

South Dakota Public Broadcasting
TV Underwriting—1st Quarter
January – March 2018

Manual Placement

Bush Foundation

St. Paul, MN
 BUSH FOUNDATION - ROS PRIMETIME - 4 SPOTS M-F Renewal
01/01/18-12/30/18

Children's Museum of South Dakota

Brookings, SD 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 - PBS KIDS - 5:29 M-F 06/19/17-06/17/18
 CHILDREN'S MUSUEM - PBS KIDS - 4 SPOT/ SAT 03/19/18-05/27/18

Delta Dental of South Dakota Foundation

Pierre, SD 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

Sioux Falls, SD 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

Freeman Academy

Freeman, SD Renewal
 FREEMAN ACADEMY - PBS KIDS - 1 SPOT 02/05/18-02/11/18
 FREEMAN ACADEMY - PBS KIDS - 1 SPOT 02/12/18-02/18/18
 FREEMAN ACADEMY - PBS KIDS - 1 SPOT 02/19/18-02/25/18
 FREEMAN ACADEMY - PBS KIDS 1 SPOT 02/26/18-03/04/18

Horton Incorporated

Roseville, MN Renewal
 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

Juna Sleep Systems

Sioux Falls, SD New
 JUNA - TECH & INNOV BEAT SPONSOR - 4 ROS/WK 10/02/17-09/30/18

Mills Entertainment

Saratoga Springs, NY Renewal
 MILLS ENT - WILD KRATTS 03/12/18-03/18/18
 MILLS ENT - WILD KRATTS 03/19/18-04/01/18

Park County Travel Council

Cody, WY New
 CODY/DAKOTA LIFE-SD FOCUS/1 PER THURSDAY 01/29/18-01/27/19

PERFORMING ARTS CENTER OF RAPID CITY

Renewal

Rapid City, SD

PAC OF RC/STREET BEAT/WEEKEND KIDS/3 PER DAY

02/05/18-02/10/18

PAC OF RC/STREET BEAT/WKDAY KIDS/2-3 PER DAY

02/07/18-02/10/18

PAC OF RC/STREET BEAT/PT ROS/FEB 11

02/07/18-02/10/18

PAC OF RC/PEND:GARY KRINSKY/KIDS/2PRWKDAY/MAR10

03/05/18-03/09/18

PAC OF RC/PEND:GARY KRINSKY/PT ROS/1PRWKDAY/MAR10

03/05/18-03/09/18

Regional Health

Rapid City, SD

REGIONAL HEALTH/SPORTS&REC BT SPNSR/4 PR WK

09/01/17-07/31/18

SassyCat Quilting

New

Yankton, SD

SASSYCAT - ROS - QUILTING BLOCK

10/30/17-11/04/18

Schmeckfest

Renewal

Freeman, SD

SCHMECKFEST - 2 SPOTS - ROS - THURSDAY NIGHTS

02/05/18-03/11/18

SCHMECKFEST - 2 SPOTS - ROS - MONDAY NIGHTS

02/05/18-03/11/18

South Dakota Agricultural Heritage Museum

Renewal

Brookings, SD

SD AG HERITAGE - ROS WKDAY - 1 SPOT M-F

10/09/17-10/08/18

SD AG HERITAGE - ROS WKEND - 2 SPOTS S&SU

10/09/17-10/08/18

South Dakota Quilt Guild

Renewal

Presho, SD

SD QUILT GUILD / ROS - SAT - 1 SPOT

01/16/17-01/14/18

SD QUILT GUILD - 1 SPOT - QUILT BLOCK

01/15/18-01/13/19

TERMESPHERE GALLERY - Dick Termes

Renewal

Spearfish, SD

TERMESPHERE GALLERY/1 PER SAT/ROS

01/22/18-01/20/19

Program Specific Placement

AMERICAN EXPERIENCE

Black Hills Federal Credit Union

Renewal

Rapid City, SD

BHFCU/TUES-INCLUDING AM. EXP

05/16/17-05/13/18

AMERICAN MASTERS

First Dakota National Bank c/o Fresh Produce

Renewal

Sioux Falls, SD

FIRST DAKOTA/AMERICAN MASTERS / 2 SPOTS PER SHOW

06/12/17-07/01/18

ANTIQUES ROADSHOW

Horton Incorporated Renewal
Roseville, MN
HORTON - ANTIQUES ROADSHOW - 2 SPOTS - SUN 08/14/17-08/12/18

Nebraska Tourism New
Colorado Springs, CO
VALIDIMIR JONES - ANTIQUE ROADSHOW SHOW 02/05/18-03/04/18
VALIDIMIR JONES - ANTIQUE ROADSHOW SHOW 02/26/18-03/04/18

