

South Dakota Public Broadcasting
TV Underwriting—3rd Quarter
July – September 2017

MANUAL PLACEMENT

Always Your Design	New	
ALWAYS YOUR DESIGN / QUILTERS BLOCK – SAT		10/17/16-10/15/17
Black Hills Energy	New	
BH ENERGY/KEN BURNS VIETNAM PROMOS		06/19/17-09/28/17
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
BUSH FOUNDATION/PRIMETIME/4 SPOTS SAT-SUN		09/04/17-11/19/17
Children's Museum of South Dakota	Renewal	
CHILDREN'S MUSUEM - PBS KIDS - M-F		06/18/17-06/17/18
CHILDREN'S MUSUEM - PBS KIDS - 1 SPOT 7-9AM M-S		06/19/17-06/17/18
CHILDREN'S MUSUEM - CURIOUS GEORGE - MTTH		06/19/17-09/10/17
CHILDREN'S MUSUEM - DANIEL TIGER - MTTH		06/19/17-09/03/17
CHILDREN'S MUSUEM - PBS KIDS - 9:58-10:30 - MTTH		06/19/17-09/03/17
CHILDREN'S MUSUEM - PBS KIDS - NOON - 1 - MTTH		06/19/17-09/10/17
CHILDREN'S MUSUEM - PBS KIDS - 5:29 M-F		06/19/17-06/17/18
Delta Dental of South Dakota Foundation	Renewal	
DELTA DENTAL FN/PBS KIDS SUN/1 PR DAY		05/01/17-04/29/18
DELTA DENTAL FN/PBS KIDS SAT/1 PR DAY		05/01/17-04/29/18
DELTA DENTAL FN/PBS KIDS WKDY/2PR DAY		05/01/17-04/29/18
Family Dentistry of Sioux Falls	Renewal	
FAMILY DENTISTRY - KIDS PBS - ROS M_F		06/12/17-06/10/18
FAMILY DENTISTRY - KIDS PBS - ROS SAT		06/12/17-06/10/18
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
HORTON - ROS PRIMETIME - 1 SPOT M-F		08/14/17-08/12/18
HORTON - SAT PRIMETIME - 2 SPOTS PER SAT		08/14/17-08/12/18
John Murray		
SLUMBERLAND		07/16/17-08/13/17
Jolly Lane Greenhouse	Renewal	
JOLLY LANE/ROS/6 PM-11 PM MT/SU-MO-TU		05/15/17-11/26/17
Liv Hospitality/ WaTiki Indoor Water Park	New	
LIV HOSP/BUDDY'S HEALTHY HABITS TAG & LOGO		04/01/17-08/31/17

McCrary Gardens	Renewal
MCCRORY GARDEN - 2 SPOTS SAT SUN	11/13/16-10/22/17
MCCRORY GARDENS/PBS KIDS/ TUES & THURS	11/13/16-11/19/17
MCCRORY GARDEN - 2 SPOTS - SAT MORNING	06/17/17-11/19/17
NorthWestern Energy c/o Flynn Wright	Renewal
NORTHWESTERN ENERGY - 4 ROS - MON - SUN	06/26/17-11/26/17
NORTHWESTERN - JULY - LOUIE - 40 SPOTS PER WEEK	07/10/17-07/23/17
NORTHWESTERN - LOUIE - AUGUST - 40 SPOTS PER WEEK	08/14/17-08/27/17
NORTHWESTERN - LOUIE - SEPT - 40 SPOTS/WK	08/28/17-09/03/17
NORTHWESTERN - LOUIE - OCT - 40 SPOTS/WK	09/25/17-10/15/17
NORTHWESTERN ENERGY / PBS KIDS / JULY 3	07/03/17-07/09/17
NORTHWESTERN ENERGY / PBS KIDS / SEPTEMBER 18	09/18/17-09/24/17
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
Ramada Sioux Falls	
RAMADA - ROS - 2 SPOTS PER DAY	09/04/17-12/17/17
Regional Health	
REGIONAL HEALTH/SPORTS&REC BT SPNSR/4 PR WK	09/01/17-07/31/18
Reptile Gardens	Renewal
REPTILE GARDENS/TV PRIMETIME/1 SPT M-TH	04/17/17-10/29/17
Sanford Health	Renewal
SANFORD HEALTH - ROS - 50 SPOTS	06/26/17-08/07/17
SANFORD HEALTH - VIETNAM WAR PROMOS	06/19/17-09/28/17
Scull Construction Service, Inc.	New
SCULL/KEN BURNS VIETNAM PROMOS	06/19/17-09/28/17
SCULL/THE WALL THAT HEALS/PROMOS	07/01/17-09/10/17
Sheraton - Sioux Falls	
SHERATON - SF - 11 ROS - PRIMETIME SPOTS	07/31/17-08/06/17
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 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/2PER DAY 03/20/17-10/08/17

Washington Pavilion Renewal
WASHINGTON PAVILION - ROS PRIMETIME - 1 M-F 08/14/17-08/31/17

PROGRAM SPECIFIC

AMERICAN EXPERIENCE

Black Hills Federal Credit Union Renewal
BHFCU/TUES-INCLUDING AM. EXP 05/16/17-05/13/18

AMERICAN MASTERS

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/AMERICAN MASTERS /2 SPOTS PER SHOW 06/12/17-07/01/18

AMERICA'S TEST KITCHEN FROM COOK'S ILLUSTRATED

Hy-Vee Food Stores Renewal
HY-VEE - AMERICA'S TEST KITCHEN 08/07/17-08/05/18

ANTIQUES ROADSHOW

Exceptional Artists New
EXCEPTIONAL ART - ANTIQUE ROADSHOW - 1 SPOT M 07/03/17-08/11/17

