

**South Dakota Public Broadcasting
TV Underwriting Report
4th Quarter (October – December 2011)**

Al's Oasis

1000 E. Hwy. 16
Oacoma, SD 57365
605-734-6051

Contract Starts: 10/25/2010

Contract Ends: 10/23/2011

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
RED GREEN SHOW	10/25/2010	01:00:00	-M-----	2	2	104	N/A	SDPB1
AL'S OASIS/RED GREEN/MONDAYS				10/23/2011	24:59:59			

Black Hills Federal Credit Union

PO Box 1420
Rapid City SD 57709-1420
605-718-6157

Spots Contracted: 94

Contract Starts: 05/02/2011

Contract Ends: 04/29/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
Time Attachment	05/02/2011	19:50:00	-M-----	2	2	94	N/A	SDPB1
BHFCU/MON/7PM PROGRAM/2 SPTS PER WK				04/29/2012	22:10:00			

Canton Quilt Corner

200 E 5th Street
Canton SD 57013
605-987-9059

Contract Starts: 10/09/2010

Contract Ends: 10/07/2011

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
Time Attachment	10/09/2010	10:00:00	-----S	2	2	100	N/A	SDPB1
CANTON QUILT CORNER,SAT ROS,10-12PM,2 ANNTS/50 WKS				10/07/2011	12:00:00			

Dakota Business Center

PO Box 2353
Rapid City SD 57709
605-342-8934

Spots Contracted: 365 Contract Starts: 08/15/2011 Contract Ends: 08/12/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY WEEK	TOTAL	RATE	CHANNEL
Time Attachment	08/15/2011	17:30:00	SMTWTFS	1 7	365	N/A	SDPB1
DAKOTA BUS CNTR/ROS/MON THRU SUN/1 SPT DAY					08/13/2012	23:00:00	

First Bank and Trust

PO Box 5057
Brookings SD 57006
605-696-2285

Spots Contracted: 588 Contract Starts: 01/17/2011 Contract Ends: 01/15/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY WEEK	TOTAL	RATE	CHANNEL
CURIOUS GEORGE	01/17/2011	06:59:00	-MTWTF-	2 10	260	N/A	SDPB1
FIRST BANK/TRUST,CURIOUS GEOR,2 ANNT/BRD,M-F,26 WK					07/15/2011	07:30:00	

Four Seasons Fabric

909 Broadway Avenue
Yankton SD 57078-3547
605-665-3406

Spots Contracted: 104 Contract Starts: 08/02/2011 Contract Ends: 08/01/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY WEEK	TOTAL	RATE	CHANNEL
FONS & PORTER'S LOVE OF QUILTING	08/02/2011	10:30:00	-----S	2 2	104	N/A	SDPB1
FOUR SEASON FAB,F&P LOVE OF QUILT,2 ANNT/BRDCST					08/01/2012	11:00:00	

Great Plains Eye Clinic Ltd

1701 S Minnesota Avenue
Sioux Falls SD 57105
605-334-7715

Spots Contracted: 104 Contract Starts: 02/20/2011 Contract Ends: 02/18/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY WEEK	TOTAL	RATE	CHANNEL
LAWRENCE WELK SHOW	02/20/2011	18:00:00	-----S	2 2	104	N/A	SDPB1
G PLAINS EYE CLINIC, LAWRENCE WELK,SAT,2 ANNT/BRD					02/18/2012	19:00:00	

Horton Incorporated

2565 Walnut Street
Roseville MN 55113
605-361-6564

Spots Contracted: 850 Contract Starts: 08/13/2011 Contract Ends: 08/20/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
KEEPING UP APPEARANCES	08/13/2011	20:00:00	-----S	2	2	100	N/A	SDPB1
HORTON,KEEP UP APPEAR,2 ANNT/BRDCST,50 WKS,SAT 08/10/2012 20:30:00								
ANTIQUES ROADSHOW	08/14/2011	18:00:00	S-----	2	2	100	N/A	SDPB1
HORTON,ANTIQUES ROADSHOW,2 ANNT/BRDCST,50 WKS,SUN 08/11/2012 19:00:00								
Time Attachment	08/15/2011	17:30:00	-MTWTF-	1	5	250	N/A	SDPB1
HORTON,WEEKDAY EVE UND,1 ANNT/EVE,M-F,PRIMETIME 08/10/2012 22:30:00								

