

South Dakota Public Broadcasting

TV Underwriting 4<sup>th</sup> Quarter

October—December 2023

Program Specific Placement

**ANTIQUES ROADSHOW**

**Denny Menholt**

Rapid City, SD

MENHOLT HONDA - ANRO/MON X52

MENHOLT TOYOTA - ANRO/MON X52

Renewal

01/01/23-12/31/23

01/01/23-12/31/23

**McQuillen Creative Group**

Aberdeen, SD

MCQUILLEN CREATIVE GROUP/ANRO 26X

Renewal

09/11/23-09/08/24

**Park County Travel Council**

Cody, WY

PARK COUNTY TRAVEL - ANRO 2023/24

Renewal

07/01/23-06/30/24

**Westhills Village Retirement Community**

Rapid City, SD

WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X MON 2022

WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X MON 2023

Renewal

08/07/22-07/03/23

07/17/23-06/30/24

**AMERICAN BUFFALO**

**AARP**

Sioux Falls, SD

AARP/THE AMERICAN BUFFALO SPONSORSHIP

New

10/16/23-10/17/23

**Custer State Park**

Custer, SD

CUSTER STATE PARK/KEN BURNS: AMER BUFFALO

CUSTER STATE PARK/KEN BURNS: AMER BUFFALO-NOV

New

10/16/23-10/17/23

11/23/23-11/26/23

**South Dakota Retired School Personnel**

Pierre, SD

SD RETIRED SCHO/THE AMERICAN BUFFALO SPONSORSHIP

New

10/16/23-10/17/23

**Tanka Fund**

Kyle, SD

TANKA FUND/THE AMERICAN BUFFALO SPONSORSHIP

Renewal

10/16/23-10/17/23

**AMERICAN EXPERIENCE**

**Westhills Village Retirement Community** Renewal  
Rapid City, SD  
WESTHILLS VILLAGE/AMERICAN EXPERIENCE 1X TUE 2023 07/24/23-06/30/24

**ANTIQUES ROADSHOW**

**Denny Menholt** Renewal  
Rapid City, SD  
MENHOLT HONDA - ANRO/MON X52 01/01/23-12/31/23  
MENHOLT TOYOTA - ANRO/MON X52 01/01/23-12/31/23

**McQuillen Creative Group** Renewal  
Aberdeen, SD  
MCQUILLEN CREATIVE GROUP/ANRO 26X 09/11/23-09/08/24

**Park County Travel Council** Renewal  
Cody, WY  
PARK COUNTY TRAVEL - ANRO 2023/24 07/01/23-06/30/24

**SD Dept of Human Services** New  
Pierre, SD  
SD DEPT OF HUMAN SERVICES/ANRO 13X 12/25/23-03/31/24

**Westhills Village Retirement Community** Renewal  
Rapid City, SD  
WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X MON 2023 07/17/23-06/30/24

**BADGER CLARK: POET AMONG THE PINES**

**Custer State Park** New  
Custer, SD  
CUSTER STATE PARK/BADGER CLARK EMBEDDED MESSAGE 10/05/23-10/05/23

**LIW Pageant Society** Renewal  
De Smet, SD  
LAURA INGALLS WILDER PAGEANT SOCIETY/BADGER CLARK 10/05/23-10/05/23  
LAURA INGALLS WILDER PAGEANT SOC/BADGER CLARK-2 10/08/23-10/12/23

**DAKOTA LIFE**

**BankWest** New  
Pierre, SD  
BANKWEST /DAKOTA LIFE - EMBED PRE-ROLL (DEC) 12/14/23-12/31/23  
BANKWEST/DAKOTA LIFE - EMBED PRE-ROLL (OCT) 10/12/23-10/31/23

**Farm Credit Services of America** New  
Pierre, SD  
FARM CREDIT SE /DAKOTA LIFE - EMBED PRE-ROLL (NOV) 11/01/23-11/30/23

