

South Dakota Public Broadcasting
Radio Underwriting—2nd Quarter
April—June 2020

Manual Placement

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|---|-------------------|
| AARP | New |
| Sioux Falls, SD | |
| AARP - WKEND ROS | 05/11/20-08/28/20 |
| Acupuncture 4 Health | Renewal |
| Rapid City, SD | |
| ACUPUNCTURE 4 HEALTH/2020 WKDYS | 12/16/19-12/04/20 |
| ACUPUNCTURE 4 HEALTH/2020 WKDYS | 12/23/19-12/04/20 |
| ACUPUNCTURE 4 HEALTH/2020-1 WKDYS | 06/29/20-09/29/20 |
| ACUPUNCTURE 4 HEALTH/2020-2 WKDY | 06/29/20-09/29/20 |
| Arts South Dakota | Renewal |
| Sioux Falls, SD | |
| ARTS SD - 2 SPOTS WKEND RO | 06/08/20-07/06/20 |
| BankWest | Renewal |
| Pierre, SD | |
| BANKWEST | 11/05/19-11/04/20 |
| Black Hills Federal Credit Union | Renewal |
| Rapid City, SD | |
| BHFCU/1 PER DAY/4 DAYS PER WEEK | 06/10/19-06/05/20 |
| BHFCU 1 PER DAY/4 DAYS PER WEEK | 06/08/20-06/04/21 |
| BHFCU SAT 9A-1P MT | 06/13/20-06/04/21 |
| Black Hills Works | Renewal |
| Rapid City, SD | |
| BH WORKS - ROS - BONUS | 02/02/20-01/31/21 |
| BH WORKS - ROS | 02/02/20-01/31/21 |
| BH WORKS - ROS - AM -MTW | 02/02/20-07/31/20 |
| BH WORKS - ROS - PM - WTF | 02/02/20-07/31/20 |
| BH WORKS - ROS - SHORT RUN | 03/30/20-01/31/21 |
| Bursch Travel | Renewal |
| Waite Park, MN | |
| BURSCH TRAVEL - ROS | 03/30/20-06/14/20 |
| Bush Foundation | Renewal |
| St Paul, MN | |
| BUSH FOUNDATION - WKEND MORNING - ROS 2 SPOTS | 12/30/19-01/03/21 |
| BUSH FOUNDATION - ROS - AFTERNOON 1 M-F | 12/30/19-01/03/21 |

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| CO-OP Architecture | Renewal |
| Aberdeen, SD | |
| CO-OP ARCHITECT - ROS - 2 SPOTS M-F | 12/30/19-06/28/20 |
| CO-OP ARCHITECT - ROS - 1 SPOT SSU | 12/30/19-06/28/20 |
| CPM Fitness | |
| Sioux Falls, SD | |
| CPM FITNESS - ROS WKEND | 04/13/20-05/10/20 |
| Custer County Courthouse Museum | New |
| Custer, SD | |
| CUSTER CTY CRTHS MUSEUM/APRIL PMS | 04/13/20-05/01/20 |
| CUSTER CTY CRTHS MUSEUM/MAY AMS | 05/04/20-05/22/20 |
| CUSTER CTY CRTHS MUSEUM/MAY PMS | 05/11/20-05/29/20 |
| CUSTER CTY CRTHS MUSEUM/JUNE PMS | 06/01/20-06/19/20 |
| CUSTER CTY CRTHS MUSEUM/JUNE AMS | 06/08/20-06/26/20 |
| Dacotah Prairie Museum | Renewal |
| Aberdeen, SD | |
| DACOTAH PRAIRIE - ROS - SAT&SUN | 02/24/20-05/03/20 |
| Deadwood History, Inc. | Renewal |
| Deadwood, SD | |
| DEADWOOD HISTORY/ROS/MON-SUN/1PERDAY19 | 04/15/19-04/14/20 |
| DeMersseman Jensen Tellinghuisen & Huffman LLP | Renewal |
| Rapid City, SD | |
| DEMERSSEMAN1 - 3X WEEK - ROS | 02/24/20-02/21/21 |
| Denny Menholt | Renewal |
| Rapid City, SD | |
| MENHOLT ROS RADIO JUN-NOV 20 | 06/01/20-07/12/20 |
| MENHOLT/ROS/RADIO | 06/08/20-07/12/20 |
| MENHOLT/ROS/RADIO WKEND | 06/15/20-07/12/20 |
| First Interstate Bank | New |
| Billings, MT | |
| FIRST INTERSTATE - 15X PER | 05/04/20-06/26/20 |
| Gene Hufford Agency Inc. | Renewal |
| Rapid City, SD | |
| GENE HUFFORD/ROS 2019-20/1PDAY/4DAYS | 07/08/19-07/03/20 |
| GENE HUFFORD/ROS 2019-20/1PDAY/4DAYS PM | 07/08/19-07/03/20 |
| Historic Homestake Opera House | New |
| Lead, SD | |
| HOMESTAKE OPERA HOUSE/GENERIC YEAR-ROUND | 07/29/19-07/10/20 |

