

South Dakota Public Broadcasting
TV Underwriting 4th Quarter
October – December 2021

Program Specific Placement

AMANPOUR AND COMPANY

JOHNSON, EIESLAND & ROHL TRIAL LAWYERS New
 Rapid City, SD
 JOHNSON, EIESLAND & ROHL - AMANPOUR & COM 12X 12/06/21-02/28/22

ANTIQUES ROADSHOW

Community Health Care Association of Dakotas New
 Sioux Falls, SD
 COMMUNITY HEALTHCARE-ANTIQUES ROADSHOW 11/22/21-01/15/22

TSP New
 Sioux Falls, SD
 TSP INC - ANRO 09/13/21-03/31/22

Westhills Village Retirement Community Renewal
 Rapid City, SD
 WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X SUN 06/04/21-05/31/22

AUGUSTANA UNIVERSITY VESPERS 2021

Augustana University New
 Sioux Falls, SD
 AUGUSTANA UNIVERSITY/AUG VESPERS 12/16 1X 12/16/21-12/16/21
 AUGUSTANA UNIVERSITY/VESPERS 12/24 1X 12/24/21-12/24/21
 AUGUSTANA UNIVERSITY/AUG VESPERS 12/25 1X 12/25/21-12/25/21
 AUGUSTANA UNIVERSITY/AUG VESPERS 12/25 1PM 1X 12/25/21-12/25/21

Northern State University New
 Aberdeen, SD
 NSU - AUG UNV AWAKE! 12/16/21-12/16/21

AUSTIN CITY LIMITS

Park County Travel Council Renewal
 Cody, WY
 CODY/AUSTIN CITY LIMITS/ 2 PER SATURDAY 01/30/21-01/28/22

BBC WORLD NEWS

JOHNSON, EIESLAND & ROHL TRIAL LAWYERS

Rapid City, SD

JOHNSON, EIESLAND & ROHL - BBC WORLD NEWS AMER 12X

New

12/06/21-02/28/22

BODE

Northern State University

Aberdeen, SD

NSU - BODE 2X

New

12/19/21-12/19/21

CHARLIE BROWN CHRISTMAS

Aberdeen Area CVB

Aberdeen, SD

ABERDEEN AREA CVB/CHARLIE BROWN CHRISTMAS 2021

New

12/19/21-12/19/21

Highmark Credit Union

Rapid City, SD

HIGHMARK CREDIT UNION - CHARLIE BROWN CHRISTMAS

New

12/19/21-12/19/21

CHARLIE BROWN THANKSGIVING

Aberdeen Area CVB

Aberdeen, SD

ABERDEEN AREA CVB/CHARLIE BROWN TG 2021

New

11/21/21-11/21/21

Denny Menholt

Rapid City, SD

MENHOLT - CHARLIE BROWN 1X

Renewal

11/21/21-11/21/21

Highmark Credit Union

Rapid City, SD

HIGHMARK CREDIT UNION - CHARLIE BROWN/TG

New

11/21/21-11/21/21

CHRISTMAS AT CONCORDIA

Northern State University

Aberdeen, SD

NSU - CHRISTMAS AT CONCORDIA 2X

New

12/23/21-12/23/21

DAKOTA LIFE

Bangs McCullen Law Firm

Sioux Falls, SD

BANGS MCCULLEN LAW FIRM/DAKOTA LIFE

New

09/02/21-04/17/22

Community Health Care Association of Dakotas	New
Sioux Falls, SD	
COMMUNITY HEALTHCARE-DAKOTA LIFE	12/09/21-12/09/21
Dakota Granite	New
Milbank, SD	
DAKOTA GRANITE- DAKOTA LIFE	10/01/21-10/01/21
DAKOTA GRANITE- DAKOTA LIFE - EMBEDDED PRE-ROLL	10/01/21-10/31/21
Grand River Casino	New
Mobridge, SD	
GRAND RIVER CASINO- DAKOTA LIFE	11/04/21-11/30/21
Mobridge Regional Hospital and Clinics	New
Mobridge, SD	
MOBRIDGE REG HOSP &- DAKOTA LIFE - EMBED PRE-ROLL	11/04/21-11/30/21
Park County Travel Council	Renewal
Cody, WY	
RELIABANK	New
Tea, SD	
DAKOTA LIFE (SEP-DEC)	09/02/21-12/31/21
Springfield Chamber of Commerce	New
Springfield, SD	
SPRINGFIELD COC/ DAKOTA LIFE - EMBED PRE-ROLL	12/09/21-12/31/21
TSP	New
Sioux Falls, SD	
TSP ARCHITECTS -DAKOTA LIFE	09/02/21-05/30/22
Valley Queen Cheese	New
Milbank, SD	
VALLEY QUEEN CHEESE- DAKOTA LIFE	10/01/21-10/01/21
VALLEY QUEEN- DAKOTA LIFE - EMBEDDED PRE-ROLL	10/01/21-10/31/21
Vance Thompson Vision	New
Sioux Falls, SD	
VANCE THOMPSON-DAKOTA LIFE	03/08/21-12/31/21
DANIEL TIGER'S NEIGHBORHOOD	
1880 Train	New
Hill City, SD	
1880 TRAIN/DTIGER/M-F/30X	11/01/21-11/30/21