<b>Heartland Energy</b> Madison, SD HEARTLAND ENER/DAKOTA LIFE - EMBED PRE-ROLL (DEC)	New  12/14/23-12/31/23
<b>Park County Travel Council</b> Cody, WY PARK COUNTY TRAVEL - DAKOTA LIFE 2023/24	Renewal  09/14/23-06/30/24
<b>Reliabank</b> Tea, SD RELIABANK - DAKOTA LIFE (SEP-DEC) 4X 2023	Renewal  09/14/23-12/07/23
<b><i>DANIEL TIGER'S NEIGHBORHOOD</i></b>	
<b>NorthWestern Energy</b> c/o Flynn Wright Des Moines, IA NORTHWESTERN EN - DANIEL TIG - OCT 9 -20 NORTHWESTERN EN - DANIEL TIG - OCT 30 - NOV 10 NORTHWESTERN EN - DANIEL TIG - NOV 27 -DEC 8 NORTHWESTERN EN - DANIEL TIG - DEC 18 -29	Renewal  10/09/23-10/20/23 10/30/23-11/10/23 11/27/23-12/08/23 12/18/23-12/29/23
<b><i>FINDING YOUR ROOTS</i></b>	
<b>OLLI</b> Sioux Falls, SD OLLI/SDPB LIFELONG LEARNER CAMPA/FINDYROOTX12 2024	Renewal  09/04/23-08/25/24
<b>Park County Travel Council</b> Cody, WY PARK COUNTY TRAVEL - FINDING YOUR ROOTS 2023/24	Renewal  07/01/23-06/30/24
<b>Reliabank</b> Tea, SD RELIABANK - FINDING YOUR ROOTS 2023/9X	Renewal  02/06/23-12/31/23
<b>SD Dept of Human Services</b> Pierre, SD SD DEPT OF HUMAN SERVICES/FINDING 13X	New  12/25/23-03/31/24
<b>Vance Thompson Vision</b> Sioux Falls, SD VANCE THOMPSON-FINDING YOUR ROOTS	Renewal  02/06/23-12/31/23
<b>Westhills Village Retirement Community</b> Rapid City, SD WESTHILLS VILLAGE/FINDING YOUR ROOTS 1X TUE 2023	Renewal  07/17/23-06/30/24