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| HOMESTAKE/FRIDAYS 2 | 04/13/20-07/10/20 |
| McCrary Gardens Brookings, SD MCCRORY GARDENS - ROS - SAT MORNING | Renewal 10/28/19-10/25/20 |
| Media One Advertising Sioux Falls, SD MEDIA ONE - MARKETPLACE - 1 SPOT MWF | Renewal 12/09/19-12/06/20 |
| Monument Health Rapid City, SD MONUMENT HEALTH/EDUC&HEALTH BEAT PROMO/2 P WK--08/01/19-07/31/20 REGIONAL HEALTH - 8 SEC TAG IN - WKLY SEGMENT | Renewal 08/01/19-07/31/20 |
| Ophthalmology Associates Aberdeen, SD OPHTHALMOLOGY A SSOC - M-F ROS OPHTHALMOLOGY ASSOC - MWF ROS 1 SPOT | Renewal 01/06/20-01/03/21 01/06/20-01/03/21 |
| Paul Horsted, Dakota Photographic LLC Custer, SD PAUL HORSTED/ROS/4XWEEK PAUL HORSTED ROS 4X WEEK | Renewal 05/20/19-05/19/20 05/20/20-05/19/21 |
| Perfect Hanging Gallery Rapid City, SD PERFECT HANGING - 2 SPOTS PER DAY 3X | Renewal 02/03/20-01/31/21 |
| Rapid City Rotary Club Rapid City, SD RC ROTARY RADIO PROMO | New 06/01/20-11/30/20 |
| Rocky Mountain ADA Center Colorado Springs, CO ROCKY MOUNTAIN - ROS - 5/WK - MAY ROCKY MOUNTAIN - ROS - 5/WK - JUNE ROCKY MOUNTAIN - ROS - JUNE | New 05/13/20-05/22/20 06/01/20-07/03/20 06/15/20-06/19/20 |
| Sanford Underground Research Facility Lead, SD SANFORD UNDERGROUND ROS 4/DAY 6/29-7/11 | New 06/29/20-07/11/20 |
| Scull Construction Service, Inc. Rapid City, SD SCULL CONSTRUCTION | New 06/01/20-11/30/20 |

