

**South Dakota Public Broadcasting**  
**TV Underwriting 1<sup>st</sup> Quarter**  
**January—March 2022**

**Program Specific Placement**

***AMANPOUR AND COMPANY***

|   |                   |
|---|-------------------|
| <b>JOHNSON, EIESLAND &amp; ROHL TRIAL LAWYERS</b> | New               |
| Rapid City, SD                                    |                   |
| JOHNSON, EIESLAND & ROHL - AMANPOUR & COM 12X     | 12/06/21-02/28/22 |

***ANTIQUES ROADSHOW***

|   |                   |
|---|-------------------|
| <b>Community Health Care Association of Dakotas</b> | New               |
| Sioux Falls, SD                                     |                   |
| COMMUNITY HEALTHCARE-ANTIQUES ROADSHOW              | 11/22/21-01/15/22 |

|                        |                   |
|------------------------|-------------------|
| <b>Denny Menholt</b>   | New               |
| Rapid City, SD         |                   |
| MENHOLT - ANRO/MON X52 | 01/01/22-12/31/22 |

|                 |                   |
|-----------------|-------------------|
| <b>TSP</b>      | New               |
| Sioux Falls, SD |                   |
| TSP INC - ANRO  | 09/13/21-03/31/22 |

|   |                   |
|---|-------------------|
| <b>Westhills Village Retirement Community</b> | Renewal           |
| Rapid City, SD                                |                   |
| WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X MON    | 06/04/21-05/31/22 |
| WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X SUN    | 06/04/21-05/31/22 |

***AUSTIN CITY LIMITS***

|   |                   |
|---|-------------------|
| <b>Park County Travel Council</b>             | Renewal           |
| Cody, WY                                      |                   |
| CODY/AUSTIN CITY LIMITS/ 2 PER SATURDAY 21-22 | 01/30/21-01/28/22 |
| PARK COUNTY TRAVEL-AUSTIN CITY                | 02/01/22-06/28/22 |

***BBC WORLD NEWS***

|   |     |
|---|-----|
| <b>JOHNSON, EIESLAND &amp; ROHL TRIAL LAWYERS</b>                   | New |
| Rapid City, SD  |     |
| JOHNSON, EIESLAND & ROHL-BBC WORLD NEWS AMER 12X--12/06/21-02/28/22 |     |

## **DAKOTA LIFE**

|  |   |
|--|---|
| <b>Bangs McCullen Law Firm</b><br>Sioux Falls, SD<br>BANGS MCCULLEN LAW FIRM/DAKOTA LIFE   | New<br>09/02/21-04/17/22  |
| <b>C.R.S.T Telephone Agency</b><br>Eagle Butte, SD<br>CRST TELEPHONE AGEN- EMBEDDED PRE-ROLL   | New<br>03/01/22-03/31/22  |
| <b>Four Bands Community Fund</b><br>Eagle Butte, SD<br>FOUR BANDS COMM FND/ EMBED PRE-ROLL   | New<br>03/01/22-03/31/22  |
| <b>Golden West Telecommunications, Inc</b><br>Rapid City, SD<br>GOLDEN WEST TELE/ DAKOTA LIFE - FEB<br>GOLDEN WEST TELE/ DAKOTA LIFE - JAN<br>GOLDEN WEST TELE/ EMBED PRE-ROLL<br>GOLDEN WEST TELE/ EMBED PRE-ROLL FEB | New<br>02/01/22-02/06/22<br>01/06/22-01/28/22<br>01/01/22-01/31/22<br>02/01/22-02/28/22 |
| <b>Lewis Realty</b><br>Custer, SD<br>LEWIS REALTY/DAKOTA LIFE 8X   | New<br>01/02/22-03/31/22  |
| <b>Murdo Chamber of Commerce</b><br>Murdo, SD<br>MURDO COC/ DAKOTA LIFE - EMBED PRE-ROLL   | New<br>01/01/22-01/31/22  |
| <b>Park County Travel Council</b><br>Cody, WY<br>PARK COUNTY TRAVEL-DAKOTA LIFE  | Renewal<br>02/01/22-06/28/22  |
| <b>Reliabank</b><br>Tea, SD<br>RELIABANK - DAKOTA LIFE (MAR-MAY) 3X  | Renewal<br>03/01/22-05/05/22  |
| <b>SD Community Foundation</b><br>Pierre, SD<br>SD COMMUNITY FOUND/EMBED PRE-ROLL  | New<br>02/03/22-02/28/22  |
| <b>TSP</b><br>Sioux Falls, SD<br>TSP ARCHITECTS -DAKOTA LIFE   | New<br>09/02/21-05/30/22  |



