

**South Dakota Public Broadcasting
TV Underwriting—1st Quarter
January – March 2017**

Manual Placement

3M	New
3M/PBS KIDS/4:00PM FRI	07/01/16-06/30/17
Always Your Design	New
ALWAYS YOUR DESIGN / QUILTERS BLOCK - SAT	10/17/16-10/15/17
Arts South Dakota	New
ARTS SD / ROS / 1 SPOT M-F	01/23/17-02/26/17
BH Community Theatre	New
BHCT / ROS/ 1 PER DAY / MON-SUN / LION IN WINTER	01/28/17-02/10/17
Bush Foundation	Renewal
BUSH FOUNDATION - NEWS ROS - 1 SPOT M-F	01/02/17-12/31/17
BUSH FOUNDATION/PRIMETIME/4 SPOTS M-F	01/02/17-12/31/17
Children's Museum of South Dakota	Renewal
CHILDREN'S MUSEUM/PBS KIDS/1 SPOT 7-9AM M-S	06/13/16-06/18/17
CHILDREN'S MUSEUM/PBS KIDS/5:29 SPOT M-F	06/13/16-06/18/17
CHILDREN'S MUSEUM/PBS KIDS/3:30-5:30PM M-F	09/05/16-06/11/17
CHILDREN'S MUSEUM/PBS KIDS/4 PER SAT	03/20/17-05/28/17
City of Spearfish	New
SPEARFISH/WEEKEND ROS/1 SPOT PER WEEKEND	05/01/16-04/30/17
SPEARFISH/PRIMETIME ROS/1 SPOT PER WEEK	05/01/16-04/30/17
Dacotah Prairie Museum	Renewal
DACOTAH PRAIRIE MUSEUM/PBS KIDS	08/01/16-01/31/17
Delta Dental of South Dakota Foundation	Renewal
DELTA DENTAL FN/WEEKDAY PBS KIDS/2 SPTS PER DAY	04/11/16-04/09/17
Family Dentistry of Sioux Falls	Renewal
FAMILY DENTISTRY/PBS KIDS/M-F	06/13/16-06/11/17
FAMILY DENTIST/PBS KIDS/SAT	06/13/16-06/11/17
Horton Incorporated	Renewal
HORTON/PRIMETIME ROS/1 SPOT M-F	08/15/16-08/13/17
HORTON/SAT PRIMETIME/2 SPOTS PER SAT	08/15/16-08/13/17
Jolly Lane Greenhouse	Renewal
JOLLY LANE/ROS/6PM-11PM MT/SU-M-TU	10/03/16-04/30/17
McCrorry Gardens	Renewal
MCCRORY GARDENS/PBS KIDS/ TUES & THURS	11/13/16-11/19/17

Quilters Headquarters	Renewal
QUILTERS HQ / 1 SPOT PER SAT @ 10:29AM	12/12/16-12/17/17
QUILTERS HQ / 1 SPOT PER SAT @ 10:59AM	12/12/16-12/17/17
QUILTERS HQ / 1 SPOT PER SAT @ 11:29 AM	12/12/16-12/17/17

Regional Health	Renewal
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

Schmeckfest	New
SCHMECKFEST / 2 SPOTS - ROS / MONDAY NIGHTS	01/30/17-03/26/17
SCHMECKFEST / 2 SPOTS - ROS / THURSDAY NIGHT	01/30/17-03/26/17

SDSU Foundation (Woodbine Productions)	Renewal
SDSU WOODBINE - PRIMETIME ROS M-SUN	02/16/17-03/03/17

South Dakota Agricultural Heritage Museum	Renewal
SD AG HERITAGE/WEEKEND ROS/2 SPOTS SAT & SUN	10/10/16-10/08/17
SD AG HERITAGE/WEEKDAY ROS/ 1 SPOT M-F	10/10/16-10/08/17

South Dakota Corn c/o Paulsen	Renewal
SD CORN/ADDED VALUE - 15 SPOTS OVER SEASON	08/01/16-06/30/17

South Dakota Quilt Guild	Renewal
SD QUILT GUILD / ROS - SAT - 1 SPOT	01/16/17-01/14/18

TERMESPHERE GALLERY - Dick Termes	
TERMESPHERE GALLERY/1 PER SAT/ROS-TBD	01/23/17-01/21/18

The Journey Museum	Renewal
JOURNEY MUSEUM/CHILDREN'S WEEKEND	08/08/16-03/05/17
JOURNEY MUSEUM/CHILDREN'S WEEKEND/2PER DAY	03/20/17-10/08/17