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| SD Dept. of Health Pierre, SD DEPT OF HEALTH - ROS - 3XDAY DEPT OF HEALTH - ROS - 2XDAY | Renewal 06/01/20-06/08/20 06/09/20-06/28/20 |
| SDN Communications Sioux Falls, SD SDN - 8 SEC SCIENCE & TECH (PRE-ROLL) SDN - SCIENCE & TECH - 2 PROMOS PER WK | Renewal 01/03/19-01/03/21 01/03/20-01/03/21 |
| SDSMT Department of Metallurgy Rapid City, SD METALLURGY/YEAR AROUND 2019 | New 06/03/19-05/29/20 |
| SFM Mutual Insurance Bloomington, MN CCF - SFM - 1 BONUS M-SU - MAY CCF - SFM - 2X WKEND ROS MAY CCF - SFM - 1 BONUS M-SU - JUNE CCF - SFM - 2X WKEND ROS JUNE | Renewal 05/11/20-05/17/20 05/11/20-05/17/20 06/01/20-07/05/20 06/15/20-07/05/20 |
| Sioux Falls Area Community Foundation Sioux Falls, SD SFACF - 2 SPOTS PER SUN - ROS SFACF - 3 SPOTS PER SAT - ROS | Renewal 12/30/19-12/27/20 12/30/19-12/27/20 |
| South Dakota Dept. of Education Pierre, SD SD DOE - EDUCATION RADIO BEAT PROMO SD DOE - EDUCATION RADIO BEAT 8 SEC | Renewal 05/01/20-10/31/20 05/01/20-10/31/20 |
| South Dakota State Historical Society Pierre, SD SD STATE HIST/ROS_SAT/1 PER WEEK 19/20 SD STATE HIST/ROS_FRIDAY/1 PER WEEK 19/20 | Renewal 07/01/19-06/30/20 07/01/19-06/30/20 |
| South Dakota Symphony Sioux Falls, SD SD SYMPHONY - ROS 4/PER | Renewal 04/27/20-07/05/20 |
| Strawbale Winery Renner, SD STRAWBALE ITMO - ROS WKEND MORNING - 2 SPOTS #2 | Renewal 06/29/20-10/04/20 |
| Turbak Law Office P.C. Watertown, SD TURBAK - ROS - 1 SPOT M-F | Renewal 12/16/19-12/13/20 |

Viken Law Firm Renewal
Rapid City, SD
RN LAW/ROS/1 PER WKDAY+SAT 05/20/19-05/19/20
VIKEN - ROS 1X M-SA 05/17/20-05/16/21

Westhills Village Retirement Community Renewal
Rapid City, SD
WESTHILLS VILLAGE ROS WEEKDAY 05/11/20-05/21/21
WESTHILLS VILLAGE ROS WEEKEND 05/11/20-05/21/21

Wild Idea Buffalo Company Renewal
Rapid City, SD
WILD IDEA - ROS MORNING 4X WK 04/06/20-09/06/20

Zandbroz Variety Renewal
Sioux Falls, SD
ZANDBROZ - 3 ROS - SAT MORNING 08/12/19-08/09/20

Program Specific Placement

ALL THINGS CONSIDERED

AARP New
Sioux Falls, SD
AARP - ALL THINGS CONSIDERED 3/WK 05/11/20-08/28/20

BankWest Renewal
Pierre, SD
BANKWEST - ATC 05/11/20-05/23/21

Bush Foundation Renewal
St. Paul, MN
BUSH FOUNDATION - ATC - 1 SPOT M-F 12/30/19-01/03/21

Delta Dental of South Dakota Renewal
Pierre, SD
DELTA DENTAL - ATC - 05/11/20-04/30/21

Independent Insurance Agents of SD Renewal
Fort Pierre, SD
IIASD - ATC 05/25/20-05/02/21

Rapid City Medical Center Renewal
Rapid City, SD
RC MEDICAL CTR ATC - GEN-PTNT - 2020 MTTHF 04/06/20-05/24/20
RC MEDICAL CTR - URGERNT CARE 2020 04/06/20-05/17/20

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| RC MEDICAL CTR - ATC - SKINCARE #2 2020 | 05/17/20-03/28/21 |
| RC MEDICAL CTR - ATC - PATIENT INSP - ALT WK | 05/24/20-03/28/21 |
| RC MEDICAL CTR - ATC - GASTRO - GEN 2X | 05/25/20-03/21/21 |
| RC MEDICAL CTR - 2 SPOTS - ALT WKS | 06/01/20-03/28/21 |

SD Community Foundation

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| Pierre, SD | Renewal |
| SD COMMUNITY FN/ALL THINGS CONSIDERED/TUE&THUR/1PR | 08/12/19-08/07/20 |

SFM Mutual Insurance

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|---------------------------------------|-------------------|
| Bloomington, MN | Renewal |
| CCF - SFM - 2X M-F - ATC - MAY - JUNE | 05/11/20-06/05/20 |
| CCF - SFM - 2X M-F - ATC - JUNE | 06/01/20-06/05/20 |
| CCF - SFM - 3X M-F - ATC - JUNE | 06/15/20-07/03/20 |