***NATIVE REPORT***

**Community Health Care Association of Dakotas** New  
Sioux Falls, SD  
COMMUNITY HEALTHCARE-NATIVE REPORT 11/22/21-01/15/22

***NOVA***

**Bangs McCullen Law Firm** New  
Sioux Falls, SD  
BANGS MCCULLEN LAW FIRM/NOVA 05/05/21-04/17/22

**OLLI** New  
Sioux Falls, SD  
OLLI/SDPB LIFELONG LEARNER CAMPAIGN/NOVA/X12 12/20/21-12/18/22

**SDSTA - Sanford Underground Research Facility** New  
Lead, SD  
SDSTA-SANFORD UNDERGROUND/NOVA 40X 07/01/21-06/30/22

***PBS NEWSHOUR***

**Black Hills Federal Credit Union** Renewal  
Rapid City, SD  
BHFCU WED 7-9 MT NEWSHOUR/ 1XWK 2021 06/05/21-06/01/22

**Bush Foundation** New  
St Paul, MN  
BUSH FOUNDATION - NEWSHOUR 2022 01/17/22-12/31/22

**JOHNSON, EIESLAND & ROHL TRIAL LAWYERS** New  
Rapid City, SD  
JOHNSON, EIESLAND & ROHL - NEWSHOUR 24X 12/06/21-02/28/22

**SDSTA - Sanford Underground Research Facility** New  
Lead, SD  
SDSTA-SANFORD UNDERGROUND/NEWSHOUR 57X 07/01/21-06/30/22

***RICK STEVES' EUROPE***

**Park County Travel Council** Renewal  
Cody, WY  
CODY/RICK STEVE'S TRAVEL/2 PER SUNDAY 21-22 01/30/21-01/28/22  
PARK COUNTY TRAVEL-RICK STEVES 2X 02/06/22-06/28/22

|   |                              |
|---|------------------------------|
| <b>Westhills Village Retirement Community</b><br>Rapid City, SD<br>WESTHILLS VILLAGE/RICKSTEVES EUROPE 48X -SUN   | Renewal<br>06/04/21-05/31/22 |
| <b><i>SDHSAA BOYS' BASKETBALL TOURNAMENT 2022</i></b>   |                              |
| <b>Agtegra</b><br>Aberdeen, SD<br>AGTEGRA BOYS BASKETBALL 2022- SDPB1   | New<br>03/17/22-03/19/22     |
| <b>BankWest</b><br>Pierre, SD<br>BANKWEST - BOYS BASKETBALL - 2022 SDPB1  | New<br>03/17/22-03/19/22     |
| <b>Dacotah Bank</b><br>Aberdeen, SD<br>DACOTAH BANK - BOYS BASKETBALL - 2022 - SDPB1                              | Renewal<br>03/17/22-03/19/22 |
| <b>Dakota Plains New Holland</b> c/o GF Advertising<br>Mitchell, SD<br>DAKOTA PLAINS - 2022 BOYS BASKETBALL SDPB1 | New<br>03/17/22-03/19/22     |
| <b>Delta Dental of South Dakota</b><br>Pierre, SD<br>DELTA DENTAL - BOYS BASKETBALL - 2022- SDPB1                 | New<br>03/17/22-03/19/22     |
| <b>Farmers Union Service Assn. LTD</b><br>Huron, SD<br>FARMERS UNION - BOYS BASKETBALL 2022 SDPB1                 | New<br>03/17/22-03/19/22     |
| <b>Fischer, Rounds &amp; Associates</b><br>Pierre, SD<br>FISCHER ROUNDS - BOYS BASKETBALL 2022 SDPB1              | New<br>03/17/22-03/19/22     |
| <b>Independent Insurance Agents of SD</b><br>Ft Pierre, SD<br>IIASD - BOYS BASKETBALL 2022 SDPB1                  | New<br>03/17/22-03/19/22     |
| <b>Monument Health</b><br>Rapid City, SD<br>MONUMENT HEALTH - BOYS BBALL 22 - SDPB1                               | New<br>03/17/22-03/19/22     |
| <b>Peterson Farm Seeds</b><br>Harwood, ND<br>PETERSON FAMILY - BOYS BASKETBALL 2022 SDPB1                         | New<br>03/17/22-03/19/22     |