Hy-Vee Food Stores

525 West Cherry St. PO Box 271
Vermillion SD 57069
605-624-5574

Spots Contracted: 406 Contract Starts: 04/18/2011 Contract Ends: 04/16/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
CLIFFORD THE BIG RED DOG	04/18/2011	09:00:00	-MTWTF-	2	10	260	N/A	SDPB1
HY-VEE,CLIFFORD THE BIG RED,2 ANNT/BRDCST,M-F,6 MO 10/14/2011 09:30:00								
NIGHTLY BUSINESS REPORT	04/19/2011	17:30:00	--T----	2	2	94	N/A	SDPB1
HY-VEE,NIGHTLY BUSINESS REP,TUES,2 ANNT/BRD,47 WKS 04/16/2012 18:00:00								
AMERICA'S TEST KITCHEN FROM COOK'S ILLUSTRATED	04/23/2011	14:00:00	-----S	2	2	52	N/A	SDPB1
HY-VEE,AMERICAS TEST KITCHEN,2 ANNT/BRDCST, 6 MOS 10/21/2011 17:00:00								

Interim Healthcare

725 Indiana Street
Rapid City SD 57702
605-348-5885

Contract Starts: 10/18/2010 Contract Ends: 11/27/2011

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
KEEPING UP APPEARANCES	09/18/2010	01:00:00	-----S	2	2	126	N/A	SDPB1
INTERIM HEALTH/KEEPING UP APPEARANCES	11/27/2011	24:59:59						

Lamps and Shades

2511 South Minnesota Ave.
Sioux Falls SD 57105
605-332-6680

Spots Contracted: 204 Contract Starts: 12/21/2010 Contract Ends: 01/03/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
ANTIQUES ROADSHOW	12/21/2010	18:00:00	S-----	2	2	100	N/A	SDPB1
LAMPS/SHADES,ANTIQUEROAD,2 ANNT/BRDCST,SUN	01/02/2012	19:00:00						

Landscape Garden Centers

26971 S Minnesota Ave
Sioux Falls SD 57108
605-362-6250

Contract Starts: 04/26/2011 Contract Ends: 12/03/2011

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
VICTORY GARDEN	04/30/2011	14:59:00	-----S	2	2	64	N/A	SDPB1
LANDSCAPE GARDEN,VICTORY GARDEN,2 ANNT/BRDCST	12/03/2011	15:30:00						

Madison Farmers Elevator

PO Box 228
Madison SD 57042
605-256-4584

Spots Contracted: 104 Contract Starts: 06/18/2011 Contract Ends: 06/16/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
MARKET TO MARKET	06/17/2011	20:29:00	----F-	2	2	104	N/A	SDPB1
MAD FARMER ELEVATOR, MARKET TO MARKET, 2 ANNT/BRDCST	06/14/2012	21:00:00						

Ophthalmology Ltd

6601 S Minnesota Ave
Sioux Falls SD 57108

605-336-6294

Spots Contracted: 208 Contract Starts: 06/25/2011 Contract Ends: 06/24/2012

FLIGHT DESCRIPTION DATES TIMES DAYS DAY WEEK TOTAL RATE CHANNEL

LAWRENCE WELK SHOW 06/25/2011 18:00:00 S----S 2 4 208 N/A SDPB1
OPHTHAL LTD,LAWRENCE WELK, SAT AND SUN,2 ANNT/BRDC 06/22/2012 20:00:00

