

South Dakota Public Broadcasting
TV Underwriting 3rd Quarter
July – September 2021

Program Specific Placement

AMERICA'S TEST KITCHEN FROM COOK'S ILLUSTRATED

Hy-Vee Food Stores	Renewal
Sioux Falls, SD	
HY-VEE - AMERICAN TEST KIT - SAT	09/21/20-09/19/21

ANTIQUES ROADSHOW

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
WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X MON	06/04/21-05/31/22

AUSTIN CITY LIMITS

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

DAKOTA LIFE

Bangs McCullen Law Firm	New
Sioux Falls, SD	
BANGS MCCULLEN LAW FIRM/DAKOTA LIFE	09/02/21-04/17/22

Park County Travel Council	Renewal
Cody, WY	

Reliabank	New
Tea, SD	
RELIABANK - DAKOTA LIFE (SEP-DEC)	09/02/21-12/31/21

Royal River Casino	New
Flandreau, SD	
ROYAL RIVER CASINO - EMBEDDED PRE-ROLL	09/01/21-09/30/21
ROYAL RIVER CASINO - DAKOTA LIFE	09/01/21-09/30/21

TSP	New
Sioux Falls, SD	
TSP ARCHITECTS - DAKOTA LIFE	09/02/21-05/30/22

Vance Thompson Vision Sioux Falls, SD VANCE THOMPSON-DAKOTA LIFE	New 03/08/21-12/31/21
<i>DANIEL TIGER'S NEIGHBORHOOD</i>	
NorthWestern Energy c/o Flynn Wright Des Moines, IA NORTHWESTERN EN - DANIEL TIG - AUG	Renewal 08/02/21-08/29/21
<i>FINDING YOUR ROOTS</i>	
TSP Sioux Falls, SD TSP INC - FINDING YOUR ROOTS	New 03/30/21-03/31/22
<i>MARKET TO MARKET</i>	
Dakotaland Feed Huron, SD DAKOTALAND - MARKET TO MARKET 2X 2021	Renewal 06/07/21-06/06/22
<i>MASTERPIECE THEATRE</i>	
Mahlander's c/o The Creative Co-op Sioux Falls, SD MAHLANDER - 2 SPOTS SUN - MASTERPIECE 2021	Renewal 01/10/21-01/02/22
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
<i>MUHAMMAD ALI</i>	
Black Hills Surgical Hospital Rapid City, SD BLACK HILLS SURGICAL HOSPITAL/ALI - 2021	New 09/19/21-09/22/21
SDN Communications Sioux Falls, SD SDN COMMUNICATIONS/ALI - 2021	New 09/19/21-09/22/21

NOVA

Bangs McCullen Law Firm

Sioux Falls, SD
BANGS MCCULLEN LAW FIRM/NOVA

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

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

Rapid City, SD
BHFCU WED 7-9 MT NEWSHOUR/ 1XWK 2021

Renewal
06/05/21-06/01/22

Bush Foundation

St Paul, MN
BUSH FOUNDATION - NEWSHOUR

New
01/16/21-01/15/22

SDSTA - Sanford Underground Research Facility

Lead, SD
SDSTA-SANFORD UNDERGROUND/NEWSHOUR 57X

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

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op

Sioux Falls, SD
MAHLANDER - 2 SPOTS SUN - RICK STEVES EUROPE

Renewal
01/10/21-01/02/22

Westhills Village Retirement Community

Rapid City, SD
WESTHILLS VILLAGE/RICKSTEVES EUROPE 48X -SUN

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

S.D. HIGH SCHOOL RODEO FINALS 2021

Scull Construction Service, Inc.

Rapid City, SD
SCULL CONSTRUCTION SERVICE, INC/RODEO 6X -2021

New
07/08/21-07/11/21

SDSU College of Agriculture

Brookings, SD
SDSU COLLEGE OF AGRICULTURE/RODEO - 2021 6X

New
07/08/21-07/11/21

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

SOUTH DAKOTA HOME GARDEN

McCrary Gardens

Brookings, SD

MCCRORY GARDENS- SDHGAR

New

04/22/21-09/13/21