

**South Dakota Public Broadcasting**  
**4<sup>th</sup> Quarter TV Underwriting**  
**October – December 2015**

**Manual Placements**

<b>Black Hills Federal Credit Union</b> BHFCU/TUES-INCLUDING AM. EXP	Renewal 05/18/15-05/15/16
<b>Black Hills Playhouse</b> BH PLAYHOUSE/NOV MAGAZINE	Renewal 11/01/15-11/30/15
<b>Build Dakota</b> 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
<b>Bush Foundation</b> BUSH FOUNDATION/PRIMETIME ROS/4 SPOTS PER M-F	New 01/01/15-12/31/15
<b>Children's Museum of South Dakota</b> 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
<b>ChrisBro Hospitality</b> 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
<b>Delta Dental of South Dakota Foundation</b> DELTA DENTAL/WEEKDAY PBS KIDS/2 SPOTS PER DAY	Renewal 04/13/15-04/08/16
<b>Family Dentistry of Sioux Falls</b> FAMILY DENTISTRY SF/PBS KIDS/1 SPOT PER DAY M-SU	New 03/16/15-03/15/16
<b>Glacial Lakes Orthopedics</b> 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
<b>Horton Incorporated</b> HORTON/PRIMETIME ROS/1 SPOT PER NIGHT M-F HORTON/SATURDAY PRIMETIME/2 SPOTS PER NIGHT SAT	Renewal 08/17/15-08/14/16 08/17/15-08/14/16
<b>IMED Mobility</b> IMED MOBILITY/WEEKEND PRIMETIME/1 SPOT SAT & SUN IMED MOBILITY/PRIMETIME ROS/1 SPOT PER DAY M-F	New 09/01/15-02/29/16 09/01/15-02/29/16
<b>Ken's Supermarkets, Inc.</b> KENS SUPER FAIR/WEEKEND ROS/1 SPOT PER WEEKEND KENS SUPER FAIR/PRIMETIME ROS/1 SPOT PER WEEK	New 09/21/15-09/18/16 09/21/15-09/18/16

<b>Mount Marty College</b> MOUNT MARTY/PBS KIDS/2 SPOTS PER DAY M-W-F	Renewal 04/27/15-10/25/15
<b>NorthWestern Energy</b> c/o Flynn Wright NORTHWESTERN ENERGY LOUIE/27 SPOTS PER WEEK NORTHWESTERN ENERGY LOUIE/27 SPOTS PER WEEK NORTHWESTERN ENERGY LOUIE/27 SPOTS PER WEEK NORTHWESTERN ENERGY SNIFFY/20 SPOTS PER WEEK NORTHWESTERN ENERGY SNIFFY/21 SPOTS PER WEEK	Renewal 09/21/15-10/02/15 11/09/15-11/20/15 12/14/15-12/25/15 11/02/15-11/06/15 12/07/15-12/11/15
<b>Ophthalmology LTD</b> c/o Flood Media Group OPHTHALMOLOGY LTD/SUNDAY PRIMETIME/1 SPOT PER OPHTHALMOLOGY LTD/PRIMETIME ROS/1 SPOT PER DAY M-F OPHTHALMOLOGY LTD/SATURDAY PRIMETIME/1 SPOT PER	Renewal 06/01/15-05/29/16 06/01/15-05/29/16 06/01/15-05/29/16
<b>Quilters Headquarters</b> QUILTERS HQ/SATURDAY QUILTING/1 SPOT @ 10:29AM QUILTERS HQ/SATURDAY QUILTING/1 SPOT @ 11:29AM	Renewal 08/01/15-07/31/16 08/01/15-07/31/16
<b>Rapid City Convention &amp; Visitors Bureau</b> RAPID CITY CVB/WEEKEND ROS/1 SPOT PER WEEKEND RAPID CITY CVB/PRIMETIME ROS/1 SPOT PER WEEK	New 09/01/15-08/31/16 09/01/15-08/31/16
<b>Regional Heart Drs.</b> REGIONAL HEART/AM EXP/TUESDAYS	Renewal 01/19/15-01/17/16
<b>Regional Hospital</b> RCRH/1 SPT FRIDAYS/4:30-6PM MT RCRH/1 SPT M-T-W-TH/6-10P MT	Renewal 01/19/15-01/17/16 01/19/15-01/17/16
<b>Sanford Health</b> SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SUN SANFORD HEALTH/PBS KIDS/8 SPOTS PER DAY M-F SANFORD HEALTH/PBS KIDS/4 SPOTS PER DAY SAT SANFORD HEALTH/PRIMETIME ROS/1 SPOT PER NIGHT M-F	Renewal 08/01/15-07/31/16 08/01/15-07/31/16 08/01/15-07/31/16 08/01/15-07/31/16
<b>South Dakota Agricultural Heritage Museum</b> SD AG HERITAGE/WEEKEND ROS/2 SPOTS PER SAT & SUN SD AG HERITAGE/WEEKDAY ROS/1 SPOT PER DAY M-F	New 10/13/14-10/11/15 10/13/14-10/11/15
<b>South Dakota Agricultural Heritage Museum</b> SD AG HERITAGE/WEEKEND ROS/2 SPOTS PER SAT & SUN SD AG HERITAGE/WEEKDAY ROS/1 SPOT PER DAY M-F	Renewal 10/12/15-10/09/16 10/12/15-10/09/16
<b>South Dakota Ethanol Producers</b> SD ETHANOL/WEEKEND ROS/1 SPOT PER WEEKEND SD ETHANOL/PRIMETIME ROS/1 SPOT PER WEEK M-F	New 11/16/15-11/13/16 11/16/15-11/13/16
<b>The Center for Western Studies</b> CWS/SATURDAY NIGHT PRIME/1 SPOT PER NIGHT	Renewal 10/05/15-10/02/16