**GOVERNOR'S BUDGET ADDRESS (2023)**

**SD Bar Foundation**

Pierre, SD  
SD BAR FND/2020 SESS/GOV BUDGET ADD + REPEAT 2023

Renewal  
12/05/23-12/05/23

**INDIAN COUNTRY TODAY**

**Community Health Care Association of Dakotas**

Sioux Falls, SD  
COMMUNITY HEALTHCARE-INDIAN COUNTRY TODAY 2023

Renewal  
10/16/23-01/14/24

**LAURA'S LITTLE CHRISTMAS ON THE PRAIRIE**

**LIW Pageant Society**

De Smet, SD  
LAURA INGALLS WILDER PAGEANT SOCIETY- LAURA 2023

Renewal  
12/21/23-12/23/23

**LITTLE WOMEN ON MASTERPIECE**

**Westhills Village Retirement Community**

Rapid City, SD  
WESTHILLS VILLAGE/MASTERPIECE 48X -SUN 2023

Renewal  
07/17/23-06/30/24

**MARKET TO MARKET**

**Dakotaland Feeds**

Huron, SD  
DAKOTALAND - MARKET TO MARKET 1X 2023

Renewal  
06/19/23-06/16/24

**Westhills Village Retirement Community**

Rapid City, SD  
WESTHILLS VILLAGE/MARKET TO MARKET 1X FRI 2023

Renewal  
07/17/23-06/30/24

**MASTERPIECE**

**SD Dept of Human Services**

Pierre, SD  
SD DEPT OF HUMAN SERVICES/MASTERPIECE 13X

New  
12/25/23-03/31/24

**NATIVE REPORT**

**Community Health Care Association of Dakotas**

Sioux Falls, SD  
COMMUNITY HEALTHCARE-NATIVE REPORT 2023

Renewal  
10/16/23-01/14/24

**NATURE**

Park County Travel Council  
Cody, WY  
PARK COUNTY TRAVEL - NATURE 2023/24

Renewal  
07/01/23-06/30/24

<b>Westhills Village Retirement Community</b> Rapid City, SD WESTHILLS VILLAGE/ NATURE 1X WED 2023	Renewal 07/17/23-06/30/24
<b>NOVA</b>	
<b>Bangs McCullen Law Firm</b> Rapid City, SD BANGS MCCULLEN LAW FIRM/NOVA 2023	Renewal 09/01/23-08/31/24
<b>OLLI</b> Sioux Falls, SD OLLI/SDPB LIFELONG LEARNER CAMPAIGN/NOVA/X12 2024	Renewal 08/28/23-08/25/24
<b>SDSTA - Sanford Underground Research Facility</b> Lead, SD SDSTA-SANFORD UNDERGROUND/NOVA 40X 2023	Renewal 09/01/23-08/31/24
<b>ON CALL WITH THE PRAIRIE DOC</b>	
<b>Bangs McCullen Law Firm</b> Rapid City, SD BANGS MCCULLEN LAW FIRM/ON CALL 2023	Renewal 09/01/23-08/31/24
<b>SD Dept of Human Services</b> Pierre, SD SD DEPT OF HUMAN SERVICES/ON CAL 9X	New 12/25/23-03/31/24
<b>PBS NEWSHOUR</b>	
<b>Black Hills Federal Credit Union</b> Rapid City, SD BHFCU WK 7-9 MT NEWSHOUR/ 1XWK 2023	Renewal 01/01/23-12/31/23
<b>Bush Foundation</b> St Paul, MN BUSH FOUNDATION - NEWSHOUR 2023	Renewal 01/08/23-12/31/23
<b>SDSTA - Sanford Underground Research Facility</b> Lead, SD SDSTA-SANFORD UNDERGROUND/NEWSHOUR 2023	Renewal 09/04/23-06/30/24
<b>PRAIRIE YARD &amp; GARDEN</b>	
<b>McCrary Gardens</b> Brookings, SD MCCRORY GARDENS- PRAIRIE YARD & GARDEN -2023	Renewal 03/25/23-10/14/23

<b>South Dakota Soil Health Coalition</b> Pierre, SD SD SOIL HEALTH- PRAIRIE YARD & GARDEN -2023-IN SD SOIL HEALTH- PRAIRIE YARD & GARDEN -2023-OUT	New  04/01/23-10/31/23 04/01/23-10/14/23
<b><i>RICK STEVES' EUROPE</i></b>	
<b>Westhills Village Retirement Community</b> Rapid City, SD WESTHILLS VILLAGE/RICKSTEVES EUROPE 48X -SUN 2023	Renewal  07/17/23-06/30/24
<b><i>SDHSAA ALL-STATE CHORUS &amp; ORCHESTRA 2023</i></b>	
<b>Dacotah Bank</b> Aberdeen, SD DACOTAH BANK - CHORUS 2023	Renewal  10/28/23-11/24/23
<b>South Dakota Corn</b> Sioux Falls, SD SD CORN - CHORUS & ORCHESTRA- 2023	Renewal  11/23/23-11/26/23
<b><i>SDHSAA FOOTBALL CHAMPIONSHIPS 2023</i></b>	
<b>Agtegra</b> Aberdeen, SD AGTEGRA - FOOTBALL - 2023	Renewal  11/09/23-11/11/23
<b>Anthem Oats</b> Frederick, SD ANTHEM OATS- S&R FOOTBALL - 4X 2023	Renewal  11/09/23-11/11/23
<b>BankWest</b> Pierre, SD BANKWEST - FOOTBALL 2023	Renewal  11/09/23-11/11/23
<b>Dacotah Bank</b> Aberdeen, SD DACOTAH BANK - FOOTBALL 2023	Renewal  11/09/23-11/11/23
<b>Dakota Plains New Holland</b> Mitchell, SD DAKOTA PLAINS - FOOTBALL 2023	Renewal  11/09/23-11/11/23
<b>Delta Dental of South Dakota</b> Pierre, SD DELTA DENTAL - FOOTBALL 2023	Renewal  11/09/23-11/11/23
<b>Farmers Union Service Assn. LTD</b> Pierre, SD FARMERS UNION - FOOTBALL 2023	Renewal  11/09/23-11/11/23