|  |                                  |
|--|----------------------------------|
| <b>Sanford Health</b><br>Sioux Falls, SD<br>SANFORD HEALTH - BOYS BASKETBALL 2022 - SDPB1                            | New<br><br>03/17/22-03/19/22     |
| <b>South Dakota Corn</b> c/o Paulsen<br>Sioux Falls, SD<br>SD CORN - BOYS BASKETBALL - 2022 - SDPB1                  | Renewal<br><br>03/17/22-03/19/22 |
| <b>South Dakota Dept. of Education</b><br>Pierre, SD<br>SD DOE - BOYS BASKETBALL - 2022 SDPB1                        | New<br><br>03/17/22-03/19/22     |
| <b>South Dakota Ethanol Producers</b><br>Redfield, SD<br>SD ETHANOL - BOYS BASKETBALL 2022- SDPB1                    | New<br><br>03/17/22-03/19/22     |
| <b>South Dakota Retired School Personnel</b><br>Pierre, SD<br>SD RETIRED SCHOOL/LEAD HSA BOYS GAMES - SDPB1          | New<br><br>03/17/22-03/19/22     |
| <b>South Dakota State University</b><br>Brookings, SD<br>SDSU - BOYS BASKETBALL 2022 - SDPB1                         | New<br><br>03/17/22-03/19/22     |
| <b>Touchstone Energy Cooperatives</b><br>Madison, SD<br>TOUCHSTONE ENERGY - BOYS BASKETBALL 2022 - SDPB1             | New<br><br>03/17/22-03/19/22     |
| <b><i>SDHSAA GIRLS' BASKETBALL TOURNAMENT 2022</i></b>   |                                  |
| <b>Agtegra</b><br>Aberdeen, SD<br>AGTEGRA - GIRLS BASKETBALL 2022 - SDPB1  | New<br><br>03/10/22-03/12/22     |
| <b>BankWest</b><br>Pierre, SD<br>BANKWEST - GIRLS BASKETBALL - 2022- SDPB1   | New<br><br>03/10/22-03/12/22     |
| <b>Dacotah Bank</b><br>Aberdeen, SD<br>DACOTAH BANK - GIRLS BASKETBALL - 2022 - SDPB1                                | Renewal<br><br>03/10/22-03/12/22 |
| <b>Dakota Plains New Holland</b> c/o GF Advertising<br>Mitchell, SD<br>DAKOTA PLAINS - 2022 GIRLS BASKETBALL - SDPB1 | New<br><br>03/10/22-03/12/22     |