Washington Pavilion	Renewal
WASHINGTON PAVILION -MATILDA - ROS 3 M-F	12/12/16-01/12/17
WASHINGTON PAVILION -MATILDA -ROS 2 SPOTS S & SU--	12/12/16-01/08/17

Program Specific Placement

American's Test Kitchen

Hy-Vee Food Stores	Renewal
HY-VEE/AMERICA'S TEST KITCHEN	09/05/16-03/05/17

American Experience

Black Hills Federal Credit Union	Renewal
BHFCU/TUES-INCLUDING AM. EXP	05/16/16-05/14/17

AMERICAN MASTERS

JOURNEY MUSEUM/DINOSAUR TRAIN/1 PR DAY/3PR WK--03/20/17-10/09/17

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric Renewal
FOUR SEASONS/FONS & PORTERS/ 2 SPOTS PER SHOW 08/15/16-08/13/17

GARDEN SMART

Dacotah Prairie Museum Renewal
DACOTAH PRAIRIE MUSEUM/GARDEN SMARTS/2 SPOTS/SAT--08/01/16-01/31/17

McCrory Gardens Renewal
MCCRORY GARDEN - GARDEN SMARTS - 2 SPOTS SAT 11/13/16-11/19/17

Warne Chemical & Equipment Co. Renewal
WARNE CHEMICAL/GARDENSMART 04/04/16-04/02/17

Weigum's Great Plains Landscape Arboretum Renewal
WEIGUM'S GREAT PLAINS ARB/GARDENSMART 12/11/16-08/27/17

MARKET TO MARKET

Great Western Bank
GREAT WESTERN/MARKET TO MARKET - SUN 09/01/16-01/31/17
GREAT WESTERN/MARKET TO MARKET - FRI 09/01/16-01/31/17

Madison Farmers Elevator Renewal
MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER FRI--06/17/16-06/11/17
MADISON FARMERS/MARKET TO MARKET/2 SPOTS PER SUN--01/08/17-06/11/17

MASTERPIECE

Mahlander's c/o The Creative Co-op Renewal
MAHLANDER'S / MASTERPIECE / 2 SPOTS PER SUN 01/09/17-01/14/18

MASTERPIECE CLASSIC

Westhills Village Retirement Community Renewal
WESTHILLS/MASTERPIECE 03/21/16-03/19/17
WESTHILLS/MASTERPIECE/1XWK 03/20/17-03/18/18

NATURE

East Pierre Landscape & Garden Center New
EAST PIERRE LAND/NATURE/2 PER W 02/13/17-02/11/18

PERFORMING ARTS CENTER OF RAPID CITY New
PAC OF RC/NATURE/1 PER WED/2 WKS 01/14/17-01/27/17
PAC OF RC-2/NATURE/1@WED/2 WKS 01/28/17-02/10/17
PAC OF RC-3/NATURE/1@WED/2 WKS 02/18/17-03/03/17

NATURE CAT

Freeman Academy	New
FREEMAN ACADEMY / NATURE CATS	01/29/17-02/05/17
FREEMAN ACADEMY / NATURE CATS	02/13/17-02/19/17
FREEMAN ACADEMY / NATURE CATS	02/21/17-03/17/17
FREEMAN ACADEMY / NATURE CATS	02/27/17-03/05/17
FREEMAN ACADEMY / NATURE CATS	03/06/17-03/12/17
FREEMAN ACADEMY / NATURE CATS	03/13/17-03/19/17

NIGHTLY BUSINESS REPORT

Hy-Vee Food Stores	Renewal
HY-VEE/NIGHTLY BUS REPORT/ 2 SPOTS PER SHOW TUES--08/08/16-08/13/17	

NO COVER, NO MINIMUM

Sunset Strip Pawn Inc.	Renewal
SUNSET PAWN/NO COVER/2 SPOTS PER SHOW	
	02/22/16-02/19/17

NOVA

First Dakota National Bank c/o Fresh Produce	Renewal
FIRST DAKOTA/NOVA	
	06/06/16-06/11/17

National Music Museum	Renewal
NMM/NOVA/1 SPOT PER SHOW WED	
	05/02/16-05/01/17

PBS NEWSHOUR

Bush Foundation	Renewal
BUSH FOUNDATION/PBS NEWSHOUR/2 SPOTS - M-F	
	01/02/17-12/31/17

First Dakota National Bank c/o Fresh Produce	Renewal
FIRST DAKOTA/PBS NEWSHOURS/2 SPOTS MON & WED	
	06/06/16-06/11/17

SD Bar Foundation	Renewal
SD BAR FND/2017 SESS/PBS NEWSHOUR	
	01/02/17-04/02/17

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op	Renewal
MAHLANDER'S / RICK STEVES / 2 SPOTS PER SUN	
	01/09/17-01/14/18

