

**South Dakota Public Broadcasting
TV Underwriting—1st Quarter
January – March 2016**

Manual Placement

Black Hills Federal Credit Union BHFCU/TUES-INCLUDING AM. EXP.	Renewal 05/18/15-05/15/16
Black Hills Playhouse BH PLAYHOUSE/PRIMETIME ROS/M-TU-W-TH/4 SPTS WK	Renewal 03/21/16-06/21/16
Build Dakota c/o Lawrence & Schiller BUILD DAKOTA/WEEKEND ROS/2 SPOTS PER WEEKEND BUILD DAKOTA/PRIMETIME ROS/2 SPOTS PER WEEK	New 12/01/15-11/30/16 12/01/15-11/30/16
Bush Foundation BUSH FOUNDATION/PRIMETIME ROS/4 SPOTS PER M-F	Renewal 01/01/16-12/31/16
Children's Museum of South Dakota CHILDREN'S MUSEUM/PBS KIDS/2 SPOTS PER SUN CHILDREN'S MUSEUM/1 SPOT PER DAY @ 5:29 M-F CHILDREN'S MUSEUM/2 SPOTS PER DAY MON-SAT	Renewal 06/08/15-06/03/16 06/08/15-06/03/16 08/31/15-06/03/16
ChrisBro Hospitality CHRISBRO/WEEKEND ROS/1 SPOT PER WEEKEND CHRISBRO/PRIMETIME ROS/1 SPOT PER WEEK	New 10/01/15-09/30/16 10/01/15-09/30/16
Dacotah Prairie Museum DACOTAH PRAIRIE/PBS KIDS/3 SPOTS PER SATURDAY DACOTAH PRAIRIE/PBS KIDS/2 SPOTS PER SUNDAY DACOTAH PRAIRIE/PBS KIDS/3 SPOTS PER DAY M-F	Renewal 02/09/16-04/30/16 02/09/16-04/30/16 02/09/16-04/30/16
Delta Dental of South Dakota Foundation DELTA DENTAL/WEEKDAY PBS KIDS/2 SPOTS PER DAY	Renewal 04/13/15-04/08/16
Family Dentistry of Sioux Falls FAMILY DENTISTRY SF/PBS KIDS/1 SPOT PER DAY M-SU	New 03/16/15-03/15/16
Glacial Lakes Orthopaedics GLACIAL LAKES ORTHO/WEEKEND ROS/1 SPOT PER WEEKEND GLACIAL LAKES ORTHO/PRIMETIME ROS/1 SPOT PER WEEK	New 11/01/15-10/31/16 11/01/15-10/31/16
Great Plains Zoo and Delbridge Museum GREAT PLAINS ZOO/FEB-MARCH/SA-SUN/2 SPTS DAY GREAT PLAINS ZOO/FEB-MARCH/M-F/2 SPTS DAY	Renewal 02/22/16-03/31/16 02/22/16-03/31/16

Horton Incorporated	Renewal
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
Ken's Supermarkets, Inc.	New
KENS SUPER FAIR/WEEKEND ROS/1 SPOT PER WEEKEND	09/21/15-09/18/16
KENS SUPER FAIR/PRIMETIME ROS/1 SPOT PER WEEK	09/21/15-09/18/16
NorthWestern Energy c/o Flynn Wright	Renewal
NORTHWESTERN ENERGY/LOUIE/23 SPOTS WEEK	03/14/16-03/25/16
Ophthalmology LTD c/o Flood Media Group	Renewal
OPHTHALMOLOGY LTD/SUNDAY PRIMETIME/1 SPOT PER	06/01/15-05/29/16
OPHTHALMOLOGY LTD/PRIMETIME ROS/1 SPOT PER DAY M-F	06/01/15-05/29/16
OPHTHALMOLOGY LTD/SATURDAY PRIMETIME/1 SPOT PER	06/01/15-05/29/16
Quilters Headquarters	Renewal
QUILTERS HQ/SATURDAY QUILTING/1 SPOT @ 10:29AM	08/01/15-07/31/16
QUILTERS HQ/SATURDAY QUILTING/1 SPOT @ 11:29AM	08/01/15-07/31/16
Rapid City Convention & Visitors Bureau	New
RAPID CITY CVB/WEEKEND ROS/1 SPOT PER WEEKEND	09/01/15-08/31/16
RAPID CITY CVB/PRIMETIME ROS/1 SPOT PER WEEK	09/01/15-08/31/16
Regional Health	Renewal
RCRH/1 SPT FRIDAYS/4:30-6PP MT	01/19/15-01/17/16
RCRH/1 SPT M-T-W-TH/6-10P MT	01/19/15-01/17/16
REGIONAL HEALTH/1 SPT FRIDAYS/4:30-6PM MT	01/18/16-01/15/17
REGIONAL HEALTH/1 SPT M-T-W-TH/6-10PM MT	01/18/16-01/15/17
Regional Heart Drs.	Renewal
REGIONAL HEART/AM EXP/TUESDAYS	01/19/15-01/17/16
Rocklands Entertainment	Renewal
ROCKLANDS ENT/PRIMETIME ROS/4 SPOTS PER NIGHT	03/15/16-04/14/16
Sanford Health	Renewal
SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SUN	08/01/15-07/31/16
SANFORD HEALTH/PBS KIDS/8 SPOTS PER DAY M-F	08/01/15-07/31/16
SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SAT	08/01/15-07/31/16
SANFORD HEALTH/PRIMETIME ROS/1 SPOT PER NIGHT M-F	08/01/15-07/31/16