|   |                                  |
|---|----------------------------------|
| <b>Delta Dental of South Dakota</b><br>Pierre, SD<br>DELTA DENTAL - GIRLS BASKETBALL - 2022 - SDPB1   | New<br><br>03/10/22-03/12/22     |
| <b>Farmers Union Service Assn. LTD</b><br>Huron, SD<br>FARMERS UNION - GIRLS BASKETBALL 2022 SDPB1    | New<br><br>03/10/22-03/12/22     |
| <b>Fischer, Rounds &amp; Associates</b><br>Pierre, SD<br>FISCHER ROUNDS - GIRLS BASKETBALL 2022 SDPB1 | New<br><br>03/10/22-03/12/22     |
| <b>Horton Incorporated</b><br>Roseville, MN<br>HORTON - S&R GIRLS BBALL -SDPB1 2022                   | New<br><br>03/10/22-03/12/22     |
| <b>Independent Insurance Agents of SD</b><br>Ft Pierre, SD<br>IIASD - GIRLS BASKETBALL 2022 SDPB1     | New<br><br>03/10/22-03/12/22     |
| <b>Monument Health</b><br>Rapid City, SD<br>MONUMENT HEALTH - GIRLS BBALL 22 - SDPB1                  | New<br><br>03/10/22-03/12/22     |
| <b>Peterson Farm Seeds</b><br>Harwood, ND<br>PETERSON FAMILY - GIRLS BASKETBALL 2022 SDPB1            | New<br><br>03/10/22-03/12/22     |
| <b>Sanford Health</b><br>Sioux Falls, SD<br>SANFORD HEALTH - GIRLS BASKETBALL 2022 - SDPB1            | New<br><br>03/10/22-03/12/22     |
| <b>South Dakota Corn</b> c/o Paulsen<br>Sioux Falls, SD<br>SD CORN - GIRLS BASKETBALL - 2022 - SDPB1  | Renewal<br><br>03/10/22-03/12/22 |
| <b>South Dakota Dept. of Education</b><br>Pierre, SD<br>SD DOE - GIRLS BASKETBALL 2022 SDPB1          | New<br><br>03/10/22-03/12/22     |
| <b>South Dakota Ethanol Producers</b><br>Redfield, SD<br>SD ETHANOL - GIRLS BASKETBALL 2022- SDPB1    | New<br><br>03/10/22-03/12/22     |
| <b>South Dakota State University</b><br>Brookings, SD<br>SDSU - GIRLS BASKETBALL 2022 - SDPB1         | New<br><br>03/10/22-03/12/22     |

**Touchstone Energy Cooperatives** New  
 Madison, SD  
 TOUCHSTONE ENERGY - GIRLS BASKETBALL 2022 - SDPB1 03/10/22-03/12/22