NorthWestern Energy c/o Flynn Wright Des Moines, IA NORTHWESTERN - DANIEL TIGER - NOV-DEC	Renewal 11/01/21-12/19/21
--	----------------------------------

FINDING YOUR ROOTS

OLLI Sioux Falls, SD OLLI/FINDYROOT X12	New 12/20/21-12/18/22
--	------------------------------

TSP Sioux Falls, SD TSP INC - FINDING YOUR ROOTS	New 03/30/21-03/31/22
---	------------------------------

GOVERNOR'S BUDGET ADDRESS (2021)

Boyce Law Firm Sioux Falls, SD BOYCE- GOV BUDGET 2021	Renewal 12/07/21-12/07/21
--	----------------------------------

Missouri River Energy Services Sioux Falls, SD MISSOURI RIVER - GOV BUDGET 2021	New 12/07/21-12/07/21
--	------------------------------

SD Bar Foundation Pierre, SD SD BAR FND/2020 SESS/GOV BUDGET ADD + REPEAT 2021	Renewal 12/07/21-12/07/21
---	----------------------------------

Touchmark Retirement Communities Beaverton, OR TOUCHMARK - GOV BUDGET 2021	Renewal 12/07/21-12/07/21
---	----------------------------------

INDIAN COUNTRY TODAY

Community Health Care Association of Dakotas Sioux Falls, SD COMMUNITY HEALTHCARE-INDIAN COUNTRY TODAY	New 11/22/21-01/15/22
---	------------------------------

LAURA'S LITTLE CHRISTMAS ON THE PRAIRIE

LIW Pageant Society De Smet, SD	New 12-30-21-12-30-21
---	------------------------------

MANNHEIM STEAMROLLER CHRISTMAS

The Monument Rapid City, SD	New 11/03/21-11/19/21
---------------------------------------	------------------------------

MARKET TO MARKET

Dakotaland Feed

Huron, SD
DAKOTALAND - MARKET TO MARKET 2X 2021

Renewal
06/07/21-06/06/22

MASTERPIECE THEATRE

Mahlander's c/o The Creative Co-op

Sioux Falls, SD
MAHLANDER - 2 SPOTS SUN - MASTERPIECE 2021

Renewal
01/10/21-11/01/21

Park County Travel Council

Cody, WY
CODY/MASTERPIECE/2 PER SUNDAY 21-22

Renewal
01/30/21-01/28/22

Reliabank

Tea, SD
RELIABANK - MASTERPIECE

New
03/01/21-12/31/21

Westhills Village Retirement Community

Rapid City, SD
WESTHILLS VILLAGE/MASTERPIECE 48X -SUN

Renewal
06/04/21-05/31/22

NATIVE REPORT

Community Health Care Association of Dakotas

Sioux Falls, SD
COMMUNITY HEALTHCARE-NATIVE REPORT

New
11/22/21-01/15/22

NOVA

Bangs McCullen Law Firm

Sioux Falls, SD
BANGS MCCULLEN LAW FIRM/NOVA

New
05/05/21-04/17/22

OLLI

Sioux Falls, SD
OLLI/NOVA/X12

New
12/20/21-12/18/22

SDSTA - Sanford Underground Research Facility

Lead, SD
SDSTA-SANFORD UNDERGROUND/NOVA 40X

New
07/01/21-06/30/22

PBS NEWSHOUR

Black Hills Federal Credit Union Renewal
Rapid City, SD
BHFCU WED 7-9 MT NEWSHOUR/ 1XWK 2021 06/05/21-06/01/22

Bush Foundation New
St Paul, MN
BUSH FOUNDATION - NEWSHOUR 01/16/21-01/15/22

JOHNSON, EIESLAND & ROHL TRIAL LAWYERS New
Rapid City, SD
JOHNSON, EIESLAND & ROHL - NEWSHOUR 24X 12/06/21-02/28/22

SDSTA - Sanford Underground Research Facility New
Lead, SD
SDSTA-SANFORD UNDERGROUND/NEWSHOUR 57X 07/01/21-06/30/22

REAL RAIL ADVENTURES: SWISS INTERNATIONAL HUBS

1880 Train New
Hill City, SD
1880 TRAIN/REALWKEND/2X 10/31/21-10/31/21

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op Renewal
Sioux Falls, SD
MAHLANDER - 2 SPOTS SUN - RICK STEVES EUROPE 2021 01/10/21-11/01/21

