

South Dakota Public Broadcasting
TV Underwriting 4th Quarter
October—December 2022

Program Specific Placement

ANTIQUES ROADSHOW

Community Health Care Association of Dakotas	Renewal
Sioux Falls, SD	
COMMUNITY HEALTHCARE-ANTIQUES ROADSHOW 2022	10/24/22-12/11/22
Denny Menholt	New
Rapid City, SD	
MENHOLT - ANRO/MON X52	01/01/22-12/31/22
Westhills Village Retirement Community	Renewal
Rapid City, SD	
WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X MON 2022	08/07/22-07/03/23

AUSTIN CITY LIMITS

Park County Travel Council	Renewal
Cody, WY	
PARK COUNTY TRAVEL - ACL- 2022/23	07/01/22-06/30/23

DAKOTA LIFE

Agtegra	Renewal
Aberdeen, SD	
AGTEGRA/DAKOTA LIFE - EMBED PRE-ROLL (OCT)	10/01/22-10/31/22
Community Health Care Association of Dakotas	Renewal
Sioux Falls, SD	
COMMUNITY HEALTHCARE-DAKOTA LIFE 2022	11/03/22-11/03/22
Golden West Telecommunications, Inc/Dee Sleep	New
Rapid City, SD	
GOLDEN WEST TELE/ DAKOTA LIFE - EMBED PRE-ROLL NOV	11/01/22-11/30/22
Horizon Health Care	New
Howard, SD	
HORIZON HEALTH CARE/EMBEDDED DLIFE-HOWARD (DEC)	12/01/22-12/31/22
Howard Farmers Co-Op Association	New
Howard, SD	
HOWARD FARMERS/DAKOTA LIFE - EMBED PRE-ROLL (DEC)	12/01/22-12/31/22

NorthWestern Energy c/o Flynn Wright	New
Des Moines, IA	
NWE -DL (OCT) 8X	10/06/22-10/31/22
NWE -DL (NOV) 8X	11/03/22-11/30/22
NWE -DL (DEC) 8X	12/08/22-12/30/22
NWE - (NOV) 2X SUN (DAKOTA LIFE)	11/03/22-11/06/22
NWE -DL (NOV) THUR 2X	11/03/22-11/03/22
NWE -DL (DEC) 2X	12/01/22-12/08/22
NWE-DL- (DEC) -SUN	12/04/22-12/11/22

Reliabank	Renewal
Tea, SD	
RELIABANK - DAKOTA LIFE (SEP-DEC) 4X	09/08/22-12/01/22

Sinte Gleska University	New
Mission, SD	
SINTE GLESKA UNI/ DAKOTA LIFE - EMBED PRE-ROLL NOV	11/01/22-11/30/22

Vance Thompson Vision	Renewal
Sioux Falls, SD	
VANCE THOMPSON-DAKOTA LIFE 2022	09/08/22-12/25/22

DANIEL TIGER'S NEIGHBORHOOD

1880 Train	Renewal
Hill City, SD	
1880 TRAIN/DTIGER/M-F/40X 2022	11/14/22-12/23/22

NorthWestern Energy c/o Flynn Wright	Renewal
Des Moines, IA	
NORTHWESTERN EN - DANIEL TIG - SEPT - OCT	09/26/22-10/07/22
NORTHWESTERN EN - DANIEL TIG - OCT - NOV	10/31/22-11/11/22
NORTHWESTERN EN - DANIEL TIG - DEC	12/05/22-12/30/22

ELECTION 2022

Community Health Care Association of Dakotas	Renewal
Sioux Falls, SD	
COMMUNITY HEALTHCARE-ELECTION DEBATE 2022	10/15/22-11/06/22

FINDING YOUR ROOTS

OLLI	New
Sioux Falls, SD	
OLLI/SDPB LIFELONG LEARNER CAMPAIGN/FINDYROOT X12	12/20/21-12/18/22
OLLI/SDPB LIFELONG LEARNER CAMPA/FINDYROOTX12 2022	12/19/22-12/17/23

GOVERNOR'S BUDGET ADDRESS (2022)