Orthopedic Institute

810 E. 23rd Street
Sioux Falls SD 57105
605-331-5890

Contract Starts: 10/08/2010

Contract Ends: 10/06/2011

FLIGHT DESCRIPTION DATES TIMES DAYS DAY WEEK TOTAL RATE CHANNEL

NIGHTLY BUSINESS REPORT 10/08/2010 17:30:00 -M----- 2 2 104 N/A SDPB1
ORTHO INST,NIGHT BUS REPORT,2 ANNT/BRDCST,MON 10/06/2011 18:00:00

Parkway Orthodontics/Childrens Dental

3813 Kiwanis Circle
Sioux Falls SD 57105
605-332-1235

Spots Contracted: 1040

Contract Starts: 02/06/2011

Contract Ends: 02/04/2012

FLIGHT DESCRIPTION DATES TIMES DAYS DAY WEEK TOTAL RATE CHANNEL

Time Attachment 02/06/2011 06:00:00 S----S 5 10 520 N/A SDPB1
PARK ORTHO, WEEKEND CHILD PROG, 5 ANNT/DAY, SAT & SUN 02/04/2012 09:58:00

CURIOUS GEORGE 02/06/2011 07:00:00 -MTWTF- 2 10 520 N/A SDPB1
PARKWAY ORTHO, CURIOUS GEORGE, M-F, 2 ANNT/BRDCST 02/04/2012 07:30:00

Plastic Surgery Associates of SD

911 E 20th Street, Suite 602
Sioux Falls SD 57105
605-335-3349

Spots Contracted: 104

Contract Starts: 09/05/2011

Contract Ends: 09/03/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
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ANTIQUES ROADSHOW	09/05/2011	18:00:00	S-----	2	2	104	N/A	SDPB1
PLASTIC SURG, ANTIQUES ROADSHOW,SUN,2 ANNT/BRDCST	09/03/2012	19:00:00						

Rapid City Regional Hospital

PO Box 6000
 Rapid City, SD 57701
 605-719-5631

Spots Contracted: 495 Contract Starts: 02/28/2011 Contract Ends: 02/26/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
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Time Attachment

	02/28/2011	17:30:00	----F-	1	1	47	N/A	KUSD-HD, SDPB1, SDPB2
RAPID CITY REG HOSP/1 SPT FRI/4:30-6PM MT/BONUS	02/26/2012	19:00:00						

Time Attachment	02/28/2011	19:00:00	-MTWT--	1	4	188	N/A	SDPB1, SDPB2
RAPID CITY REG/ROS/1 SPT@M-T-W-TH/6-10PMMT	02/26/2012	23:00:00						

Regional Heart Drs.

PO Box 6000
 Rapid City SD 57709
 605-719-5631

Spots Contracted: 300 Contract Starts: 01/17/2011 Contract Ends: 01/15/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
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AMERICAN EXPERIENCE

	01/17/2011	01:00:00	SMTWTFS	0	0	0	N/A	KUSD-HD, SDPB1, SDPB2
REGIONAL HEART/AM.EXP	01/15/2012	24:59:59						

Reptile Gardens

PO Box 620
 Rapid City SD 57709
 605-342-5873

Contract Starts: 05/02/2011 Contract Ends: 11/30/2011

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
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NATURE	05/02/2011	01:00:00	S-----	2	2	52	N/A	SDPB1
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REPTILE GARDENS/NATURE

11/30/2011 24:59:59

Time Attachment 05/02/2011 06:00:00 -MTWTF- 1 5 150 N/A SDPB1
REPTILE GARDENS/CHILDRENS ROS/6AM-10AMCT 11/27/2011 10:00:00

Rushmore Electric

Agency: TDG Communications
1715 Campbell
PO Box 2414
Rapid City SD 57709-2414
605-342-4759

Spots Contracted: 94 Contract Starts: 02/07/2011 Contract Ends: 02/05/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
RED GREEN SHOW	02/07/2011	01:00:00	-M-----	2	2	94	N/A	SDPB1
RUSHMORE ELECTRIC/RED GREEN/MONDAYS						02/05/2012	24:59:59	