Westhills Village Retirement Community Renewal
Rapid City, SD
WESTHILLS VILLAGE/RICKSTEVES EUROPE 48X -SUN 06/04/21-05/31/22

SDHSAA ALL-STATE ORCHESTRA

Dacotah Bank Renewal
Aberdeen, SD
DACOTAH BANK - CHORUS 2021 10/29/21-10/30/21

SDHSAA FOOTBALL CHAMPIONSHIPS 2021

Agtegra New
Aberdeen, SD
AGTEGRA - FOOTBALL - 2021 11/11/21-11/13/21

BankWest Pierre, SD BANKWEST - FOOTBALL 2021	New 11/11/21-11/13/21
Dacotah Bank Aberdeen, SD DACOTAH BANK - FOOTBALL 2021	Renewal 11/11/21-11/13/21
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - FOOTBALL 2021	New 11/11/21-11/13/21
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - FOOTBALL 2021	New 11/11/21-11/13/21
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - FOOTBALL 2021	New 11/11/21-11/13/21
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - FOOTBALL 2021	New 11/11/21-11/13/21
Independent Insurance Agents of SD Ft Pierre, SD IIASD - FOOTBALL 2021	New 11/11/21-11/13/21
Lake Area Technical College Watertown, SD LAT- FOOTBALL - 7X	New 11/11/21-11/13/21
Monument Health Rapid City, SD MONUMENT HEALTH - 2021 FOOTBALL	New 11/11/21-11/13/21
Peterson Farm Seeds Harwood, ND PETERSON FAMILY - FOOTBALL 2021	New 11/11/21-11/13/21
Sanford Health Sioux Falls, SD SANFORD HEALTH - FOOTBALL 2021	New 11/11/21-11/13/21
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - FOOTBALL - 2021	Renewal 11/11/21-11/13/21

South Dakota Dept. of Education Pierre, SD SD DOE - FOOTBALL 2021	New 11/11/21-11/13/21
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - FOOTBALL - 2021	New 11/11/21-11/13/21
South Dakota State University Brookings, SD SDSU - FOOTBALL - 2021	New 11/11/21-11/13/21
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - FOOTBALL 2021	New 11/11/21-11/13/21
<i>SDHSAA GIRLS' VOLLEYBALL CHAMPIONSHIPS 2021</i>	
Agtegra Aberdeen, SD AGTEGRA - VOLLEYBALL 2021	New 11/20/21-11/20/21
BankWest Pierre, SD BANKWEST - VOLLEYBALL 2021	New 11/18/21-11/20/21
Dacotah Bank Aberdeen, SD DACOTAH BANK - VOLLEYBALL 2021	Renewal 11/18/21-11/20/21
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - 2021 VOLLEYBALL	New 11/18/21-11/20/21
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - VOLLEYBALL 2021	New 11/20/21-11/20/21
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - VOLLEYBALL 2021	New 11/19/21-11/20/21
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - VOLLEYBALL 2021	New 11/18/21-11/20/21

Independent Insurance Agents of SD Ft Pierre, SD IIASD - VOLLEYBALL 2021	New 11/18/21-11/20/21
Lake Area Technical College Watertown, SD LAT- VOLLEYBALL - 3X	New 11/18/21-11/20/21
Monument Health Rapid City, SD MONUMENT HEALTH - VOLLEYBALL 2021	New 11/18/21-11/20/21
Peterson Farm Seeds Harwood, ND PETERSON FAMILY - VOLLEYBALL 2021	New 11/20/21-11/20/21
Sanford Health Sioux Falls, SD SANFORD HEALTH - VOLLEYBALL 2021	New 11/18/21-11/20/21
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - VOLLEYBALL - 2021	Renewal 11/18/21-11/20/21
South Dakota Dept. of Education Pierre, SD SD DOE - VOLLEYBALL 2021	New 11/18/21-11/20/21
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - VOLLEYBALL - 2021	New 11/20/21-11/20/21
South Dakota State University Brookings, SD SDSU - VOLLETBALL - 2021	New 11/18/21-11/20/21
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - VOLLEYBALL 2021	New 11/19/21-11/20/21
<i>SOUTH DAKOTA ALL-STATE CHORUS & ORCHESTRA</i>	
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - CHORUS & ORCHESTRA- 2021	Renewal 10/29/21-11/25/21

SOUTH DAKOTA FOCUS

NAMI SD

Sioux Falls, SD

NAMI SOUTH DAKOTA/FOCUS

New

09/30/21-10/03/21

Security 1st Bank

Rapid City, SD

SECURITY 1ST BANK/FOCUS (SEP-DEC)

New

09/30/21-12/28/21

TSP

Sioux Falls, SD

TSP INC - SD FOCUS

New

03/25/21-03/31/22