South Dakota Agricultural Heritage Museum	Renewal
SD AG HERITAGE/WEEKEND ROS/2 SPOTS PER SAT & SUN	10/12/15-10/09/16
SD AG HERITAGE/WEEKDAY ROS/1 SPOT PER DAY M-F	10/12/15-10/09/16
South Dakota Ethanol Producers	New
SD ETHANOL/WEEKEND ROS/1 SPOT PER WEEKEND	11/16/15-11/13/16
SD ETHANOL/PRIMETIME ROS/1 SPOT PER WEEK M-F	11/16/15-11/13/16
South Dakota Quilt Guild	Renewal
SD QUILT GUILD/SATURDAY ROS/1 SPOT PER SAT	01/02/16-12/31/16
The Center for Western Studies	Renewal
CWS/SATURDAY NIGHT PRIME/1 SPOT PER NIGHT	10/05/15-10/02/16
The Journey Museum	Renewal
JOURNEY MUSEUM/CHILDRENS WEEKEND	01/18/16-07/17/16

Program Specific Placement

AMERICAN MASTERS

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

AMERICA'S TEST KITCHEN

Hy-Vee Food Stores	Renewal
HY-VEE/TEST KITCHEN/2 SPOTS PER SATURDAY	09/05/15-03/05/16

ANTIQUES ROADSHOW

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

Lamps and Shades	Renewal
LAMPS & SHADES/ANTIQUES ROADSHOW/2 SPOTS PER	01/12/15-01/25/16
LAMPS & SHADES/ARS/SUNDAYS/2 SPOTS PER	02/01/16-01/29/17

The Center for Western Studies	Renewal
CWS/ANTIQUES ROADSHOW/1 SPOT PER SHOW MON	10/05/15-10/02/16

ARTHUR

Hy-Vee Food Stores	Renewal
HY-VEE/ARTHUR/2 SPOTS PER DAY M-W-F	08/10/15-08/07/16

AUSTIN CITY LIMITS

Sunset Pawn Inc. Renewal
SUNSET PAWN/AUSTIN CITY LIMITS/2 SPOTS PER SHOW 01/18/15-01/16/16
SUNSET PAWN/AUSTIN CITY LIMITS/2 SPOTS PER SHOW 02/22/16-02/19/17

BLUEGRASS UNDERGROUND

Sunset Pawn Inc. Renewal
SUNSET PAWN/BUEGRASS UNDERGROUND/1 SPOT PER 01/18/15-01/16/16

DAKOTA LIFE

Home Federal Bank Renewal
HOME FEDERAL/DAKOTA LIFE/2 SPOTS PER SHOW THU 09/14/15-09/11/16

South Dakota State Historical Society Renewal
SD STATE HISTORICAL/DAKOTA LIFE/1 SPOT PER SHOW 07/01/15-06/30/16

DINOSAUR TRAIN

The Journey Museum Renewal
JOURNEY MUSEUM/DINOSAUR TRAIN 01/18/16-07/17/16

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric Renewal
FOUR SEASONS/FONS & PORTERS/2 SPOTS PER SHOW 08/01/15-08/21/16

Hill City Mercantile Renewal
HILL CITY MERC/FONS & PORTERS LOVE OF QUILTING 03/30/15-03/26/16

MARKET TO MARKET

Home Federal Bank Renewal
HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW SUN 09/14/15-09/11/16
HOME FEDERAL/MARKET TO MARKET/2 SPOTS PER SHOW FRI 09/14/15-09/11/16