Sioux Falls Area Community Foundation

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| Sioux Falls, SD | Renewal |
| SFACF - 1 SPOT M-F - ATC | 12/30/19-12/27/20 |

South Dakota Art Museum

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|---------------------------|-------------------|
| Brookings, SD | Renewal |
| SD ART MUSEUM - ATC - TTH | 10/21/19-10/18/20 |

The Center for Western Studies

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|------------------------------------|-------------------|
| Sioux Falls, SD | Renewal |
| CENTER FOR WEST - ATC - 1 SPOT M-F | 11/04/19-11/01/20 |

Vance Thompson Vision

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|----------------------------|-------------------|
| Sioux Falls, SD | Renewal |
| VANCE THOMPSON - ATC - M-F | 06/29/20-01/03/21 |

Yak Ridge Cabins and Farmstead

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|--------------------|-------------------|
| Rapid City, SD | Renewal |
| YAK - ATC - 5/WEEK | 06/15/20-07/31/20 |

ALL THINGS CONSIDERED WEEKEND

Bush Foundation

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| St Paul, MN | Renewal |
| BUSH FOUNDATION - ATC WKEND - 1 SPOT S&SUN | 12/30/19-01/03/21 |

Flooring America

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| Rapid City, SD | Renewal |
| FLOORING AMERICA/WEEKEND ATC/1 PER SAT 2019-20 | 09/16/19-09/11/20 |

IN THE MOMENT WITH LORI WALSH

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| Abourezk Law Firm Rapid City, SD ABOUREZK LAW - ITMO 2020 | Renewal 04/13/20-04/11/21 |
| Arts South Dakota Sioux Falls, SD ARTS SD - 2X WK SPOT ITMO | Renewal 06/08/20-07/10/20 |
| Black Hills Information Security Spearfish, SD BH INFORMATION SCIENCE FRIDAY 1/WEEK | New 05/01/20-04/30/21 |
| Custer County Courthouse Museum Custer, SD CUSTERCTY CRTHS MUSEUM/MAY ITMO CUSTERCTY CRTHS MUSEUM/JUNE ITMO | New 05/04/20-05/22/20 06/01/20-06/19/20 |
| Gene Hufford Agency Inc. Rapid City, SD GENE HUFFORD/ITMO 2 | Renewal 12/30/19-07/03/20 |
| LIW Pageant Society DeSmet, SD LIW PAGEANT - ITMO - M-F | Renewal 06/29/20-08/16/20 |
| Media One Advertising Sioux Falls, SD MEDIA ONE - ITMO - 1 SPOT MF | Renewal 12/09/19-12/06/20 |
| Missouri River Energy Services Sioux Falls, SD MISSOURI RIVER - ITMO - SESSION | Renewal 01/06/20-04/17/20 |
| Ness Tax & Bookkeeping Services Sioux Falls, SD NESS TAX - ITMO - MWF - 1 SPOT | Renewal 01/06/20-04/03/20 |
| Northern State University Aberdeen, SD NSU - IN THE MOMENT | Renewal 09/30/19-05/03/20 |
| SD Humanities Council Brookings, SD SD HUMANITIES - ITMO - 100 SPOTS TTH | Renewal 11/18/19-11/15/20 |

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| SDN Communications Sioux Falls, SD SDN - ITMO - 1 SPOT MTW SDN - ITMO - 38 SPOTS - STATEHOUSE | Renewal 01/05/20-01/03/21 01/14/20-01/03/21 |
| South Dakota Hall of Fame Chamberlain, SD SD HALL OF FAME ITMO 2/WKDY JUNE 20 | Renewal 06/10/20-06/19/20 |
| South Dakota State Historical Society Pierre, SD SD STATE HIST/IN THE MOMENT/ 1 PER TU-THU | Renewal 07/01/19-06/30/20 |
| Touchstone Energy Cooperatives Madison, SD TOUCHSTONE - ITMO - 1 M-F | Renewal 05/11/20-08/21/20 |
| Xcel Energy Sioux Falls, SD XCEL ENERGY - ITMO - 30 SPOTS | Renewal 05/25/20-07/31/20 |
| JAZZ NIGHTLY | |
| Abourezk Law Firm Rapid City, SD ABOUREZK LAW - 2020 JAZZ NIGHTLY | Renewal 04/13/20-04/11/21 |
| Arts South Dakota Sioux Falls, SD ARTS SD - 1 SPOT JAZZ NIGHT | Renewal 06/08/20-07/12/20 |
| Capital Services Sioux Falls, SD CAPITAL SERVICE - JAZZ NIGHTLY 1 SPOT THUR | Renewal 12/16/19-12/13/20 |
| Vance Thompson Vision Sioux Falls, SD VANCE THOMPSON - JAZZ NIGHTLY - M-F | Renewal 06/29/20-01/03/21 |
| MARKETPLACE | |
| BankWest Pierre, SD BANKWEST - MARKETPLACE 3X WK | Renewal 05/11/20-05/23/21 |

