTRY - KIDS PBS - ROS SAT 06/12/17-06/10/18

Horton Incorporated

Roseville, MN Renewal
 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

JADE PRESENTS LLC

Fargo, ND Renewal
 JADE PRESENTS - ROS - 2 SPOTS PER DAY 11/23/17-12/10/17

Jolly Lane Greenhouse

Rapid City, SD Renewal
 JOLLY LANE/ROS/6 PM-11 PM MT/SU-MO-TU 05/15/17-11/26/17

Juna Sleep Systems

Sioux Falls, SD New
 JUNA - TECH & INNOV BEAT SPONSOR - 4 ROS/WK 10/02/17-09/30/18

McCrary Gardens

Brookings, SD

MCCRORY GARDEN - 2 SPOTS - SAT MORNING

Renewal

06/17/17-11/19/17

NorthWestern Energy c/o Flynn Wright

Rapid City, SD

NORTHWESTERN ENENERGY - 4 ROS - MON - SUN

06/26/17-11/26/17

NORTHWESTERN - LOUIE - OCT - 40 SPOTS/WK

09/25/17-10/15/17

NORTHWESTERN - LOUIE - NOV - 40 SPOTS/WK

11/06/17-11/26/17

NORTHWESTERN - LOUIE - DEC - 40 SPOTS/WK

12/11/17-12/31/17

NORTHWESTERN ENERGY / PBS KIDS / OCTOBER 30

10/30/17-11/05/17

NORTHWESTERN ENERGY / PBS KIDS / DECEMBER 4

12/04/17-12/10/17

NORTHWESTERN ENERGY / PBS KIDS / DECEMBER 24

12/25/17-12/31/17

Quilters Headquarters

Sioux Falls, SD

QUILTERS HQ / 1 SPOT PER SAT @ 10:29AM

12/12/16-12/17/17

QUILTERS HQ / 1 SPOT PER SAT @ 10:59AM

12/12/16-12/17/17

QUILTERS HQ / 1 SPOT PER SAT @ 11:29 AM

12/12/16-12/17/17

Ramada Sioux Falls

Sioux Falls, SD

RAMADA - ROS - 2 SPOTS PER DAY

09/04/17-12/17/17

RAMADA - ROS - M-SUN

10/30/17-12/03/17

Regional Health

Rapid City, SD

REGIONAL HEALTH/SPORTS&REC BT SPNSR/4 PR WK

09/01/17-07/31/18

Reptile Gardens

Rapid City, SD

REPTILE GARDENS/TV PRIMETIME/1 SPT M-TH

Renewal

04/17/17-10/29/17

SassyCat Quilting

Yankton, SD

SASSYCAT - ROS - QUILTING BLOCK

New

10/30/17-11/04/18

South Dakota Agricultural Heritage Museum

Brookings, SD

SD AG HERITAGE - ROS WKDAY - 1 SPOT M-F

Renewal

10/09/17-10/08/18

SD AG HERITAGE - ROS WKEND - 2 SPOTS S&SU

10/09/17-10/08/18

South Dakota Quilt Guild

Presho, SD

SD QUILT GUILD / ROS - SAT - 1 SPOT

Renewal

01/16/17-01/14/18

TERMESHERE GALLERY - Dick Termes

Spearfish, SD

TERMESPHERE GALLERY/1 PER SAT/ROS-TBD 01/23/17-01/21/18

The Journey Museum

Rapid City, SD Renewal
JOURNEY MUSEUM/CHILDREN'S WEEKEND/2PER DAY 03/20/17-10/08/17

Program Specific Placement

American Experience

Black Hills Federal Credit Union

Rapid City, SD Renewal
BHFCU/TUES-AM. EXP 05/16/17-05/13/18

AMERICAN MASTERS

First Dakota National Bank c/o Fresh Produce

Sioux Falls, SD Renewal
FIRST DAKOTA/AMERICAN MASTERS / 2 SPOTS PER SHOW 06/12/17-07/01/18