**Program Specific**

**AL NEUHARTH AWARD FOR EXCELLENCE IN MEDIA (2015)**

**FREEDOM FORUM**, NEUHARTH AWARD,2 ANNT/BRDCST 10/18/15-10/22/15

**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**

**Bethesda** New  
BETHESDA/ANTIQUES ROADSHOW/1 SPOT PER SHOW MON 07/01/15-12/31/15

**Black Hills Knowledge Network** New  
BH KNOWLEDGE/ANTIQUES ROADSHOW/2 SPOTS PER SUN 01/01/15-12/31/15

**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 01/12/15-01/10/16

**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

**BLUEGRASS UNDERGROUND**

**Sunset Pawn Inc.** Renewal  
SUNSET PAWN/BLUEGRASS 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

## 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 03/30/15-05/22/16

## GOVERNOR'S BUDGET ADDRESS

**SDN Communications** Renewal  
SDN/GOVERNOR'S BUDGET ADDRESS/4 SPOTS 12/08/15-12/08/15

## 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 CLASSIC

**Arts Rapid City** New  
ARTS RAPID CITY/MASTERPIECE 10/05/14-10/03/15

**Mahlander's** c/o The Creative Co-op Renewal  
MAHLANDER'S/MASTERPIECE/2 SPOTS PER SHOW SUN 01/01/15-12/31/15

**Westhills Village** Renewal  
WESTHILLS/MASTERPIECE CLSC 03/23/15-03/20/16

## NATURE

**Reptile Gardens** Renewal  
REPTILE GARDENS/NATURE/WED. 04/20/15-11/01/15

## NIGHTLY BUSINESS REPORT

**Hy-Vee Food Stores** Renewal  
HY-VEE/NIGHTLY BUS REPORT/2 SPOTS PER SHOW TUE 08/10/15-08/07/16

**NO COVER, NO MINIMUM**

**Sunset Pawn Inc.**

SUNSET PAWN/NO COVER/2 SPOTS PER SHOW

Renewal

01/18/15-01/16/16

**NOVA**

**Black Hills Knowledge Network**

BH KNOWLEDGE/NOVA/2 SPOTS PER SHOW WEDNESDAY

New

01/01/15-12/31/15

**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

**ON CALL**

**Bethesda**

BETHESDA/ON CALL/1 SPOT PER SHOW THURS

New

07/01/15-12/31/15

**Davenport Evans Lawyers**

DAVENPORT EVANS/ON CALL/2 SPOTS PER SHOW THURS

Renewal

09/01/15-11/27/15

**PBS NEWSHOUR**

**Bush Foundation**

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

New

01/01/15-12/31/15

**First Dakota National Bank** c/o Fresh Produce

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

Renewal

04/01/15-03/01/16

**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

**RICK STEVES' EUROPE**

**Mahlander's** c/o The Creative Co-op

MAHLANDER'S/RICK STEVES/2 SPOTS PER SHOW SUN

Renewal

01/01/15-12/31/15

**Westhills Village**

WESTHILLS VILLAGE/RICK STEVES EUROPE/SUNDAYS

Renewal

03/23/15-03/20/16

## S.D. HIGH SCHOOL ALL-STATE CHORUS & ORCHESTRA 2015

<b>Dacotah Bank</b> DACOTAH BANK/SDHS ALL-STATE CHORUS/4 :30 SEC	Renewal 10/31/15-11/30/15
<b>Farmers Union Insurance Companies</b> FUI/SDHS ALL-STATE CHORUS/4 :30 SEC SPOTS	Renewal 10/31/15-11/30/15
<b>South Dakota State University</b> SDSU/SDHS ALL-STATE CHORUS & ORCH/4 :30 SEC SPOTS	Renewal 11/01/15-11/30/15