Madison Farmers Elevator Renewal
MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER FRI 06/19/15-06/16/16

MASTERPIECE

Mahlander's c/o The Creative Co-op Renewal
MAHLANDER'S/MASTERPIECE/2 SPOTS PER SHOW SUN 01/01/16-12/31/16

MASTERPIECE CLASSIC

Westhills Village

WESTHILLS/MASTERPIECE CLSC
WESTHILLS/MASTERPIECE

Renewal
03/23/15-03/20/16
03/21/16-03/19/17

NATURE

NorthWestern Energy c/o Flynn Wright
NORTHWESTERN ENERGY/NATURE

Renewal
03/28/16-04/24/16

NIGHTLY BUSINESS REPORT

Hy-Vee Food Stores

HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER SHOW TUE

Renewal
08/10/15-08/07/16

NO COVER, NO MINIMUM

Sunset Pawn Inc.

SUNSET PAWN/NO COVER/2 SPOTS PER SHOW
SUNSET PAWN/NO COVER/2 SPOTS PER SHOW

Renewal
01/18/15-01/16/16
02/22/16-02/19/17

NOVA

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

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

National Music Museum

NMM/NOVA/1 SPOT PER SHOW WED

New
11/16/15-11/13/16

PBS NEWSHOUR

Bush Foundation

BUSH FOUNDATION/PBS NEWSHOUR/2 SPOTS PER M-F

Renewal
01/01/16-12/31/16

First Dakota National Bank c/o Fresh Produce

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

Renewal
04/01/15-03/01/16

SD Bar Foundation

SD BAR FND-PBS NEWSHOUR

Renewal
01/01/16-03/31/16

PRAIRIE YARD & GARDEN

Jolly Lane Greenhouse

JOLLY LANE/PRAIRIE YARD & GARDEN

Renewal
04/06/15-04/03/16

Warne Chemical & Equipment Co. WARNE CHEMICAL/PRAIRIE YARD & GARDEN	Renewal 04/06/15-04/03/16
RED GREEN SHOW	
Rocklands Entertainment ROCKLANDS ENT/RED GREEN/2 SPOTS PER SHOW MON	Renewal 02/01/16-04/14/16
RICK STEVES' EUROPE	
Mahlander's c/o The Creative Co-op MAHLANDER'S/RICK STEVES/2 SPOTS PER SHOW SUN	Renewal 01/01/16-12/31/16
Westhills Village WESTHILLS VILLAGE/RICK STEVES EUROPE/SUNDAYS WESTHILLS/RICK STEVES/SUNDAYS	Renewal 03/23/15-03/20/16 03/21/16-03/19/17
S.D. HIGH SCHOOL BASKETBALL TOURNAMENT 2016	
Dacotah Bank DACOTAH BANK/SDHS CLASS AA BK/72 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Dakota Plains New Holland c/o GF Advertising DAKOTA PLAINS/SDHS CLASS AA BK/24 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Delta Dental of South Dakota DELTA DENTAL/SDHS CLASS AA BK/24 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Independent Insurance Agents of SD IIASD/SDHS CLASS AA BK/48 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Sanford Health SANFORD HEALTH/SDHS CLASS AA BK/40 :30 SEC SPOTS SDSU/SDHS AA BASKETBALL/20 :30 SEC SPOTS	Renewal 03/17/16-03/19/16 03/17/16-03/19/16
SDN Communications AVERA/SDHS CLASS AA BASKETBALL/48 :30 SEC SPOTS SDN/SDHS CLASS AA BASKETBALL/48 :30 SEC SPOTS	Renewal 03/17/16-03/19/16 03/17/16-03/19/16
Spearfish GMC Cadillac SPEARFISH GMC/SDHS AA BASKETBALL/40 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Touchstone Energy c/o Lawrence & Schiller SDSU/SDHS AA BASKETBALL/20 :30 SEC SPOTS TOUCHSTONE/SDHS AA BASKETBALL/40 :30 SEC SPOTS	Renewal 03/17/16-03/19/16 03/17/16-03/19/16

