

**South Dakota Public Broadcasting  
TV Underwriting Report  
3<sup>rd</sup> Quarter (July – Sept 2012)**

Flight	Start / End Date Time	Range	SMTWTFS	Type	Units
Time Flights, List Flights & Manual Placements					
2060	<b>Black Hills Federal Credit Union</b> BHFCU/AM. EXPERIENCE/TUES/	Revenue: -R---	Acct Mgr: TK	04/30/12-04/28/13 18:30-20:15 --T----	In/Out 19.17
2073	<b>Black Hills Community Bank</b> Time Attachment BH COMM BANK/ARS BEHIND THE SCENES/4 SPOTS	01/01/2013 01:00:00	SMTWTFS	2 2 4	N/A
		12/31/2013 24:59:59			
2073	<b>Black Hills Community Bank</b> Time Attachment BH COMM BANK/ARS TV PROMOS W/NAME MENTION/50	01/01/2013 01:00:00	SMTWTFS	5 0 0	N/A
		05/31/2013 24:59:59			
1978	<b>CANTON QUILT CORNER</b> CANTON QUILT CORNER,SAT ROS,10-12PM, 2 ANNTS/50 WK	Revenue: -R---	Acct Mgr: KO	10/08/11-10/05/12 10:00-12:00 --S Any	21.67
2037	<b>CANTON QUILT CORNER</b> SF QUILTERS HEAD,SAT ROS,10-12:30PM, 2 ANNTS/50 WK	Revenue: -R---	Acct Mgr: KO	04/07/12-04/06/13 10:00-12:30 ----S Any	21.67
1947	<b>Dakota Business Center</b> DAKOTA BUS CNTR/ROS/MON THRU SUN/1 SPT DAY	Revenue: ----T	Acct Mgr: TK	08/15/11-08/13/12 17:30-23:00 SMTWTFS Any	50.83
1948	<b>Horton Incorporated</b> HORTON,WEEKDAY EVE UND,1 ANNT/EVE,M-F,PRIMETIME	Revenue: -R---	Acct Mgr: KO	08/15/11-08/10/12 17:30-22:30 -MTWTF- Any	50.83
2100	<b>Horton Incorporated</b> HORTON,WEEKDAY EVE UND,1 ANNT/EVE,M-F,PRIMETIME-	Revenue: -R---	Acct Mgr: KO	08/11/12-08/10/13 17:30-22:00 -MTWTF-Any	25.83
1981	<b>Media One Advertising</b> MEDIA ONE, THURS EVE ROS, 2 ANNT/EVE, 26 WEEKS	11/03/2011 19:00:00	----T--	2 2 52	N/A SDPB1
		04/26/2012 23:00:00			
2076	<b>NORTHWESTERN ENERGY C/O PAULSEN MARKETING</b> NW ENERGY/CHILDRENS ROS, SAT & SUN, 4 SPOTS/DAY NW ENERGY/CHILDRENS ROS,M-F,4 SPOTS/DAY	Revenue: -R---	Acct Mgr: KO	06/18/12-07/29/12 06:00-10:00 S----S Any 06/18/12-07/27/12 06:30-17:00 -MTWTF- Any	90.00 200.00
2017	<b>Parkway Orthodontics/Childrens Dental</b> PARK ORTHO, WEEKEND CHILD PROG, 5 ANNT/DAY,SAT/SUN	Revenue: -R---	Acct Mgr: KO	02/06/12-02/04/13 06:00-09:59 S--S Any	112.50
2027	<b>Rapid City Regional Hospital</b> RAPID CITY REG/1 SPT FRI/4:30-6PM/BONUS RAPID CITY REG/1 SPTM-TU-W-TH/6-10PM MT/	Revenue: -R---	Acct Mgr: TK	02/27/12-02/24/13 17:30-19:00 ----F- Any 02/27/12-02/24/13 19:00-23:00 -MTWT-- Any	10.00 44.17
2063	<b>Reptile Gardens</b> REPTILE GARDENS/CHILDRENS ROS/6AM-10AMCT/M-F	Revenue: -R---	Acct Mgr: TK	05/07/12-11/04/12 06:00-10:00 -MTWTF- Any	54.17
1996	<b>SDN Communications</b> SDN COMM,EVERY OTHER WED EVE ROS,5 ANNT/PRIMETIME	Revenue: -R---	Acct Mgr: KO	12/07/11-12/05/12 18:00-23:00--W- Any	30.00

2053 **Shari Lamke** Revenue: ----- Acct Mgr: FM  
SLUMBERLAND - 2012 07/16/12-07/23/12 18:00-22:30 SMTWTFS Any 7.50

### 2012 S.D. HIGH SCHOOL RODEO FINALS

2088 **Farmers Union Insurance Companies** Revenue: -R--- Acct Mgr: TK  
FARMERS UNION/6/15 SEC SPTS, 10 NAME MENTIONS 07/01/12-07/31/12 01:00-24:59 S---T-- In/Out 0.00