## S.D. HIGH SCHOOL FOOTBALL CHAMPIONSHIPS 2015

<b>Avera Health</b> AVERA HEALTH/SDHS FOOTBALL/21 :30 SEC SPOTS	New 11/12/15-11/14/15
<b>Catholic United Financial</b> CATHOLIC UNITED/SDHS FOOTBALL/14 :30 SEC SPOTS	New 11/12/15-11/14/15
<b>Dacotah Bank</b> DACOTAH BANK/SDHS FOOTBALL/35 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>Dakota Plains New Holland</b> c/o GF Advertising DAKOTA PLAINS/SDHS FOOTBALL/14 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>Delta Dental of South Dakota</b> DELTA DENTAL/SDHS FOOTBALL/14 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>Farmers Union Insurance Companies</b> FUI/SDHS FOOTBALL/21 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>Fischer, Rounds &amp; Associates</b> FISCHER ROUNDS/SDHS FOOTBALL/14 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>Independent Insurance Agents of SD</b> IIASD/SDHS FOOTBALL/21 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>Sanford Health</b> SANFORD HEALTH/SDHS FOOTBALL/17 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>SDN Communications</b> SDN/SDHS FOOTBALL/21 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>South Dakota Corn</b> c/o Paulsen SD CORN/SDHS FOOTBALL/28 :30 SEC SPOTS	New 11/12/15-11/14/15
<b>South Dakota State University</b> SDSU/SDHS FOOTBALL/14 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>Spearfish GMC Cadillac</b> SPEARFISH GMC/SDHS FOOTBALL/17 :30 SEC SPOTS	Renewal 11/12/15-11/14/15

<b>Touchstone Energy</b> c/o Lawrence & Schiller TOUCHSTONE/SDHS FOOTBALL/14 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>Vance Thompson Vision</b> VANCE THOMPSON/SDHS FOOTBALL/14 :30 SEC SPOTS	Renewal 11/12/15-11/14/15
<b>S.D. HIGH SCHOOL VOLLEYBALL CHAMPIONSHIPS 2015</b>	
<b>Avera Health</b> AVERA HEALTH/SDHS VOLLEYBALL/3 :30 SEC SPOTS	New 11/21/15-11/21/15
<b>Catholic United Financial</b> CATHOLIC UNITED/SDHS VOLLEYBALL/1 :30 SEC SPOT	New 11/21/15-11/21/15
<b>Dacotah Bank</b> DACOTAH BANK/SDHS VOLLEYBALL/5 :30 SEC SPOTS	Renewal 11/21/15-11/21/15
<b>Dakota Plains New Holland</b> c/o GF Advertising DAKOTA PLAINS/SDHS VOLLEYBALL/1 :30 SEC SPOT	Renewal 11/21/15-11/21/15
<b>Delta Dental of South Dakota</b> DELTA DENTAL/SDHS VOLLEYBALL/1 :30 SEC SPOT	Renewal 11/21/15-11/21/15
<b>Farmers Union Insurance Companies</b> FUI/SDHS VOLLEYBALL/3 :30 SEC SPOTS	Renewal 11/21/15-11/21/15
<b>Fischer, Rounds &amp; Associates</b> FISCHER ROUNDS/SDHS VOLLEYBALL/1 :30 SEC SPOT	Renewal 11/21/15-11/21/15 0
<b>Independent Insurance Agents of SD</b> IIASD/SDHS VOLLEYBALL/3 :30 SEC SPOTS	Renewal 11/21/15-11/21/15
<b>Sanford Health</b> SANFORD HEALTH/SDHS VOLLEYBALL/1 :30 SEC SPOT	Renewal 11/21/15-11/21/15
<b>SDN Communications</b> SDN/SDHS VOLLEYBALL/3 :30 SEC SPOTS	Renewal 11/21/15-11/21/15
<b>South Dakota Corn</b> c/o Paulsen SD CORN/SDHS VOLLEYBALL/3 :30 SEC SPOTS	New 11/21/15-11/21/15
<b>South Dakota State University</b> SDSU/SDHS VOLLEYBALL/1 :30 SEC SPOT	Renewal 11/21/15-11/21/15
<b>Spearfish GMC Cadillac</b> SPEARFISH GMC/SDHS VOLLEYBALL/1 :30 SEC SPOTS	Renewal 11/21/15-11/21/15
<b>Touchstone Energy</b> c/o Lawrence & Schiller TOUCHSTONE/SDHS VOLLEYBALL/1 :30 SEC SPOT	Renewal 11/21/15-11/21/15

**Vance Thompson Vision** Renewal  
VANCE THOMPSON/SDHS VOLLEYBALL/1 :30 SEC SPOT 11/21/15-11/21/15

**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

**THIS OLD HOUSE HOUR**

**The Center for Western Studies** Renewal  
CWS/THIS OLD HOUSE/1 SPOT PER SHOW SAT 10/05/15-10/02/16

**VICTORY GARDEN**

**Weigum's Great Plains Landscape Arboretum** Renewal  
WEIGUM'S GREAT PLAINS ARB/VICTORY GARDEN 08/17/15-08/14/16