Horton Incorporated Renewal
HORTON/ANTIQUES ROADSHOW/2 SPOTS - SUN 08/15/16-08/13/17
HORTON - ANTIQUES ROADSHOW - 2 SPOTS - SUN 08/14/17-08/12/18

Rapid City Arts Council Renewal
RAPID CITY ARTS/ANTIQUES RD SHOW/2 PER MONDAY 06/12/17-07/16/17

South Dakota Art Museum
SD ART MUSEUM - ANTIQUE ROADSHOW - 1 SPOT - M 09/04/17-08/05/18

The Center for Western Studies Renewal
CWS / ANTIQUES ROADSHOW / 1 SPOT PER MON 11/07/16-11/05/17

Warne Chemical & Equipment Co. Renewal
WARNE/ANTIQUES RD SHOW/1 PER SHOW/2 PER WK 07/24/17-10/16/17

Washington Pavilion Renewal
WASHINGTON PAVILION -ANTIQUEROADSHOW- 1 SPOT M--08/14/17-08/31/17

Weigum's Great Plains Landscape Arboretum Renewal
WEIGUM'S GREAT PLAINS ARB/ANTIQUES RD SHOW/1 PR SH--07/24/17-10/16/17

Westhills Village Retirement Community Renewal
WESTHILLS/ANTIQUES ROAD SHOW REPEAT 03/20/17-
03/18/18
WESTHILLS/ANTIQUES RD SHOW/1 PER WK 03/20/17-03/18/18

ARTHUR

Hy-Vee Food Stores Renewal
HY-VEE/ARTHUR/2 SPOTS PER DAY M-W-F 08/08/16-08/13/17
HY-VEE - ARTHUR - 2 SPOTS PER DAY MWF 08/07/17-08/05/18

AUSTIN CITY LIMITS

Exceptional Artists New
EXCEPTIONAL ART - AUSTIN CITY LIMITS - 1 SPOT SAT 07/03/17-08/11/17

CURIOUS GEORGE

NorthWestern Energy c/o Flynn Wright
NORTHWESTERN ENERGY / CURIOUS GEORGE / SNIFFY JULY 07/03/17-07/09/17
NORTHWESTERN ENERGY / CURIOUS GEORGE / SNIFFY SEPT 09/18/17-09/24/17

DAKOTA LIFE

Exceptional Artists New
EXCEPTIONAL ART - DAKOTA LIFE - 1 SPOT M-F 07/03/17-08/11/17

NorthWestern Energy c/o Flynn Wright
NORTHWESTERN ENERGY - 6 SPOTS/WEEK 05/29/17-08/13/17

DINOSAUR TRAIN

The Journey Museum Renewal
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 & PORTER - 2 SPOTS / SAT		08/14/17-08/12/18
FOUR SEASONS/FONS & PORTERS/ 2 SPOTS PER SHOW		08/15/16-08/13/17

MARKET TO MARKET

Madison Farmers Elevator	Renewal	
MADISON FARMERS - MARKET TO MARKET - 2 SPOTS		06/19/17-06/17/18

The Center for Western Studies		
CWS / MARKET TO MARKET / 1 SPOT PER FRIDAY		04/17/17-11/05/17

MASTERPIECE

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

Washington Pavilion	Renewal	
WASHINGTON PAVILION - MASTERPIECE - 1 SPOT SUN		08/14/17-08/31/17

Westhills Village Retirement Community	Renewal	
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

The Center for Western Studies		
CWS / NATURE / 1 SPOT PER WED		04/26/17-11/05/17

NATURE CAT

NorthWestern Energy c/o Flynn Wright		
NORTHWESTERN ENERGY / NATURE CATS / SNIFFY JULY		07/03/17-07/09/17
NORTHWESTERN ENERGY / NATURE CATS / SNIFFY SEPT		09/18/17-09/24/17

NIGHTLY BUSINESS REPORT

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

Hy-Vee Food Stores	Renewal	
HY-VEE - NIGHTLY BUS REPORT - 2 SPOTS PER T		08/07/17-08/05/18

NO COVER, NO MINIMUM

Exceptional Artists New
EXCEPTIONAL AR -NO COVER NO MINIMU 1 SPOT SAT 07/03/17-08/11/17

Washington Pavilion Renewal
WASHINGTON PAVILION - NO COVER, NO MINIMUM 08/14/17-08/31/17

NOVA

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/ NOVA / 1 SPOT PER WED 06/12/17-06/30/18

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 NEWS HOUR / 1 SPOT MW 06/12/17-07/01/18

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/2XSUN 03/20/17-03/18/18
S.D. HIGH SCHOOL RODEO FINALS 2017

Dacotah Bank Renewal
DACOTAH BANK - 2017 RODEO SPONSORSHIP 07/06/17-07/09/17

Touchstone Energy Renewal
TOUCHSTONE - 2017 RODEO SPONSORSHIP 07/06/17-07/09/17

Xcel Energy New
XCEL ENERGY - HIGH SCHOOL RODEO FINALS 07/06/17-07/09/17

SOUTH DAKOTA FOCUS

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/SD FOCUS/ 1 SPOTS PER THURS 09/14/17-07/01/18

VIETNAM WAR

Black Hills Energy

BH ENERGY/KEN BURNS VIETNAM/2 PER DAY

New

09/17/17-11/28/17

Sanford Health

SANFORD HEALTH - VIETNAM WAR SPONSORSHIP

Renewal

09/17/17-12/03/17

Scull Construction Service, Inc.

SCULL/KEN BURNS VIETNAM/+SDDVA/:15 UW SPOTS-80

New

09/17/17-11/28/17