Missouri River Energy Services

Sioux Falls, SD

MISSOURI RIVER - GOV BUDGET 2022

Renewal

12/06/22-12/06/22

AARP

Sioux Falls, SD

AARP- GOV BUDGET 2022

New

12/06/22-12/06/22

Boyce Law Firm

Sioux Falls, SD

BOYCE- GOV BUDGET 2022

Renewal

12/06/22-12/06/22

SD Bar Foundation

Pierre, SD

SD BAR FND/2020 SESS/GOV BUDGET ADD + REPEAT 2022

Renewal

12/06/22-12/06/22

Touchmark Retirement Communities

Beaverton, OR

TOUCHMARK - GOV BUDGET 2022

Renewal

12/06/22-12/06/22

INDIAN COUNTRY TODAY

Community Health Care Association of Dakotas

Sioux Falls, SD

COMMUNITY HEALTHCARE-INDIAN COUNTRY TODAY 2022

Renewal

10/31/22-12/18/22

LAURA INGALLS WILDER PAGEANT'S A BARREL FULL OF CHRISTMAS

LIW Pageant Society

De Smet, SD

LIW PAGEANT SOCIETY 2022- BARREL FULL OF CHRISTMAS

Renewal

12/24/22-12/24/22

MARKET TO MARKET

Dakotaland Feed

Huron, SD

DAKOTALAND - MARKET TO MARKET 1X 2022

Renewal

06/24/22-06/23/23

Farm Credit Service c/o Iowa PBS

Johnston, IA

FARM CREDIT SERVICE/MARKET TO MARKET 2022

New

01/28/22-01/15/23

MASTERPIECE

Park County Travel Council

Cody, WY

PARK COUNTY TRAVEL - MASTERPIECE 2022/23

Renewal

07/01/22-06/30/23

Reliabank

Tea, SD

RELIABANK - MASTERPIECE 2022/9X

Renewal

03/06/22-12/04/22

Westhills Village Retirement Community

Rapid City, SD

WESTHILLS VILLAGE/MASTERPIECE 48X -SUN 2022

Renewal

08/07/22-07/02/23

NATIVE AMERICA

Community Health Care Association of Dakotas

Sioux Falls, SD

COMMUNITY HEALTHCARE- NATIVE AMERICA 10/23 & 1ST

Renewal

10/25/22-11/01/22

NATIVE REPORT

Community Health Care Association of Dakotas

Sioux Falls, SD

COMMUNITY HEALTHCARE-NATIVE REPORT 2022

Renewal

10/31/22-12/18/22

NOVA

Bangs McCullen Law Firm

Rapid City, SD

BANGS MCCULLEN LAW FIRM/NOVA 2022

Renewal

07/04/22-07/02/23

OLLI

Sioux Falls, SD

OLLI/SDPB LIFELONG LEARNER CAMPAIGN/NOVA/X12

New

12/20/21-12/18/22

SDSTA - Sanford Underground Research Facility

Lead, SD

SDSTA-SANFORD UNDERGROUND/NOVA 40X 2022

Renewal

07/01/22-06/30/23

ON CALL WITH THE PRAIRIE DOC

Bangs McCullen Law Firm

Rapid City, SD

BANGS MCCULLEN LAW FIRM/ON CALL 2022

Renewal

09/01/22-02/28/23

Brain Intercept Aberdeen, SD BRAIN INTERCEPT/ON CALL / THUR	New 09/05/22-06/04/23
Faulkton Area Medical Center Foundation Faulkton, SD FAULKTON AREA MEDIA/ON CALL 22X	New 07/28/22-12/22/22
Kimberly Keiser & Associates Sioux Falls, SD KIMBERLY KEISER & ASSOC./ON CALL	New 09/05/22-08/31/23
PBS NEWSHOUR	
Black Hills Federal Credit Union Rapid City, SD BHFCU WK 7-9 MT NEWSHOUR/ 1XWK 2022	Renewal 07/18/22-12/31/22
Bush Foundation St Paul, MN BUSH FOUNDATION - NEWSHOUR 2022	New 01/17/22-12/31/22
SDSTA - Sanford Underground Research Facility Lead, SD SDSTA-SANFORD UNDERGROUND/NEWSHOUR 108	Renewal 07/04/22-06/30/23
PIONEER PAST	
City of Faulkton Faulkton, SD CITY OF FAULKTON- EMBED PRE-ROLL/PIONEER PAST	New 11/17/22-11/17/22
Faulk County Historical Society Faulkton, SD FAULK COUNTY HIST. - EMBED PRE-ROLL/PIONEER PAST	New 11/17/22-11/17/22
Faulkton Area Arts Council Faulkton, SD FAULKTON AREA ART - EMBED PRE-ROLL/PIONEER PAST	New 11/17/22-11/17/22
Faulkton Business & Professional Association Faulkton, SD FAULKTON BUSINESS - EMBED PRE-ROLL/PIONEER PAST	New 11/17/22-11/17/22