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| Black Hills Information Security Spearfish, SD BH INFORMATION MARKETPLACE 2/WEEK | New 05/01/20-04/30/21 |
| Farmers Union Insurance Companies Huron, SD FARMERS UNION - MARKETPLACE - 3/WK | Renewal 05/04/20-05/31/21 |
| Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS MARKETPLACE 3/WEEK | Renewal 05/01/20-04/30/21 |
| Horton Incorporated Roseville, MN HORTON - 2 SPOTS MARKETPLACE | Renewal 03/30/20-10/04/20 |
| Independent Insurance Agents of SD Fort Pierre, SD IIASD - MARKETPLACE | Renewal 05/18/20-05/16/21 |
| McCroly Gardens Brookings, SD MCCRORY GARDENS - MARKETPLACE | Renewal 10/28/19-10/25/20 |
| Touchstone Energy Cooperatives Madison, SD TOUCHSTONE - ROS 3X | Renewal 05/11/20-08/21/20 |
| Vermillion Federal Credit Union Vermillion, SD VERMILLION FCU - MARKETPLACE | Renewal 02/17/20-02/14/21 |
| MORNING EDITION | |
| Bush Foundation St Paul, MN BUSH FOUNDATION - ME 1 SPOT M-F | Renewal 12/30/19-01/03/21 |
| Capital Services Sioux Falls, SD CAPITAL SERVICE - ME 1 SPOT MTW | Renewal 12/16/19-12/14/20 |
| Children's Museum of South Dakota Brookings, SD CHILDREN'S MUSEUM - ME - 1X TH&F | Renewal 02/03/20-01/31/21 |

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| Flooring America Rapid City, SD FLOORING AMERICA/MORNING EDITION/TUES 2019-20 | Renewal 09/16/19-09/11/20 |
| LIW Pageant Society DeSmet, SD LIW PAGEANT - ME - M-F | Renewal 06/29/20-08/16/20 |
| Media One Advertising Sioux Falls, SD MEDIA ONE - ME - 1 SPOT MWF | Renewal 12/09/19-12/06/20 |
| SD Community Foundation Pierre, SD SD COMMUNITY FN/MRNNG ED/1 PR M-F/250 PR YR 19-20 | Renewal 08/12/19-08/07/20 |
| SD Humanities Council Brookings, SD SD HUMANITIES - ME - 250 SPOT | Renewal 11/18/19-11/15/20 |
| SDN Communications Sioux Falls, SD SDN - MORNING EDITION - 19 SPOT | Renewal 01/14/20-01/03/21 |
| SFM Mutual Insurance Bloomington, MB CCF - SFM - ME - 3X M-F - MAY CCF - SFM - ME - 3X M-F - JUNE | Renewal 05/11/20-06/07/20 06/15/20-07/03/20 |
| Sioux Falls Area Community Foundation Sioux Falls, SD SFACF - 1 SPOT M-F - ME | Renewal 12/30/19-12/27/20 |
| South Dakota Art Museum Brookings, SD SD ART MUSEUM - MORNING EDITION T-TH | Renewal 10/21/19-10/18/20 |
| Vance Thompson Vision Sioux Falls, SD VANCE THOMPSON - ME - M-F 1 - | Renewal 06/29/20-01/03/21 |
| Xcel Energy Sioux Falls, SD XCEL ENERGY - ME - 20 SPOTS | Renewal 05/25/20-07/31/20 |