S.D. HIGH SCHOOL BOYS BASKETBALL TOURNAMENT 2016

Avera Health AVERA/SDHS BOYS BASKETBALL SDPB1/24 :30 SEC SPOTS	New 03/17/16-03/19/16
Catholic United Financial CATHOLIC UNITED/SDHS CLASS AA BK/24 :30 SEC SPOTS	New 03/17/16-03/19/16
Dacotah Bank DACOTAH BANK/SDHS BOYS BK SDPB1/36 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Dakota Plains New Holland c/o GF Advertising DAKOTA PLAINS/SDHS CLASS SDPB1/24 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Delta Dental of South Dakota DELTA DENTAL/SDHS CLASS SDPB1/24 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Farmers Union Insurance Companies FUI/SDHS BOYS BBALL SDPB1/24 (:30)SPTS	Renewal 03/17/16-03/19/16
Fischer, Rounds & Associates FISCHER ROUNDS/SDHS BOYS BK SDPB2/12 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Independent Insurance Agents of SD IIASD/SDHS BOYS BASKETBALLSDPB1/24 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Sanford Health SANFORD/SDHS BASKETBALL SDPB1/40 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
SDN Communications SDN/SDHS BOYS BASKETBALL SDPB1/24 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
South Dakota Corn c/o Paulsen SD CORN/SDHS CLASS AA BK SDPB1/64 :30 SEC SPOTS	New 03/17/16-03/19/16
South Dakota State University SDSU/SDHS BOYS BASKETBALL SDPB1/12 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Spearfish GMC Cadillac SPEARFISH/SDHS BOYS BK SDPB1/20 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/SDHS BOYS BK SDPB1/20 :30 SEC SPOTS	Renewal 03/17/16-03/19/16
Vance Thompson Vision VANCE THOMPSON/SDHS CLASS SDPB1/24 :30 SEC SPOTS	Renewal 03/17/16-03/19/16

S.D. HIGH SCHOOL GIRLS BASKETBALL TOURNAMENT 2016

Avera Health AVERA/SDHS GIRLS BASKETBALL SDPB1/24 :30 SEC SPOTS	New 03/10/16-03/12/16
Catholic United Financial CATHOLIC UNITED/SDHS CLASS SDPB1/24 :30 SEC SPOTS	New 03/10/16-03/12/16
Dacotah Bank DACOTAH BANK/SDHS GIRLS BK SDPB1/72 :30 SEC SPOTS	Renewal 03/10/16-03/12/16
Dakota Plains New Holland c/o GF Advertising DAKOTA PLAINS/SDHS CLASS SDPB1/24 :30 SEC SPOTS	Renewal 03/10/16-03/12/16
Delta Dental of South Dakota DELTA DENTAL/SDHS CLASS SDPB1/24 :30 SEC SPOTS	Renewal 03/10/16-03/12/16
Farmers Union Insurance Companies FUI/SDHS GIRLS BBALL SDPB1/16 (:30)SPTS	Renewal 03/10/16-03/12/16
Fischer, Rounds & Associates FISCHER ROUNDS/SDHS GIRLS BK/12 :30 SEC SPOTS	Renewal 03/10/16-03/12/16
Independent Insurance Agents of SD IIASD/SDHS GIRLS BASKETBALLSDPB1/24 :30 SEC SPOTS	Renewal 03/10/16-03/12/16
Sanford Health SANFORD/SDHS GIR BASKETBALL SDPB1/40 :30 SEC SPOTS	Renewal 03/10/16-03/12/16
SDN Communications SDN/SDHS GIRLS BK/24 :30 SEC SPOTS SDN/SDHS GIRLS BASKETBALL SDPB1/24 :30 SEC SPOTS	Renewal 03/10/16-03/12/16 03/10/16-03/12/16
South Dakota Corn c/o Paulsen SD CORN/SDHS GIRLS BK SDPB1/32 :30 SEC SPOTS	New 03/10/16-03/12/16
South Dakota State University SDSU/SDHS GIRLS BASKETBALL SDPB1/12 :30 SEC SPOTS	Renewal 03/10/16-03/12/16
Spearfish GMC Cadillac SPEARFISH/SDHS GIRLS BK SDPB1/20 :30 SEC SPOTS	Renewal 03/10/16-03/12/16
Touchstone Energy c/o Lawrence & Schiller TOUCHSTONE/SDHS GIRLS BK SDPB1/20 :30 SEC SPOTS	Renewal 03/10/16-03/12/16
Vance Thompson Vision VANCE THOMPSON/SDHS CLASS SDPB1/24 :30 SEC SPOTS	Renewal 03/10/16-03/12/16

S.D. HIGH SCHOOL GYMNASTICS CHAMPIONSHIPS 2016

Dacotah Bank DACOTAH BANK/SDHS GYMNASTICS/4 :30 SEC SPOTS	Renewal 03/12/16-03/21/16
Independent Insurance Agents of SD IIASD/SDHS GYMNASTICS/2 :30 SEC SPOTS	Renewal 03/12/16-03/12/16
SDN Communications SDN/SDHS GYMNASTICS/2 :30 SEC SPOTS	Renewal 03/12/16-03/12/16
South Dakota Corn c/o Paulsen SD CORN/SDHS GYMNASTICS/2 :30 SEC SPOTS	New 03/12/16-03/12/16