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

Warne Chemical & Equipment Co. Renewal
Rapid City, SD
WARNE/ANTIQUES RD SHOW/1 PER SHOW/4 PER WK 10/22/17-01/22/18

Westhills Village Retirement Community Renewal
Rapid City, SD
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
Sioux Falls, SD
HY-VEE - ARTHUR - 2 SPOTS PER DAY MWF 08/07/17-08/05/18

AUSTIN CITY LIMITS

Park County Travel Council New
Cody, WY
CODY/AUSTIN CITY LIMITS/2 PER SATURDAY 01/29/18-01/27/19

CALL THE MIDWIFE

SD Affiliate of the Am. College of Nurse-Midwives Renewal
Rapid City, SD
SD MIDWIVES/CALL THE MIDWIFE/2 PER DAY 03/19/18-05/27/18

COOK'S COUNTRY

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

DAKOTA LIFE

Touchstone Energy	Renewal
Madison, SD	
TOUCHSTONE - DAKOTA LIFE - 1 SPOT PER DAY	11/02/17-06/03/18

FONS & PORTER'S LOVE OF QUILTING

Four Seasons Fabric	Renewal
Yankton, SD	
FOUR SEASONS - FONS & PORTER - 2 SPOTS / SAT	08/14/17-08/12/18

MARKET TO MARKET

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

MASTERPIECE

Mahlander's c/o The Creative Co-op	Renewal
Sioux Falls, SD	
MAHLANDER - MASTERPIECE - 2 SPOTS SUN	01/08/18-01/06/19

Nebraska Tourism	New
Colorado Springs, CO	
VALIDIMIR JONES - MASTERPIECE	02/05/18-02/11/18
VALIDIMIR JONES - MASTERPIECE	02/19/18-02/25/18

Park County Travel Council	New
Cody, WY	
CODY/MASTERPIECE/2 PER SUNDAY	01/29/18-01/27/19

Westhills Village Retirement Community	Renewal
Rapid City, SD	
WESTHILLS/MASTERPIECE/1XWK	03/20/17-03/18/18

NATURE

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

Nebraska Tourism	New
Colorado Springs, CO	
VALIDIMIR JONES - NATURE	02/05/18-03/04/18
VALIDIMIR JONES - NATURE	02/12/18-02/18/18
VALIDIMIR JONES - NATURE	02/26/18-03/04/18

NIGHTLY BUSINESS REPORT

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

NOVA

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

Nebraska Tourism New
Colorado Springs, CO
VALIDIMIR JONES - NOVA 02/05/18-02/18/18
VALIDIMIR JONES - NOVA 02/19/18-03/04/18

PBS NEWSHOUR

Bush Foundation Renewal
Saint Paul, MN
BUSH FOUNDATION - PBS NEWS - 2 SPOTS M-F 01/01/18-12/30/18

First Dakota National Bank c/o Fresh Produce Renewal
Sioux Falls, SD
FIRST DAKOTA/PBS NEWS HOUR / 1 SPOT MW 06/12/17-07/01/18

Nebraska Tourism New
Colorado Springs, CO
VALIDIMIR JONES - PBS NEWS 02/05/18-02/18/18
VALIDIMIR JONES - PBS NEWS 02/19/18-03/04/18

SD Bar Foundation Renewal
Pierre, SD
SD BAR FND/2017 SESS/PBS NEWSHOUR 01/01/18-04/01/18

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op Renewal
Sioux Falls, SD
MAHLANDER'S / RICK STEVES / 2 SPOTS PER SUN 01/09/17-01/14/18
MAHLANDER - RICK STEVES - 2 SPOTS SUN 01/08/18-01/06/19

Park County Travel Council New
Cody, WY
CODY/RICK STEVES TRAVEL/2 PER SUNDAY 01/29/18-01/27/19

Westhills Village Retirement Community Renewal
Rapid City, SD
WESTHILLS/RICK STEVES/2XSUN 03/20/17-03/18/18