Westhills Village Retirement Community	Renewal
WESTHILLS/RICK STEVES/SUNDAYS	
	03/21/16-03/19/17
WESTHILLS/RICK STEVES/2XSUN	
	03/20/17-03/18/18

S.D. HIGH SCHOOL BASKETBALL TOURNAMENT 2017

Catholic United Financial	Renewal
CATHOLIC UNITED/BOYS BBALL SDPB1 BASKETBALL	
	03/16/17-03/18/17

Dacotah Bank	Renewal
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DACOTAH BANK/BOYS SDPB1 AA BASKETBALL 2017 03/16/17-03/18/17

Dakota Plains New Holland c/o GF Advertising Renewal
DAKOTA PLAINS/BOYS BBALL - 2017 - SDPB1 03/16/17-03/18/17

Delta Dental of South Dakota Renewal
DELTA DENTAL/SDHS BASKETBALL/SDPB1/12_:30 SPOTS--03/16/17-03/18/17

Farmers Union Insurance Companies Renewal
FARMERS UNION/BOYS BBALL - 2017 - SDPB1 03/16/17-03/18/17

Fischer, Rounds & Associates Renewal
FISCHER ROUNDS/SDHS BASKETBALL/SDPB1/12_:30 SPOTS--03/16/17-03/18/17

Independent Insurance Agents of SD Renewal
IIASD/SDHS BASKETBALL/SDPB1/24_:30 SPOTS 03/16/17-03/18/17

Lake Area Technical Institute New
LAKE AREA TECH/BOYS SDPB1 BASKETBALL 2017 03/16/17-03/18/17

Sanford Health Renewal
SANFORD HEALTH/SDPB1 BOYS BASKETBALL 2017 03/16/17-03/18/17

SDN Communications Renewal
SDN/HS BOYS BASKETBALL 2017 SDPB1/32 SPOTS/:30 SEC--03/16/17-03/18/17

South Dakota Corn c/o Paulsen Renewal
SD CORN/BOYS BBALL 2017 - SDPB1 03/16/17-03/18/17

South Dakota Dept. of Education New
SD DOE/SDHS BASKETBALL/SDPB1/24_:30 SPOTS 03/16/17-03/18/17

South Dakota Ethanol Producers New
SD ETHANOL/BOYS SDPB1 BASKETBALL 2017 03/16/17-03/18/17

South Dakota State University Renewal
SDSU/BOYS BBALL SDPB1 BASKETBALL 2017 03/16/17-03/18/17

Touchstone Energy Renewal
TOUCHSTONE/HS BOYS SDPB1 BASKETBALL 2017 03/16/17-03/18/17

S.D. HIGH SCHOOL GIRLS BASKETBALL TOURNAMENT 2017

Catholic United Financial Renewal
CATHOLIC UNITED/HS GIRLS A & B BASKETBALL 2017 03/09/17-03/11/17

Dacotah Bank Renewal
DACOTAH BANK/GIRLS BASKETBALL 2017 03/09/17-03/11/17

Dakota Plains New Holland c/o GF Advertising Renewal
DAKOTA PLAINS/GIRLS A & B BASKETBALL 2017 03/09/17-03/11/17

Delta Dental of South Dakota Renewal

DELTA DENTAL/SDHS GIRLS BK-A/12_ :30 SPOTS	03/09/17-03/11/17
Farmers Union Insurance Companies	Renewal
FARMERS UNION/GIRLS A & B BASKETBALL 2017	03/09/17-03/11/17
Fischer, Rounds & Associates	Renewal
FISCHER ROUNDS/SDHS GIRLS BK-A/12_ :30 SPOTS	03/09/17-03/11/17
Independent Insurance Agents of SD	Renewal
IIASD/SDHS GIRLS BB CHAMPS CLASS A/24_ :30 SPOTS	03/09/17-03/11/17
Lake Area Technical Institute	New
LAKE AREA TECH/GIRLS A & B BASKETBALL	03/09/17-03/11/17
Sanford Health	Renewal
SANFORD HEALTH/GIRLS A & B BASKETBALL 2017	03/09/17-03/11/17
SDN Communications	Renewal
SDN/HS GIRLS BASKETBALL SDPB1/24 SPOTS	03/09/17-03/11/17
South Dakota Corn c/o Paulsen	Renewal
SD CORN/GIRLS SDPB1 BASKETBALL 2017	03/09/17-03/11/17
South Dakota Dept. of Education	New
SD DOE/SDHS GBB CLASS A/SDPB1/24_ :30 SPOTS	03/09/17-03/11/17
South Dakota Ethanol Producers	New
SD ETHANOL/GIRLS A & B BASKETBALL 2017	03/09/17-03/11/17
South Dakota State University	Renewal
SDSU/GIRLS A & B BASKETBALL 2017	03/09/17-03/11/17
Touchstone Energy	Renewal
TOUCHSTONE/HS GIRLS A & B BASKETBALL 2017	03/09/17-03/11/17
S.D. HIGH SCHOOL GYMNASTICS CHAMPIONSHIPS 2017	
Independent Insurance Agents of SD	Renewal
IIASD/SDHS GYMNASTICS CHMPS/2_ :30 SPOTS	03/11/17-03/11/17
SDN Communications	Renewal
SDN/HS GYMNASTICS/2 SPOTS/:30 SEC	03/11/17-03/11/17
South Dakota Corn c/o Paulsen	Renewal
SD CORN/GYMNASTICS 2017	03/11/17-03/11/17
South Dakota Dept. of Education	New
SD DOE/SDHS GYMNASTICS CHMPS/2_ :30 SPOTS	03/11/17-03/11/17
S.D. HIGH SCHOOL WRESTLING CHAMPIONSHIPS 2017	
Catholic United Financial	Renewal
CATHOLIC UNITED/HS WRESTLING 2017	02/25/17-02/25/17