ANTIQUES ROADSHOW

Horton Incorporated

Roseville, MN Renewal
HORTON - ANTIQUES ROADSHOW - 2 SPOTS - SUN 08/14/17-08/12/18

South Dakota Art Museum

Brookings, SD
SD ART MUSEUM - ANTIQUE ROADSHOW - 1 SPOT - M 09/04/17-08/05/18

The Center for Western Studies

Sioux Falls, SD Renewal
ANTIQUES ROADSHOW / 1 SPOT PER MON 11/07/16-11/05/17

Warne Chemical & Equipment Co.

Rapid City, SD Renewal
WARNE/ANTIQUES RD SHOW/1 PER SHOW/2 PER WK 07/24/17-10/16/17
WARNE/ANTIQUES RD SHOW/1 PER SHOW/4 PER WK 10/22/17-01/22/18

Weigum's Great Plains Landscape Arboretum

Mobridge, SD Renewal
WEIGUM'S GREAT PLAINS ARB/ANTIQUES RD SHOW/1 PR SH 07/24/17-10/16/17

Westhills Village Retirement Community

Rapid City, SD Renewal
WESTHILLS/ANTIQUES ROAD SHOW REPEAT 03/20/17-03/18/18
WESTHILLS/ANTIQUES RD SHOW/1 PER WK 03/20/17-03/18/18

ARTHUR

Hy-Vee Food Stores

Sioux Falls, SD

HY-VEE - ARTHUR - 2 SPOTS PER DAY MWF

Renewal

08/07/17-08/05/18

COOK'S COUNTRY

Hy-Vee Food Stores

Sioux Falls, SD

HY-VEE - AMERICA'S TEST KITCHEN

Renewal

08/07/17-08/05/18

CURIOUS GEORGE

NorthWestern Energy c/o Flynn Wright

Rapid City, SD

NORTHWESTERN ENERGY / CURIOUS GEORGE / SNIFFY OCT 10/30/17-11/05/17

NORTHWESTERN ENERGY / CURIOUS GEORGE / SNIFFY DEC 12/04/17-12/10/17

DAKOTA LIFE

The Center for Western Studies

Sioux Falls, SD

CWS / DAKOTA LIFE / 1 SPOT PER THURS

05/04/17-11/05/17

Touchstone Energy

Madison, SD

TOUCHSTONE - DAKOTA LIFE - 1 SPOT PER DAY

Renewal

11/02/17-06/03/18

DINOSAUR TRAIN

The Journey Museum

Rapid City, SD

JOURNEY MUSEUM/DINOSAUR TRAIN/1 PR DAY/3PR WK

Renewal

03/20/17-10/09/17

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric

Yankton, SD

FOUR SEASONS - FONS & PORTER - 2 SPOTS / SAT

Renewal

08/14/17-08/12/18

GOVERNOR'S BUDGET ADDRESS (2017)

SD Bar Foundation

Pierre, SD

SD BAR FND/2018 SESS/GOV BUDGET ADD + REPEAT

Renewal

12/05/17-12/05/17

MARKET TO MARKET

Madison Farmers Elevator Renewal
Madison, SD
MADISON FARMERS - MARKET TO MARKET - 2 SPOTS 06/19/17-06/17/18

The Center for Western Studies
Sioux Falls, SD
CWS / MARKET TO MARKET / 1 SPOT PER FRIDAY 04/17/17-11/05/17

MASTERPIECE

Mahlander's c/o The Creative Co-op Renewal
Sioux Falls, SD
MAHLANDER'S / MASTERPIECE / 2 SPOTS PER SUN 01/09/17-01/14/18

Westhills Village Retirement Community
Rapid City, SD Renewal
WESTHILLS/MASTERPIECE/1XWK 03/20/17-03/18/18

NATURE

East Pierre Landscape & Garden Center
Pierre, SD New
EAST PIERRE LAND/NATURE/2 PER W 02/13/17-02/11/18