<b>First Dakota National Bank</b> Huron, SD FIRST DAKOTA- S&R FOOTBALL - 3X 2023	Renewal 11/09/23-11/11/23
<b>Fischer, Rounds &amp; Associates</b> Pierre, SD FISCHER ROUNDS - FOOTBALL 2023	Renewal 11/09/23-11/11/23
<b>Lloyd Companies</b> Sioux Falls, SD LLOYD COMPANIES - FOOTBALL 2023	Renewal 11/09/23-11/11/23
<b>Monument Health</b> Rapid City, SD MONUMENT HEALTH - FOOTBALL 2023	Renewal 11/09/23-11/11/23
<b>Peterson Farm Seeds</b> Sioux Falls, SD PETERSON FAMILY - FOOTBALL 2023	Renewal 11/09/23-11/11/23
<b>Sanford Health</b> Sioux Falls, SD SANFORD HEALTH - FOOTBALL 2023	Renewal 11/09/23-11/11/23
<b>South Dakota Corn</b> Sioux Falls, SD SD CORN - FOOTBALL - 2023	Renewal 11/09/23-11/11/23
<b>South Dakota Dept. of Education</b> Pierre, SD SD DOE - FOOTBALL 2023	Renewal 11/09/23-11/11/23
<b>South Dakota Ethanol Producers</b> Redfield, SD SD ETHANOL - FOOTBALL - 2023	Renewal 11/09/23-11/11/23
<b>South Dakota State University</b> Brookings, SD SDSU - FOOTBALL - 2023	Renewal 11/09/23-11/11/23
<b>Southeast Technical Institute (STI)</b> Sioux Falls, SD SOUTHEAST TECH - S&R FOOTBALL - 7X 2023	Renewal 11/09/23-11/11/23
<b>Touchstone Energy Cooperatives</b> Madison, SD TOUCHSTONE ENERGY - FOOTBALL 2023	Renewal 11/09/23-11/11/23

**SDHSAA GIRLS VOLLEYBALL CHAMPIONSHIPS 2023**

<b>Agtegra</b> Aberdeen, SD AGTEGRA - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>Anthem Oats</b> Frederick, SD ANTHEM OATS -VOLLEYBALL-3X (SDPB1) 2023	Renewal  11/18/23-11/18/23
<b>BankWest</b> Pierre, SD BANKWEST - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>Dacotah Bank</b> Aberdeen, SD DACOTAH BANK - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>Dakota Plains New Holland</b> Mitchell, SD DAKOTA PLAINS - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>Delta Dental of South Dakota</b> Pierre, SD DELTA DENTAL - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>Farmers Union Service Assn. LTD</b> Pierre, SD FARMERS UNION - VOLLEYBALL 2023 (SDPB1)	Renewal  11/16/23-11/18/23
<b>First Dakota National Bank</b> Huron, SD FIRST DAKOTA -VOLLEYBALL-2X (SDPB1) 2023	Renewal  11/18/23-11/18/23
<b>Fischer, Rounds &amp; Associates</b> Pierre, SD FISCHER ROUNDS - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>Lloyd Companies</b> Sioux Falls, SD LLOYD COMPANIE - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>Monument Health</b> Rapid City, SD MONUMENT HEALTH - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>Peterson Farm Seeds</b> Sioux Falls, SD PETERSON FAMILY - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23



<b>Sanford Health</b> Sioux Falls, SD SANFORD HEALTH - VOLLEYBALL 2023 (SDPB1)	Renewal  11/16/23-11/18/23
<b>South Dakota Corn</b> Sioux Falls, SD SD CORN - VOLLEYBALL - 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>South Dakota Dept. of Education</b> Pierre, SD SD DOE - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>South Dakota Ethanol Producers</b> Redfield, SD SD ETHANOL - VOLLEYBALL - 2023 (SDPB1)	Renewal  11/16/23-11/18/23
<b>South Dakota State University</b> Brookings, SD SDSU - VOLLEYBALL - 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b>Southeast Technical Institute (STI)</b> Sioux Falls, SD SOUTHEAST TECH COLLEGE -VOLLEYBALL-3X (SDPB1) 2023	Renewal  11/18/23-11/18/23
<b>Touchstone Energy Cooperatives</b> Madison, SD TOUCHSTONE ENERGY - VOLLEYBALL 2023 (SDPB1)	Renewal  11/18/23-11/18/23
<b><i>SOUTH DAKOTA FOCUS</i></b>	
<b>Black Hills State University</b> Spearfish, SD BHSU/SD FOCUS	Renewal  09/28/23-05/26/24
<b>Lutheran Social Services</b> Sioux Falls, SD LUTHERAN SOCIAL SERVICES/SD FOCUS	Renewal  09/28/23-05/26/24
<b>Sanford Health</b> Sioux Falls, SD SANFORD HEALTH/SD FOCUS	Renewal  09/28/23-05/26/24
<b>SD Counseling Association</b> Aberdeen, SD SD COUNSELING ASSOCIATION/SD FOCUS	Renewal  09/28/23-05/26/24
<b><i>TATANKA: A WAY OF LIFE</i></b>	
<b>South Dakota Retired School Personnel</b> Pierre, SD SD RETIRED SCHO/TATANKA SPONSORSHIP-EMBEDDED INTO	New  10/19/23-10/19/23