PRIDE OF THE DAKOTAS

SDSU

Brookings, SD

SDSU - PRIDE OF THE DAKOTAS - PRE-ROLL

New

10/24/22-11/30/22

RICK STEVES' EUROPE

Park County Travel Council

Cody, WY

PARK COUNTY TRAVEL - RICK STEVES 2022/23

Renewal

07/01/22-06/30/23

Westhills Village Retirement Community

Rapid City, SD

WESTHILLS VILLAGE/RICKSTEVES EUROPE 48X -SUN 2022

Renewal

08/07/22-07/02/23

SDHSAA ALL-STATE CHORUS & ORCHESTRA 2022

Dacotah Bank

Aberdeen, SD

DACOTAH BANK - CHORUS 2022

Renewal

10/29/22-11/24/22

South Dakota Corn

Sioux Falls, SD

SD CORN - CHORUS & ORCHESTRA- 2022

Renewal

10/29/22-11/24/22

SDHSAA FOOTBALL CHAMPIONSHIPS 2022

Agtegra

Aberdeen, SD

AGTEGRA - FOOTBALL - 2022

Renewal

11/10/22-11/12/22

BankWest

Pierre, SD

BANKWEST - FOOTBALL 2022

Renewal

11/10/22-11/12/22

Dacotah Bank

Aberdeen, SD

DACOTAH BANK - FOOTBALL 2022

Renewal

11/10/22-11/12/22

Dakota Plains New Holland

Mitchell, SD

DAKOTA PLAINS - FOOTBALL 2022

Renewal

11/10/22-11/12/22

Delta Dental of South Dakota

Pierre, SD

DELTA DENTAL - FOOTBALL 2022

Renewal

11/10/22-11/12/22

Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - FOOTBALL 2022	Renewal 11/10/22-11/12/22
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - FOOTBALL 2022	Renewal 11/10/22-11/12/22
Lloyd Companies Sioux Falls, SD LLOYD COMPANIES - FOOTBALL 2022	New 11/10/22-11/12/22
Monument Health Rapid City, SD MONUMENT HEALTH - 2022 FOOTBALL	Renewal 11/10/22-11/12/22
Peterson Farm Seeds Sioux Falls, SD PETERSON FAMILY - FOOTBALL 2022	Renewal 11/10/22-11/12/22
Sanford Health Sioux Falls, SD SANFORD HEALTH - FOOTBALL 2022	Renewal 11/10/22-11/12/22
South Dakota Corn Sioux Falls, SD SD CORN - FOOTBALL - 2022	Renewal 11/10/22-11/12/22
South Dakota Dept. of Education Pierre, SD SD DOE - FOOTBALL 2022	Renewal 11/10/22-11/12/22
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - FOOTBALL - 2022	Renewal 11/10/22-11/12/22
South Dakota State University Brookings, SD SDSU - FOOTBALL - 2022	Renewal 11/10/22-11/12/22
Southeast Technical Institute (STI) Sioux Falls, SD SOUTHEAST TECH - S&R FOOTBALL - 7X	New 11/10/22-11/12/22
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - FOOTBALL 2022	Renewal 11/10/22-11/12/22

SDHSAA GIRLS VOLLEYBALL CHAMPIONSHIPS 2022

Agtegra Aberdeen, SD AGTEGRA - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
BankWest Pierre, SD BANKWEST - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
Dacotah Bank Aberdeen, SD DACOTAH BANK - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
Dakota Plains New Holland Mitchell, SD DAKOTA PLAINS - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
Lloyd Companies Sioux Falls, SD LLOYD COMPANIES - VOLLEYBALL 2022 (SDPB1)	New 11/19/22-11/19/22
Monument Health Rapid City, SD MONUMENT HEALTH - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
Peterson Farm Seeds Sioux Falls, SD PETERSON FAMILY - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
Sanford Health Sioux Falls, SD SANFORD HEALTH - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22

South Dakota Corn Sioux Falls, SD SD CORN - VOLLEYBALL - 2022 (SDPB1)	Renewal 11/19/22-11/19/22
South Dakota Dept. of Education Pierre, SD SD DOE - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - VOLLEYBALL - 2022 (SDPB1)	Renewal 11/19/22-11/19/22
South Dakota State University Brookings, SD SDSU - VOLLETBALL - 2022 (SDPB1)	Renewal 11/19/22-11/19/22
Southeast Technical Institute (STI) Sioux Falls, SD SOUTHEAST TECH COLLEGE - VOLLEYBALL - 3X (SDPB1)	New 11/19/22-11/19/22
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - VOLLEYBALL 2022 (SDPB1)	Renewal 11/19/22-11/19/22
<i>SOUTH DAKOTA FOCUS</i>	
McQuillen Creative Group Aberdeen, SD MCQUILLEN CREATIVE GROUP/SD FOCUS/SUN MCQUILLEN CREATIVE GROUP/SD FOCUS/THUR	New 09/08/22-07/30/23 09/08/22-07/30/23
Missouri River Energy Services Sioux Falls, SD MISSOURI RIVER - SD FOCUS 2022/2023 10X	Renewal 12/22/22-05/25/23
NorthWestern Energy c/o Flynn Wright Des Moines, IA NWE -FOCUS (OCT) 4X NWE -FOCUS (NOV) 4X NWE -FOCUS (DEC) 4X	New 10/20/22-10/27/22 11/17/22-11/24/22 12/15/22-12/29/22
Park County Travel Council Cody, WY PARK COUNTY TRAVEL - FOCUS 2022/23	Renewal 09/08/22-06/30/23

SD Bar Foundation

Pierre, SD

SD BAR FND/SH 2023/SD FOCUS

Renewal

12/15/22-03/31/23