The Center for Western Studies
Sioux Falls, SD
CWS / NATURE / 1 SPOT PER WED 04/26/17-11/05/17

NATURE CAT

NorthWestern Energy c/o Flynn Wright
Rapid City, SD
NORTHWESTERN ENERGY / NATURE CATS / SNIFFY OCT 10/30/17-11/05/17
NORTHWESTERN ENERGY / NATURE CATS / SNIFFY DEC 12/04/17-12/10/17

NIGHTLY BUSINESS REPORT

Hy-Vee Food Stores Renewal
Sioux Falls, SD
HY-VEE - NIGHTLY BUS REPORT - 2 SPOTS PER T 08/07/17-08/05/18

NOVA

First Dakota National Bank c/o Fresh Produce
Sioux Falls, SD
FIRST DAKOTA/ NOVA / 1 SPOT PER WED

Renewal
06/12/17-06/30/18

PBS NEWSHOUR

Bush Foundation
Saint Paul, MN
BUSH FOUNDATION/PBS NEWSHOUR/2 SPOTS - M-F

Renewal
01/02/17-12/31/17

First Dakota National Bank c/o Fresh Produce
Sioux Falls, SD
FIRST DAKOTA/PBS NEWS HOUR / 1 SPOT MW

Renewal
06/12/17-07/01/18

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op
Sioux Falls, SD
MAHLANDER'S / RICK STEVES / 2 SPOTS PER SUN

Renewal
01/09/17-01/14/18

Westhills Village Retirement Community
Rapid City, SD
WESTHILLS/RICK STEVES/2XSUN

Renewal
03/20/17-03/18/18

S.D. HIGH SCHOOL ALL-STATE CHORUS & ORCHESTRA 2017

Dacotah Bank
Aberdeen, SD
DACOTAH BANK - CHORUS 2017

Renewal
10/28/17-10/28/17

South Dakota State University
Brookings, SD
SDSU - CHORUS 2017

Renewal
10/28/17-10/28/17

S.D. HIGH SCHOOL FOOTBALL CHAMPIONSHIPS 2017

Catholic United Financial
Saint Paul, MN
CATHOLIC UNITED - FOOTBALL 2017

Renewal
11/09/17-11/11/17

Dacotah Bank

Renewal

Aberdeen, SD DACOTAH BANK - FOOTBALL 2017	11/09/17-11/11/17
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - FOOTBALL 2017	Renewal 11/09/17-11/11/17
Delta Dental of South Dakota Pierre, SD DELTA DENTAL/SDHS FOOTBALL/14_:30 SPOTS	Renewal 11/09/17-11/11/17
Farmers Union Insurance Companies Huron, SD FARMERS UNION - FOOTBALL 2017	Renewal 11/09/17-11/11/17
Fischer Rounds & Associates Watertown, SD FISCHER ROUNDS/SDHS FOOTBALL/14_:30 SPOTS	Renewal 11/09/17-11/11/17
Independent Insurance Agents of SD Pierre, SD IIASD/SDHS FOOTBALL/21_:30 SPOTS	Renewal 11/09/17-11/11/17
Lake Area Technical Institute Watertown, SD LAKE AREA TECH - FOOTBALL 2017	Renewal 11/09/17-11/11/17
Sanford Health Sioux Falls, SD SANFORD HEALTH - FOOTBALL 2017	Renewal 11/09/17-11/11/17
SDN Communications Sioux Falls, SD SDN - 21 SPOTS FOOTBALL	Renewal 11/09/17-11/11/17
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - FOOTBALL - 28 SPOTS	Renewal 11/09/17-11/11/17
South Dakota Dept. of Education Pierre, SD SD DOE/SDHS FOOTBALL/21_:30 SPOTS	Renewal 11/09/17-11/11/17
South Dakota Ethanol Producers SD ETHANOL - FOOTBALL 2017	Renewal 11/09/17-11/11/17
South Dakota State University Brookings, SD SDSU - FOOTBALL 2017	Renewal 11/09/17-11/11/17
Touchstone Energy Madison, SD	Renewal