S.D. HIGH SCHOOL BASKETBALL TOURNAMENT 2018

Catholic United Financial Saint Paul, MN CATHOLIC UNITED - WEEK 2 BASKETBALL - SDPB1	Renewal 03/15/18-03/17/18
Dacotah Bank Aberdeen, SD DACOTAH BANK - WEEK 2 BASKETBALL - SDPB1	Renewal 03/15/18-03/17/18
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS -WEEK 2 BASKETBALL - SDPB1	Renewal 03/15/18-03/17/18
Delta Dental of South Dakota Pierre, SD DELTA DENTAL/BOYS BSKTB&GRLSAA/SDPB1/12_:30 SPOTS	Renewal 03/15/18-03/17/18
Farmers Union Insurance Companies Huron, SD FARMERS UNION - WEEK 2 BASKETBALL 2018 SDPB1	Renewal 03/15/18-03/17/18
Fischer, Rounds & Associates Watertown, SD FISCHER ROUNDS/BOYSBSKTBL&GRLAA/SDPB1/12_:30 SPOTS	Renewal 03/15/18-03/17/18
Independent Insurance Agents of SD Pierre, SD IIASD/BOYS BSKTBALL&GRLSAA/SDPB1/24_:30 SPOTS	Renewal 03/15/18-03/17/18
Lake Area Technical Institute Watertown, SD LAKE AREA TECH - WEEK 2 BASKETBALL 2018	Renewal 03/15/18-03/17/18
Sanford Health Sioux Falls, SD SANFORD HEALTH - WEEK 2 BASKETBALL 2018 - SDPB1	Renewal 03/15/18-03/17/18
SDN Communications Sioux Falls, SD SDN - 96 SPOTS 2ND WEEK OF BASKETBALL - SDPB1	Renewal 03/15/18-03/17/18
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - WEEK 2 BASKETBALL - 139 SPOTS - SDPB1	Renewal 03/15/18-03/17/18
South Dakota Dept. of Education Pierre, SD SD DOE/BOYS BSKTBALL&GRLS_AA/SDPB1/24_:30 SPOTS	Renewal 03/15/18-03/17/18
South Dakota Ethanol Producers SD ETHANOL - BASKETBALL 2018 SDPB1	Renewal 03/15/18-03/17/18

South Dakota State University Brookings, SD SDSU - WEEK 2 BASKETBALL 2018 - SDPB1	Renewal 03/15/18-03/17/18
Touchstone Energy Madison, SD TOUCHSTONE - WEEK 2 BASKETBALL - SDPB1	Renewal 03/15/18-03/17/18
<i>S.D. HIGH SCHOOL GIRLS BASKETBALL TOURNAMENT 2018</i>	
Catholic United Financial Saint Paul, MN CATHOLIC UNITED - GIRLS BASKETBALL 2018	Renewal 03/08/18-03/10/18
Dacotah Bank Aberdeen, SD DACOTAH BANK - WEEK 1 BASKETBALL	Renewal 03/08/18-03/10/18
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - GIRLS BASKETBALL 2018	Renewal 03/08/18-03/10/18
Delta Dental of South Dakota Pierre, SD DELTA DENTAL/SDHS GRL BKSTBL/A&B/24_:30 SPOTS	Renewal 03/08/18-03/17/18
Farmers Union Insurance Companies Huron, SD FARMERS UNION - GIRLS BASKETBALL 2018	Renewal 03/08/18-03/10/18
Fischer, Rounds & Associates Watertown, SD FISCHER ROUNDS/SDHS GRL BSKTBL/A&B/24_:30 SPOTS	Renewal 03/08/18-03/17/18
Independent Insurance Agents of SD Pierre, SD IIASD/SDHS GIRLS BSKTBL A&B/48_:30 SPOTS	Renewal 03/08/18-03/10/18
Lake Area Technical Institute Watertown, SD LAKE AREA TECH - GIRLS BASKETBALL	Renewal 03/08/18-03/10/18
Sanford Health Sioux Falls, SD SANFORD HEALTH - GIRLS BASKETBALL 2018	Renewal 03/08/18-03/10/18
SDN Communications Sioux Falls, SD SDN - 48 SPOTS - 1ST WEEK OF BASKETBALL	Renewal 03/08/18-03/10/18
South Dakota Corn c/o Paulsen	Renewal

