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| OPT Underwriters                         | Sponsored Programming                                      |
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| Arts in Action                           | Various News, Prime Time                                   |
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| B Sew Inn                                | Sewing With Nancy, Martha's Sewing Room                    |
| Ballew Saw and Tool, Inc.                | New Yankee Workshop  |
| Bank of America Foundation               | Children's programming                                     |
| The Barton Group, Liberal, Missouri      | Red Green Show   |
| The Blue Heron and The Potted Steer      | Bill Moyers Journal, NewsHour, Various News and Prime Time |
| Botany Shop                              | Victory Garden/ Prime Time                                 |
| Bank of Mansfield                        | NewsHour, Nature   |
| Baker Creek Heirloom Seeds               | Victory Garden, P Allen Smith, Home Show, This Old House   |
| Cable One                                | Various Prime Time   |
| Carver Birthplace Foundation             | Seeds of Success, News and Prime Time                      |
| Classic Wood Floors                      | This Old House   |
| Cleo's Picture Framing & Design          | Wednesday Broadcast  |
| Candy House Gourmet Chocolates           | NewsHour, Various  |
| Cox Health                               | Various  |
| Cotner Production                        | Kid's programming  |
| Drury University                         | Various  |
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| Eagle Picher Technology                  | Seeds of Success, Various programs                         |
| Empire Bank/Central Trust and Investment | NewsHour, Antique Roadshow, various                        |
| Empire District Electric Co.             | Welk/ McLaughlin/ This Old House                           |
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| Gillenwaters Developers                  | Various/ NewsHour  |

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| Grant for Ready to Learn                                 | PBS kids' programming  |
| Hammons Products   | Seeds of Success, Various programming                          |
| Hazelrigg Automotive Center                              | Children's Programming and Prime Time                          |
| Hospice Foundation of the Ozarks                         | News and Primetime   |
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| The Joplin Globe   | Charlie Rose/ Frontline/ Monday Broadcast/ Wednesday Broadcast |
| Laura Ingalls Wilder Home Assn                           | American Experience, Ozarks Watch, Children's                  |
| Little Angels Learning Academy                           | Children Programming and primetime                             |
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| Mansfield Home Center                                    | This Old House, Antiques Road Show                             |
| Missouri Parent Information Resource Center (PIRC)       | Children's, Prime Time, News                                   |
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| Missouri State College of Business Administration        | NewsHour   |
| Missouri State College of Education                      | Various prime time, children's, news                           |
| Missouri State College of Natural & Applied Sciences     | Dragonfly TV, Eyes of Nye                                      |
| Missouri State Graduate College                          | News, Primetime  |
| Missouri State Institute for School Improvement          | Children's, Prime Time, News                                   |
| Missouri State Public Affairs Conference                 | Various News, Prime Time                                       |
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| New Mac Electric Co-op                                   | Seeds of Success, Various Programming                          |
| Nonna's Italian Café                                     | Various Prime Time   |
| Dr. Frank Newman, St. John's Clinic                      | NewsHour, Prime Time   |
| Ozark Chapter Missouri Society of Professional Engineers | Design Squad   |
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| Ralph Foster Museum, College of the Ozarks               | Ozarks Watch Video Magazine, Children's Programming            |
| Relic Antiques   | Antique Roadshow   |
| Sewtown of Joplin/Springfield Sewing Center              | America Sews   |
| Slusher Foundation                                       | Lawrence Welk Show   |

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| Smith Flooring, Inc.                           | NewsHour                              |
| Springfield Business Journal                   | Nightly Business Report, Prime Time   |
| Silver Creek Galleria                          | NewsHour, Nightly Business Report     |
| Springfield Little Theatre                     | Various                               |
| Stifel Nicolaus                                | Various                               |
| Titanic Museum                                 | Various                               |
| C. W. Titus Foundation                         | Various                               |
| Temple Israel                                  | Jewish Programming                    |
| The Goddard School                             | Antique Roadshow, Various             |
| Wilson's Creek National Battlefield Foundation | Various                               |
| Welk Resort Theatre                            | Lawrence Welk Show, Antiques Roadshow |

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