SD Bar Foundation

222 E. Capitol Avenue
Pierre SD 57501
605-224-7554

Contract Starts: 12/01/2010 Contract Ends: 12/01/2011

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
Manual Placements	12/01/2010	01:00:00	SMTWTFS	0	0	0	\$ 0.00	SDPB1
SD BAR FND/STATEHOUSE ONLINE/						12/01/2011	24:59:59	

SDN Communications

2900 West 10th Street
Sioux Falls SD 57104
605-978-3592

Spots Contracted: 1914 Contract Starts: 11/21/2010 Contract Ends: 01/02/2012

FLIGHT DESCRIPTION	DATES	TIMES	DAYS	DAY	WEEK	TOTAL	RATE	CHANNEL
Time Attachment	12/06/2010	18:00:00	--T----	5	5	130	N/A	SDPB1
SDN COMM,EVERY OTHER TUES EVE,5 ANNTS						12/04/2011	23:00:00	

Sioux Falls Good Samaritan

4800 W. 57th Street
Sioux Falls SD 57106
605-362-3879

Spots Contracted: 376 Contract Starts: 02/12/2011 Contract Ends: 02/10/2012

FLIGHT DESCRIPTION DATES TIMES DAYS DAY WEEK TOTAL RATE CHANNEL

CLASSIC GOSPEL 02/12/2011 17:00:00 -----S 2 2 94 N/A SDPB1
SF GOOD SAM,CLASSIC GOSPEL,2 ANNT/BRDCST,47 WKS 02/10/2012 18:00:00

LAWRENCE WELK SHOW 02/12/2011 18:00:00 S-----S 2 4 188 N/A SDPB1
SF GOOD SAM,LAWREN WELK,SAT & SUN, 2 ANNT/BRD,47 W 02/10/2012 20:00:00

GUY LOMBARDO AND HIS ROYAL CANADIANS
02/12/2011 18:59:00 -----S 2 2 94 N/A SDPB1
SF GOOD SAM,GUY LOMBARDO,2 ANNT/BRD,47 WKS 02/10/2012 19:30:00

Sunset Pawn Inc.

2407 West 12th Street
Sioux Falls SD 57104
605-334-4123

Contract Starts: 12/13/2010 Contract Ends: 12/11/2011

FLIGHT DESCRIPTION DATES TIMES DAYS DAY WEEK TOTAL RATE CHANNEL

NO COVER, NO MINIMUM 12/13/2010 22:00:00 -----S 2 2 48 N/A SDPB1
SUNSET PAWN,NO COVER NO MIN,2 ANNT/BRDCST,SAT 12/11/2011 23:00:00

AUSTIN CITY LIMITS 12/13/2010 23:00:00 -----S 2 2 104 N/A SDPB1
SUNSET PAWN,AUSTIN CITY LIMITS,2 ANNT/BRDCST,SAT 12/11/2011 24:00:00

The Medicine Shoppe

1007 Main Street, Suite A
Mitchell SD 57301
605-996-7751

Spots Contracted: 104 Contract Starts: 04/16/2011 Contract Ends: 04/13/2012

FLIGHT DESCRIPTION DATES TIMES DAYS DAY WEEK TOTAL RATE CHANNEL

GUY LOMBARDO AND HIS ROYAL CANADIANS

04/16/2011 19:00:00 -----S 2 2 104 N/A SDPB1
MEDICINE SHOP,GUY LOMBARDO,2 ANNT/BRDCST,52 WKS 04/13/2012 19:30:00

Weigum's Great Plains Landscape Arboretum

1647 Laurel
St. Paul MN 55104
651-646-3005

Spots Contracted: 86 Contract Starts: 08/20/2011 Contract Ends: 08/17/2012

FLIGHT DESCRIPTION DATES TIMES DAYS DAY WEEK TOTAL RATE CHANNEL

-----S
VICTORY GARDEN 08/20/2011 01:00:00 -----S 2 2 86 N/A SDPB1
WEIGUM'S GREAT PLAINS LANDSCAPE ARBORETUM 08/17/2012 24:59:59