Dacotah Bank DACOTAH BANK/WRESTLING 2017	Renewal 02/25/17-02/25/17
Dakota Plains New Holland c/o GF Advertising DAKOTA PLAINS/WRESTLING 2017	Renewal 02/25/17-02/25/17
Delta Dental of South Dakota DELTA DENTAL/SDHS WRESTLING CHMPS/1_:30 SPOT--02/25/17-02/25/17	Renewal
Farmers Union Insurance Companies FARMERS UNION/ WRESTLING 2017	Renewal 02/25/17-02/25/17
Fischer, Rounds & Associates FISCHER ROUNDS/SDHS WRESTLING CHMPS/1_:30 SPOT--02/25/17-02/25/17	Renewal
Independent Insurance Agents of SD IIASD/SDHS WRESTLING CHMPS CLASS A & B/4_:30 SPOTS--02/25/17-02/25/17	Renewal
Lake Area Technical Institute LAKE AREA TECH/WRESTLING 2017	New 02/25/17-02/25/17
Sanford Health SANFORD HEALTH/WRESTLING 2017	Renewal 02/25/17-02/25/17
SDN Communications SDN/HS WRESTLING/ 4 SPOTS/:30 SEC	Renewal 02/25/17-02/25/17
South Dakota Corn c/o Paulsen SD CORN/WRESTLING 2017	Renewal 02/25/17-02/25/17
South Dakota Dept. of Education SD DOE/SDHS WRESTLING CHMPS CLASS A&B/4_:30 SPOTS--02/25/17-02/25/17	New
South Dakota Ethanol Producers SD ETHANOL/WRESTLING 2017	New 02/25/17-02/25/17
South Dakota State University SDSU/WRESTLING 2017	Renewal 02/25/17-02/25/17
Touchstone Energy TOUCHSTONE/HS WRESTLING 2017	Renewal 02/25/17-02/25/17
SOUTH DAKOTA FOCUS	
First Dakota National Bank c/o Fresh Produce FIRST DAKOTA/SD FOCUS/2 SPOTS ON THURS	Renewal 06/06/16-06/11/17
SD Bar Foundation SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS	Renewal 12/08/16-04/02/17 12/08/16-04/02/17

Touchstone Energy

TOUCHSTONE ELECTRIC/ SD FOCUS 2017

01/30/17-07/02/17

STATEHOUSE

Missouri River Energy Services

Renewal

MISSOURI RIVER/STATEHOUSE REVIEW/36 SPOTS

01/02/17-03/10/17

SDN Communications

Renewal

SDN / STATEHOUSE / STATEHOUSE REVIEW

01/10/17-03/19/17

Touchstone Energy

TOUCHSTONE ELECTRIC / STATEHOUSE REVIEW

01/30/17-03/10/17

STATE OF THE STATE ADDRESS (2017)

SDN Communications

Renewal

SDN / STATEHOUSE / GOVERNOR'S STATE OF STATE

01/10/17-01/10/17

WORDGIRL

PERFORMING ARTS CENTER OF RAPID CITY

New

PAC OF RC/WORDGIRL/1@SUN/2 WKS

01/14/17-01/27/17

PAC OF RC-2/WORDGIRL/1@SUN/2WKS

01/28/17-02/10/17

PAC OF RC-3/WORDGIRL/1@SUN/2WKS

02/18/17-03/03/17