TOUCHSTONE - FOOTBALL 2017	11/09/17-11/11/17
<i>S.D. HIGH SCHOOL VOLLEYBALL CHAMPIONSHIPS 2017</i>	
Catholic United Financial Saint Paul, MN CATHOLIC UNITED - VOLLEYBALL 2017	Renewal 11/18/17-11/18/17
Dacotah Bank Aberdeen, SD DACOTAH BANK - VOLLEYBALL 2017	Renewal 11/18/17-11/18/17
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - VOLLEYBALL 2017	Renewal 11/18/17-11/18/17
Delta Dental of South Dakota Pierre, SD DELTA DENTAL/SDHS VOLLEYBALL/1_:30 SPOT	Renewal 11/18/17-11/18/17
Farmers Union Insurance Companies Huron, SD FARMERS UNION - VOLLEYBALL 2017	Renewal 11/18/17-11/18/17
Fischer Rounds & Associates Watertown, SD FISCHER ROUNDS/SDHS VOLLEYBALL/1_:30 SPOT	Renewal 11/18/17-11/18/17
Independent Insurance Agents of SD Pierre, SD IIASD/SDHS VOLLEYBALL/3_:30 SPOTS	Renewal 11/18/17-11/18/17
Lake Area Technical Institute Watertown, SD LAKE AREA TECH - VOLLEYBALL 2017	Renewal 11/18/17-11/18/17
Sanford Health Sioux Falls, SD SANFORD HEALTH - VOLLEYBALL 2017	Renewal 11/18/17-11/18/17
SDN Communications Sioux Falls, SD SDN - 3 SPOTS VOLLEYBALL	Renewal 11/18/17-11/18/17
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - VOLLEYBALL - 6 SPOTS	Renewal 11/18/17-11/18/17

South Dakota Dept. of Education

Pierre, SD
SD DOE/SDHS VOLLEYBALL/3_:30 SPOTS

Renewal
11/18/17-11/18/17

South Dakota Ethanol Producers

SD ETHANOL - VOLLEYBALL 2017

Renewal
11/18/17-11/18/17

South Dakota State University

Brookings, SD
SDSU - VOLLEYBALL 2017

Renewal
11/18/17-11/18/17

Touchstone Energy

Madison, SD
TOUCHSTONE - VOLLEYBALL 2018

Renewal
11/18/17-11/18/17

SOUTH DAKOTA FOCUS

First Dakota National Bank c/o Fresh Produce

Sioux Falls, SD
FIRST DAKOTA/SD FOCUS/ 1 SPOTS PER THURS

Renewal
09/14/17-07/01/18

SD Bar Foundation

Pierre, SD
SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS
SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS

Renewal
12/07/17-04/05/18
12/14/17-04/05/18

The Center for Western Studies

Sioux Falls, SD
CWS / SD FOCUS / 2 SPOTS PER APRIL 20 & 27

04/17/17-11/05/17

Touchstone Energy

Madison, SD
TOUCHSTONE - SD FOCUS - 1 SPOT PER DAY

Renewal
11/02/17-06/03/18

VIETNAM WAR

Black Hills Energy

Rapid City, SD
BH ENERGY/KEN BURNS VIETNAM/2 PER DAY

New
09/17/17-11/28/17

Sanford Health

Sioux Falls, SD
SANFORD HEALTH - VIETNAM WAR SPONSORSHIP

Renewal
09/17/17-12/03/17

Scull Construction Service, Inc.

Rapid City, SD
SCULL/KEN BURNS VIETNAM/+SDDVA/:15 UW SPOTS-80

New
09/17/17-11/28/17

WILD KRATTS

Mills Entertainment

Saratoga Springs, NY

MILLS ENT - WILD KRATTS - 2 SPOTS PER M-F, SUN

New

12/11/17-12/17/17