S.D. HIGH SCHOOL WRESTLING CHAMPIONSHIPS (2016)

Avera Health AVERA HEALTH/SDHS WRESTLING/4 :30 SEC SPOTS	New 02/27/16-02/27/16
Catholic United Financial CATHOLIC UNITED/SDHS WRESTLING/1 :30 SEC SPOT	New 02/27/16-02/27/16
Dacotah Bank DACOTAH BANK/SDHS WRESTLING/8 :30 SEC SPOTS	Renewal 02/27/16-02/27/16
Dakota Plains New Holland c/o GF Advertising DAKOTA PLAINS/SDHS WRESTLING/1 :30 SEC SPOT	Renewal 02/27/16-02/27/16
Delta Dental of South Dakota DELTA DENTAL/SDHS WRESTLING/1 :30 SEC SPOT	Renewal 02/27/16-02/27/16
Farmers Union Insurance Companies FUI/SDHS WRESTLING/4 :30 SEC SPOTS	Renewal 02/27/16-02/27/16
Fischer, Rounds & Associates FISCHER ROUNDS/SDHS WRESTLING/1 :30 SEC SPOT	Renewal 02/27/16-02/27/16
Independent Insurance Agents of SD IIASD/SDHS WRESTLING/4 :30 SEC SPOTS	Renewal 02/27/16-02/27/16
Sanford Health SANFORD HEALTH/SDHS WRESTLING/3 :30 SEC SPOTS	Renewal 02/27/16-02/27/16
SDN Communications SDN/SDHS WRESTLING/4 :30 SEC SPOTS	Renewal 02/27/16-02/27/16
South Dakota Corn c/o Paulsen SD CORN/SDHS WRESTLING/6 :30 SEC SPOTS	New 02/27/16-02/27/16

South Dakota State University Renewal
SDSU/SDHS WRESTLING/1 :30 SEC SPOT 02/27/16-02/27/16

Spearfish GMC Cadillac Renewal
SPEARFISH GMC/SDHS WRESTLING/3 :30 SEC SPOTS 02/27/16-02/27/16

Touchstone Energy c/o Lawrence & Schiller Renewal
TOUCHSTONE/SDHS WRESTLING/3 :30 SEC SPOTS 02/27/16-02/27/16

Vance Thompson Vision Renewal
VANCE THOMPSON/SDHS WRESTLING/1 :30 SEC SPOT 02/27/16-02/27/16

SOUTH DAKOTA FOCUS

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

South Dakota State Historical Society Renewal
SD STATE HISTORICAL/SD FOCUS/1 SPOT PER SHOW INTRO 07/01/15-06/30/16

STATEHOUSE

Associated General Contractors c/o Media One Renewal
AGC OF SD/STATEHOUSE REVIEW/36 SPOTS 01/04/16-03/25/16

Missouri River Energy Services Renewal
MISSOURI RIVER/STATEHOUSE REVIEW/36 SPOTS 01/04/16-03/25/16

SD Bar Foundation Renewal
SD BAR FND-STATEHOUSE WKLY REVIEW+SUN REPEAT 01/01/16-03/31/16

SDN Communications Renewal
SDN/STATEHOUSE REVIEW/FRI & SUN/2 SPOTS PER 01/11/16-03/25/16

STATE OF THE STATE ADDRESS

SDN Communications Renewal
SDN/STATE OF THE STATE ADDRESS/4 SPOTS TOTAL 01/12/16-01/12/16

STATE OF THE STATE ADDRESS (2016)

SD Bar Foundation Renewal
SD BAR FND/STATE OF THE STATE ADDRESS + REPEAT 01/12/16-01/12/16

THIS OLD HOUSE HOUR

NorthWestern Energy c/o Flynn Wright Renewal
NORTHWESTERN ENERGY/THIS OLD HOUSE 03/21/16-03/27/16

The Center for Western Studies
CWS/THIS OLD HOUSE/1 SPOT PER SHOW SAT

Renewal
10/05/15-10/02/16

VICTORY GARDEN

Weigum's Great Plains Landscape Arboretum
WEIGUM'S GREAT PLAINS ARB/VICTORY GARDEN

Renewal
08/17/15-08/14/16