### AMERICA'S TEST KITCHEN FROM COOK'S ILLUSTRATED

2064 **Hy-Vee Food Stores** Revenue: -R--- Acct Mgr: KO  
HY-VEE, AMER TEST KITCHEN,2 ANNT/BRDCST,SAT,6 MOS 05/12/12-11/03/12 15:00-15:30 ---S In/Out 16.67

### AMERICAN EXPERIENCE

2012 **Regional Heart Drs.** Revenue: -R--- Acct Mgr: TK  
REGIONAL HEART/AMERICAN EXPERIENCE/ 01/16/12-01/13/13 01:00-24:59 --T---- In/Out 1.67

### ANTIQUES ROADSHOW

2073 **Black Hills Community Bank** 01/01/2013 01:00:00 -M----- 2 2 100 N/A SDPB1  
BH COMMUNITY BANK/ARS MONDAYS 12/31/2013 24:59:59

1948 **Horton Incorporated** Revenue: -R--- Acct Mgr: KO  
HORTON,ANTIQUES ROADSHOW,2 ANNT/BRDCST,50 WKS,SUN 08/14/11-08/11/12 18:00-19:00 S---In/Out 10.83

2100 **Horton Incorporated** Revenue: -R--- Acct Mgr: KO  
HORTON,ANTIQUES ROAD,2 ANNT/BRDCST,50 WKS 08/11/12-08/10/13 18:00-19:00 S----- In/Out 10.00

2011 **Lamps and Shades** Revenue: -R--- Acct Mgr: KO  
LAMPS & SHADES,ANTIQUES ROADSHOW,2 ANNT/BRDCST,SUN 12/25/11-12/22/12 18:00-19:00 S-----In/Out 20.00

1952 **PLASTIC SURGERY ASSOCIATES OF SD** Revenue: -R--- Acct Mgr: KO  
PLASTIC SURG,ANTIQUES ROADSHOW,SUN,2 ANNT/BRDCST 09/05/11-09/03/12 18:00-19:00 S--- In/Out 18.33

### AUSTIN CITY LIMITS

2005 **Sunset Pawn Inc.** Revenue: -R--- Acct Mgr: KO  
SUNSET PAWN,AUSTIN CITY LIMITS,2 ANNT/BRDCST 12/17/11-12/14/12 23:00-24:00 -----S In/Out 18.33

### CLASSIC GOSPEL

2026 **Sioux Falls Good Samaritan** Revenue: -R--- Acct Mgr: KO  
SF GOOD SAM,CLASSIC GOSPEL,2 ANNT/BRDCST,47 WKS 02/11/12-02/10/13 17:00-18:00 -----S In/Out 20.00

### CLIFFORD THE BIG RED DOG

2064 **Hy-Vee Food Stores** Revenue: -R--- Acct Mgr: KO  
HYVEE,CLIFFORD THE BIG RED DOG,2 ANNT/BRD,M-F,6 MO 05/07/12-11/04/12 09:00-09:30-MTWTf- In/Out 108.33

### CURIOUS GEORGE

2015 **First Bank and Trust** Revenue: -R--- Acct Mgr: KO  
FIRST BANK & TRUST,CURIOUS GEORGE,2 ANNT/BRD,26 WK 01/23/12-07/20/12 06:59-07:30 -MTWTf- In/Out 26.67

2017 **Parkway Orthodontics/Childrens Dental** Revenue: -R--- Acct Mgr: KO  
PARKWAY ORTHO, CURIOUS GEORGE,M-F,2 ANNT/BRDCST 02/06/12-02/03/13 06:59-07:30 -MTWTf-In/Out 108.33

**FONS & PORTER'S LOVE OF QUILTING**

1943	<b>Four Seasons Fabric</b>	Revenue: -R---	Acct Mgr: KO		
	FOUR SEASON FAB, F&P LOVE OF QUILT,2 ANNT/BRDCST	08/02/11-08/01/12 10:30-11:00	-----S	In/Out	6.67
2094	<b>Four Seasons Fabric</b>	Revenue: -R---	Acct Mgr: KO		
	FOUR SEASON FAB, F&P LOVE OF QUILT,2 ANNT/BRDCST	08/02/12-08/01/13 10:30-11:00	-----S	In/Out	13.17

**GUY LOMBARDO AND HIS ROYAL CANADIANS**

2026	<b>Sioux Falls Good Samaritan</b>	Revenue: -R---	Acct Mgr: KO		
	SF GOOD SAM,GUY LOMBARDO,2 ANNT/BRD,47 WKS	02/11/12-02/10/13 18:59-19:30	-----S	In/Out	18.33