***SDHSAA GYMNASTICS CHAMPIONSHIPS 2022***

**BankWest** New  
 Pierre, SD  
 BANKWEST - GYMNASTICS 2022 03/18/22-03/20/22

**Independent Insurance Agents of SD** New  
 Ft Pierre, SD  
 IIASD - GYMNASTICS 2022 03/20/22-03/20/22

**South Dakota Corn** c/o Paulsen Renewal  
 Sioux Falls, SD  
 SD CORN - GYMNASTICS - 2022 03/20/22-03/20/22

**South Dakota Dept. of Education** New  
 Pierre, SD  
 SD DOE - GYMNASTICS 2022 03/19/22-03/20/22

***SDHSAA WRESTLING CHAMPIONSHIPS 2022***

**Agtegra** New  
 Aberdeen, SD  
 AGTEGRA - WRESTLING 2022 02/25/22-02/26/22

**BankWest** New  
 Pierre, SD  
 BANKWEST - WRESTLING 2022 02/25/22-02/26/22

**Dacotah Bank** Renewal  
 Aberdeen, SD  
 DACOTAH BANK - WRESTLING 2022 02/24/22-02/26/22

**Dakota Plains New Holland** c/o GF Advertising New  
 Mitchell, SD  
 DAKOTA PLAINS - 2022 WRESTLING 02/25/22-02/26/22

**Delta Dental of South Dakota** New  
 Pierre, SD  
 DELTA DENTAL - WRESTLING 2022 02/25/22-02/26/22

**Farmers Union Service Assn. LTD** New  
 Huron, SD  
 FARMERS UNION - WRESTLING 2022 02/25/22-02/26/22

|  |                                  |
|--|----------------------------------|
| <b>Fischer, Rounds &amp; Associates</b><br>Pierre, SD<br>FISCHER ROUNDS - WRESTLING 2022   | New<br><br>02/25/22-02/26/22     |
| <b>Independent Insurance Agents of SD</b><br>Ft Pierre, SD<br>IIASD - WRESTLING 2022       | New<br><br>02/25/22-02/26/22     |
| <b>Monument Health</b><br>Rapid City, SD<br>MONUMENT HEALTH - WRESTLING 2022               | New<br><br>02/25/22-02/26/22     |
| <b>Peterson Farm Seeds</b><br>Harwood, ND<br>PETERSON FAMILY - WRESTLING 2022              | New<br><br>02/25/22-02/26/22     |
| <b>Sanford Health</b><br>Sioux Falls, SD<br>SANFORD HEALTH - WRESTLING 2022                | New<br><br>02/25/22-02/26/22     |
| <b>South Dakota Corn</b> c/o Paulsen<br>Sioux Falls, SD<br>SD CORN - WRESTLING - 2022      | Renewal<br><br>02/25/22-02/26/22 |
| <b>South Dakota Dept. of Education</b><br>Pierre, SD<br>SD DOE - WRESTLING 2022            | New<br><br>02/25/22-02/26/22     |
| <b>South Dakota Ethanol Producers</b><br>Redfield, SD<br>SD ETHANOL - WRESTLING - 2022     | New<br><br>02/25/22-02/26/22     |
| <b>South Dakota State University</b><br>Brookings, SD<br>SDSU - WRESTLING - 2022           | New<br><br>02/25/22-02/26/22     |
| <b>Touchstone Energy Cooperatives</b><br>Madison, SD<br>TOUCHSTONE ENERGY - WRESTLING 2022 | New<br><br>02/26/22-02/27/22     |
| <b><i>SOUTH DAKOTA FOCUS</i></b>   |                                  |
| <b>Missouri River Energy Services</b><br>Sioux Falls, SD<br>MISSOURI RIVER - SD FOCUS      | New<br><br>01/13/22-03/31/22     |

|  |                                  |
|--|----------------------------------|
| <b>Park County Travel Council</b><br>Cody, WY<br>PARK COUNTY TRAVEL- SD FOCUS                    | Renewal<br><br>02/01/22-06/28/22 |
| <b>SD Bar Foundation</b><br>Pierre, SD<br>SD BAR FND/SH 2022/SD FOCUS                            | Renewal<br><br>01/13/22-03/31/22 |
| <b>SDN Communications</b><br>Sioux Falls, SD<br>SDN - SD FOCUS/5 EPISODES                        | New<br><br>01/01/22-03/31/22     |
| <b>Security 1st Bank</b><br>Rapid City, SD<br>SECURITY 1ST BANK/FOCUS (MAR-MAY)                  | New<br><br>03/03/22-05/26/22     |
| <b>TSP</b><br>Sioux Falls, SD<br>TSP INC - SD FOCUS  | New<br><br>03/25/21-03/31/22     |
| <b><i>STATEHOUSE - VETO SESSION</i></b>  |                                  |
| <b>Boyce Law Firm</b><br>Sioux Falls, SD<br>BOYCE - VETO DAY 2022                                | Renewal<br><br>03/28/22-03/28/22 |
| <b>SD Bar Foundation</b><br>Pierre, SD<br>SD BAR FND/2022 SESSION/STATEHOUSE VETO DAY            | Renewal<br><br>03/28/22-03/28/22 |
| <b><i>STATE OF THE STATE ADDRESS</i></b>   |                                  |
| <b>SDN Communications</b><br>Sioux Falls, SD<br>SDN - STATE OF THE STATE ADDRESS 2022            | New<br><br>01/11/22-01/11/22     |
| <b>Boyce Law Firm</b><br>Sioux Falls, SD<br>BOYCE - STATE OF STATE 2022                          | Renewal<br><br>01/11/22-01/11/22 |
| <b>Missouri River Energy Services</b><br>Sioux Falls, SD<br>MISSOURI RIVER - STATE OF STATE 2021 | New<br><br>01/11/22-01/11/22     |
| <b>SD Bar Foundation</b><br>Pierre, SD<br>SD BAR FND/2022 SESSION/STATE OF STATE ADDRESS         | Renewal<br><br>01/11/22-01/11/22 |

**Touchmark Retirement Communities**

Madison, SD

TOUCHMARK- STATE OF STATE 2022

Renewal

01/11/22-01/11/22