Sioux Falls, SD SD CORN - GIRLS BASKETBALL - 63 SPOTS	03/08/18-03/10/18
South Dakota Dept. of Education Pierre, SD SD DOE/SDHS GIRLS BKBL A&B/48_:30 SPOTS	Renewal 03/08/18-03/10/18
South Dakota Ethanol Producers SD ETHANOL - GIRLS BASKETBALL 2018	Renewal 03/08/18-03/10/18
South Dakota State University Brookings, SD SDSU - WEEK 1 BASKETBALL 2018	Renewal 03/08/18-03/10/18
Touchstone Energy Madison, SD TOUCHSTONE - GIRLS BASKETBALL 2018	Renewal 03/08/18-03/10/18
<i>S.D. HIGH SCHOOL GYMNASTICS CHAMPIONSHIPS 2018</i>	
Independent Insurance Agents of SD Pierre, SD IIASD/SDHS GYMNASTICS/2_:30 SPOTS	Renewal 03/10/18-03/10/18
SDN Communications Sioux Falls, SD SDN - 2 SPOTS GYMNASTICS	Renewal 03/10/18-03/10/18
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - GYMNASTICS - 2 SPOTS	Renewal 03/10/18-03/10/18
South Dakota Dept. of Education Pierre, SD SD DOE/SDHS GYMNASTICS/2_:30 SPOTS	Renewal 03/10/18-03/10/18
<i>S.D. HIGH SCHOOL WRESTLING CHAMPIONSHIPS 2018</i>	
Catholic United Financial Saint Paul, MN CATHOLIC UNITED - WRESTLING 2018	Renewal 02/24/18-02/24/18
Dacotah Bank Aberdeen, SD DACOTA BANK - WRESTLING 2018	Renewal 02/24/18-02/24/18
Dakota Plains New Holland c/o GF Advertising Mitchell, SD DAKOTA PLAINS - WRESTLING 2018	Renewal 02/24/18-02/24/18
Delta Dental of South Dakota	Renewal

Pierre, SD DELTA DENTAL/SDHS WRESTLING/1_:30 SPOT	02/24/18-02/24/18
Farmers Union Insurance Companies Huron, SD FARMERS UNION - WRESTLING	Renewal 02/24/18-02/24/18
Fischer, Rounds & Associates Watertown, SD FISCHER ROUNDS/SDHS WRESTLING/1_:30	Renewal 02/24/18-02/24/18
Independent Insurance Agents of SD Pierre, SD IIASD/SDHS WRESTLING/4_:30 SPOTS	Renewal 02/24/18-02/24/18
Lake Area Technical Institute Watertown, SD LAKE AREA TECH - WRESTLING 2018	Renewal 02/24/18-02/24/18
Sanford Health Sioux Falls, SD SANFORD HEALTH - WRESTLING 2018	Renewal 02/24/18-02/24/18
SDN Communications Sioux Falls, SD SDN WRESTLING 4 SPOTS 2018	Renewal 02/23/18-02/24/18
South Dakota Corn c/o Paulsen Sioux Falls, SD SD CORN - WRESTLING - 6 SPOTS	Renewal 02/24/18-02/24/18
South Dakota Dept. of Education Pierre, SD SD DOE/SDHS WRESTLING/4_:30 SPOTS	Renewal 02/24/18-02/24/18
South Dakota Ethanol Producers SD ETHANOL - WRESTLING 2018	Renewal 02/24/18-02/24/18
South Dakota State University Brookings, SD SDSU - WRESTLING 2018	Renewal 02/24/18-02/24/18
Touchstone Energy Madison, SD TOUCHSTONE - WRESTLING 2018	Renewal 02/24/18-02/24/18
<i>SOUTH DAKOTA FOCUS</i>	
First Dakota National Bank c/o Fresh Produce Sioux Falls, SD FIRST DAKOTA/SD FOCUS/ 1 SPOTS PER THURS	Renewal 09/14/17-07/01/18
SD Bar Foundation	Renewal

Pierre, SD	
SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS	12/07/17-04/05/18
SD BAR FND/STATEHOUSE/SOUTH DAKOTA FOCUS	12/14/17-04/05/18

Touchstone Energy	Renewal
Madison, SD	
TOUCHSTONE - SD FOCUS - 1 SPOT PER DAY	11/02/17-06/03/18

STATEHOUSE

Missouri River Energy Services	Renewal
Sioux Falls, SD	
MISSOURI RIVER - STATEHOUSE REVIEWS	01/10/18-04/01/18

SDN Communications	Renewal
Sioux Falls, SD	
SDN - STATEHOUSE - REVIEW - 36 SPOTS	01/09/18-04/01/18

Touchstone Energy	Renewal
Madison, SD	
TOUCHSTONE - STATEHOUSE REVIEW - 16 SPOTS	01/08/18-03/11/18

STATE OF THE STATE ADDRESS (2018)

SDN Communications	Renewal
Sioux Falls, SD	
SDN - GOVERNOR'S STATE OF THE STATE - 4 SPOTS	01/09/18-01/09/18

THIS OLD HOUSE

Nebraska Tourism	New
Colorado Springs, CO	
VALIDIMIR JONES - THIS OLD HOUSE	02/12/18-02/25/18

WILD KRATTS

Mills Entertainment	Renewal
Saratoga Springs, NY	
MILLS ENT - WILD KRATTS	02/04/18-02/11/18
MILLS ENT - WILD KRATTS	03/12/18-03/18/18
MILLS ENT - WILD KRATTS	03/19/18-04/01/18