**KEEPING UP APPEARANCES**

1948	<b>Horton Incorporated</b>	Revenue: -R---	Acct Mgr: KO		
	HORTON,KEEP UP APPEAR,2 ANNT/BRDCST,50 WKS,SAT	08/13/11-08/10/12 20:00-20:30	-----S	In/Out	8.33
2100	<b>Horton Incorporated</b>	Revenue: -R---	Acct Mgr: KO		
	HORTON,KEEP UP APPEARANCE,2 ANNT/BRDCST,50 WKS	08/11/12-08/10/13 20:00-20:30	-----S	In/Out	8.33

**LAWRENCE WELK SHOW**

2031	<b>Great Plains Eye Clinic Ltd</b>	Revenue: -R---	Acct Mgr: KO		
	GREAT PLAINS EYE,LAWRENCE WELK,SAT,2 ANNT/BRDCST	02/20/12-02/18/13 18:00-19:00	-----S	In/Out	18.33
2085	<b>OPHTHALMOLOGY LTD</b>	Revenue: -R---	Acct Mgr: KO		
	OPHTHAL LTD, LAWREN WELK,SAT & SUN,2 ANNT/BRDCST	06/23/12-06/21/13 18:00-20:00	S-----S	In/Out	36.67
2026	<b>Sioux Falls Good Samaritan</b>	Revenue: -R---	Acct Mgr: KO		
	SF GOOD SAM,LAWRENCE WELK,SAT & SUN,2 ANNT/BRD,47	02/11/12-02/10/13 18:00-20:00	S-----S	In/Out	38.33

**MARKET TO MARKET**

2075	<b>MADISON FARMERS ELEVATOR</b>	Revenue: -R---	Acct Mgr: KO		
	MADISON FARM,MARKET TO MARKET,2 ANNT/BRDCST	06/15/12-06/13/13 20:29-21:00	----F-	In/Out	20.00

**NIGHTLY BUSINESS REPORT**

2064	<b>Hy-Vee Food Stores</b>	Revenue: -R---	Acct Mgr: KO		
	HY-VEE,NIGHTLY BUS REPORT,TUES, 2 ANNT/BRD,47 WKS	05/07/12-05/05/13 17:30-18:00	--T----	In/Out	21.67
1979	<b>Orthopedic Institute</b>	Revenue: -R---	Acct Mgr: KO		
	ORTHO INST, NIGHTLY BUSINESS REPORT,2 ANNT/BRDCST	10/10/11-10/07/12 17:30-18:00	-M-----	In/Out	21.67

**NO COVER, NO MINIMUM**

2061	<b>Absolute Productions</b>	Revenue: N----	Acct Mgr: KO		
	ABSOL PROD,NO COVER NO MINIMUM, 2 ANNT/BRDCST	05/05/12-07/21/12 22:00-23:00	-----S	In/Out	6.67
2005	<b>Sunset Pawn Inc.</b>	Revenue: -R---	Acct Mgr: KO		
	SUNSET PAWN, NO COVER NO MIN, 2 ANNT/BRDCST,SAT	12/17/11-12/14/12 22:00-23:00	-----S	In/Out	20.00

**NOVA**

2112	<b>Dakota Thyme</b>	Revenue: ----T	Acct Mgr: TK		
	DAKOTA THYME/NOVA	09/24/12-12/16/12 01:00-24:59	---W---	In/Out	1.67
2090	<b>SDSMT</b>	Revenue: -R---	Acct Mgr: TK		
	SDSMT/NOVA/	07/09/12-07/07/13 01:00-24:59	SMTWTFS	In/Out	13.33

**PRAIRIE YARD & GARDEN**

2049 **Jolly Lane Greenhouse** Revenue: -R--- Acct Mgr: TK  
JOLLY LANE GH/PRAIRIE YARD 04/07/12-04/06/13 01:00-24:59 -----S In/Out 18.33

2051 **Warne Chemical & Equipment Co.** Revenue: -R--- Acct Mgr: TK  
WARNE CHEMICAL/PRAIRIE YARD & GARDEN 04/07/12-04/05/13 01:00-24:59 -----S In/Out 18.33

**RED GREEN SHOW**

1984 **Al's Oasis** Revenue: -R--- Acct Mgr: TK  
AL'S OASIS/RED GREEN/MONDAYS 10/24/11-10/21/12 01:00-24:59 -M----- In/Out 14.17

**VICTORY GARDEN**

1949 **Weigum's Great Plains Landscape Arboretum** Revenue: -R--- Acct Mgr: TK  
WEIGUM'S GREAT PLAINS LANDSCAPE ARBORETUM 08/20/11-08/17/12 01:00-24:59 -----S In/Out 8.33

2101 **Weigum's Great Plains Landscape Arboretum** Revenue: -R--- Acct Mgr: TK  
WEIGUM'S GREAT PLAINS ARB/VICTORY GARDEN 08/18/12-08/18/13 01:00-24:59 -----S In/Out 10.00