MOTH RADIO HOUR

Media One Advertising

Sioux Falls, SD

MEDIA ONE - TED RADIO HOUR/ THE MOTH - 1 SPOT SAT

Renewal

12/09/19-12/06/20

ON POINT

CPM Fitness

Sioux Falls, SD

CPM FITNESS - ON POINT

New

04/13/20-05/10/20

Farmers Union Insurance Companies

Huron, SD

FARMERS UNION - ON POINT 3/ WK

Renewal

05/04/20-05/31/21

Fischer, Rounds & Associates

Pierre, SD

FISCHER ROUNDS ON POINT 3/WEEK

Renewal

05/01/20-04/30/21

PLANET MONEY / HOW I BUILT THIS

Media One Advertising

Sioux Falls, SD

MEDIA ONE - TED HOUR/ HIDDEN BRAIN- 1 SPOT SUN

Renewal

12/09/19-12/06/20

SD Humanities Council

Brookings, SD

SD HUMANITIES - TED RADIO HOUR - S&SU

Renewal

11/18/19-11/15/20

RADIOLAB

Media One Advertising

Sioux Falls, SD

MEDIA ONE - RADIO LAB - 1 SPOT SAT

Renewal

12/09/19-12/06/20

SCIENCE FRIDAYS

SEAM Services

Sioux Falls, SD

SEAM - 1 SCIENCE FRIDAY

Renewal

01/20/20-01/17/21

STARDATE

SD Space Grant Consortium

Rapid City, SD

SD SPACE/STARDATE/PROGRAM SPONSOR/1 PER DAY 2019

Renewal

06/20/19-06/07/20

SD SPACE - ROS 1X WK - STARTDATE SPONSOR 06/08/20-05/31/21 1

THIS AMERICAN LIFE

McCrary Gardens

Brookings, SD

MCCRORY GARDENS - THIS AMERICAN LIFE

Renewal

10/28/19-10/25/20

Media One Advertising

Sioux Falls, SD

MEDIA ONE - THIS AMERICAN LIFE - 1 SPOT SAT

Renewal

12/09/19-12/06/20

South Dakota Art Museum

Brookings, SD

SD ART MUSEUM - AMERICAN LIFE - SAT

Renewal

10/21/19-10/18/20

WAIT WAIT

SD Humanities Council

Brookings, SD

SD HUMANITIES - WAIT WAIT

Renewal

11/18/19-11/15/20

WEEKEND EDITION

Bush Foundation

St Paul, MN

BUSH FOUNDATION - WKEND EDITION - 1 SPOT SA&SUN

Renewal

12/30/19-01/03/21

Children's Museum of South Dakota

Brookings, SD

CHILDREN'S MUSEUM - ME - 2X S

Renewal

02/03/20-01/31/21

STARDATE

SD Space Grant Consortium

Rapid City, SD

SD SPACE/STARDATE/PROGRAM SPONSOR/1 PER DAY 2019

SD SPACE - ROS 1X WK - STARTDATE SPONSOR

Renewal

06/20/19-06/07/20

06/08/20-05/31/21

THIS AMERICAN LIFE

McCrary Gardens

Brookings, SD

MCCRORY GARDENS - THIS AMERICAN LIFE

Renewal

10/28/19-10/25/20

Media One Advertising Renewal
Sioux Falls, SD
MEDIA ONE - THIS AMERICAN LIFE - 1 SPOT SAT 12/09/19-12/06/20

South Dakota Art Museum Renewal
Brookings, SD
SD ART MUSEUM - AMERICAN LIFE - SAT 10/21/19-10/18/20

WAIT WAIT

SD Humanities Council Renewal
Brookings, SD
SD HUMANITIES - WAIT WAIT 11/18/19-11/15/20

WEEKEND EDITION

Bush Foundation Renewal
St Paul, MN
BUSH FOUNDATION - WKEND EDITION - 1 SPOT SA&SUN 12/30/19-01/03/21

Children's Museum of South Dakota Renewal
Brookings, SD
CHILDREN'S MUSEUM - ME - 2X S 02/03/20-01/31/21