

South Dakota Public Broadcasting

TV Underwriting 1st Quarter

January—March 2024

Program Specific Placement

AMERICAN EXPERIENCE

Westhills Village Retirement Community

Rapid City, SD

WESTHILLS VILLAGE/AMERICAN EXPERIENCE 1X TUE 2023

Renewal

07/24/23-06/30/24

ANTIQUES ROADSHOW

Denny Menholt

Rapid City, SD

MENHOLT HONDA - ANRO/MON X52 2024

MENHOLT TOYOTA - ANRO/MON X52 2024

Renewal

01/01/24-12/31/24

01/08/24-12/31/24

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

SD Dept of Human Services

Pierre, SD

SD DEPT OF HUMAN SERVICES/ANRO 13X

Renewal

03/11/24-06/09/24

Westhills Village Retirement Community

Rapid City, SD

WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1X MON 2023

Renewal

07/17/23-06/30/24

DAKOTA LIFE

CHS Inc.

Wagner, SD

CHS/DAKOTA LIFE - EMBED PRE-ROLL (JAN)

New

01/04/24-01/31/24

Crow Creek Sioux Tribe

Ft Thompson, SD

CROW CREEK #2/DAKOTA LIFE - EMBED PRE-ROLL (FEB)

CROW CREEK SIO/DAKOTA LIFE - EMBED PRE-ROLL (FEB)

New

02/08/24-02/29/24

02/08/24-02/29/24

Park County Travel Council Cody, WY PARK COUNTY TRAVEL - DAKOTA LIFE 2023/24	Renewal 09/14/23-06/30/24
<i>FINDING YOUR ROOTS</i>	
OLLI Sioux Falls, SD OLLI/SDPB LIFELONG LEARNER CAMPA/FINDYROOTX12 2024	Renewal 09/04/23-08/25/24
Park County Travel Council Cody, WY PARK COUNTY TRAVEL - FINDING YOUR ROOTS 2023/24	Renewal 07/01/23-06/30/24
Reliabank Tea, SD RELIABANK - FINDING YOUR ROOTS 2024/9X	Renewal 02/12/24-01/07/25
SD Dept of Human Services Pierre, SD SD DEPT OF HUMAN SERVICES/FINDING 13X	 03/11/24-06/09/24
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/FINDING YOUR ROOTS 1X TUE 2023	Renewal 07/17/23-06/30/24
<i>INDIAN COUNTRY TODAY</i>	
Community Health Care Association of Dakotas Sioux Falls, SD COMMUNITY HEALTHCARE-INDIAN COUNTRY TODAY 2023	Renewal 10/16/23-01/14/24
<i>IN THE MOMENT - STATEHOUSE</i>	
AARP Sioux Falls, SD AARP- IN THE MOMENT LEG RADIO SHOW	Renewal 01/11/24-02/29/24
Missouri River Energy Services Sioux Falls, SD MISSOURI RIVER - - IN THE MOMENT LEG RADIO SHOW 23	Renewal 01/11/24-02/29/24
Redstone Law Firm Sioux Falls, SD REDSTONE LAW FIRM- IN THE MOMENT LEG RADIO SHOW	New 01/11/24-02/29/24

SD Bar Foundation Pierre, SD SD BAR FND-- IN THE MOMENT LEG RADIO SHOW	Renewal 01/11/24-02/29/24
SDN Communications Sioux Falls, SD SDN- IN THE MOMENT LEG RADIO SHOW	Renewal 01/11/24-02/29/24
Touchmark Retirement Communities Madison, SD TOUCHMARK - IN THE MOMENT LEG RADIO SHOW	Renewal 01/11/24-02/29/24
<i>LITTLE WOMEN ON MASTERPIECE</i>	
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/MASTERPIECE 48X -SUN 2023	Renewal 07/17/23-06/30/24
<i>MARKET TO MARKET</i>	
Dakotaland Feed 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
<i>MASTERPIECE</i>	
SD Dept of Human Services Pierre, SD SD DEPT OF HUMAN SERVICES/MASTERPIECE 13X	Renewal 03/11/24-06/09/24
<i>NATURE</i>	
Park County Travel Council Cody, WY PARK COUNTY TRAVEL - NATURE 2023/24	Renewal 07/01/23-06/30/24
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/ NATURE 1X WED 2023	Renewal 07/17/23-06/30/24

NOVA

Bangs McCullen Law Firm

Rapid City, SD

BANGS MCCULLEN LAW FIRM/NOVA 2023

Renewal

09/01/23-08/31/24

OLLI

Sioux Falls, SD

OLLI/SDPB LIFELONG LEARNER CAMPAIGN/X12 2024

Renewal

08/28/23-08/25/24

SDSTA - Sanford Underground Research Facility

Lead, SD

SDSTA-SANFORD UNDERGROUND/NOVA 40X 2023

Renewal

09/01/23-08/31/24

ON CALL WITH THE PRAIRIE DOC

Bangs McCullen Law Firm

Rapid City, SD

BANGS MCCULLEN LAW FIRM/ON CALL 2023

Renewal

09/01/23-08/31/24

Manlove Brain & Body

Rapid City, SD

MANLOVE BRAIN & BODY//ON CALL 2024

New

02/19/24-12/31/24

SD Dept of Human Services

Pierre, SD

SD DEPT OF HUMAN SERVICES/ON CAL 9X

03/18/24-06/09/24

PBS NEWSHOUR

Black Hills Federal Credit Union

Rapid City, SD

BHFCU WK 7-9 MT NEWSHOUR/ 1XWK 2024

Renewal

01/01/24-12/31/24

Bush Foundation

St Paul, MN

BUSH FOUNDATION - NEWSHOUR 2024

Renewal

01/08/24-12/31/24

SDSTA - Sanford Underground Research Facility

Lead, SD

SDSTA-SANFORD UNDERGROUND/NEWSHOUR 2023

Renewal

09/04/23-06/30/24

PRAIRIE YARD & GARDEN

McCrary Gardens

Brookings, SD

MCCRORY GARDENS- PRAIRIE YARD & GARDEN -2024

Renewal

03/23/24-10/12/24

RICK STEVES' EUROPE

Westhills Village Retirement Community

Rapid City, SD

WESTHILLS VILLAGE/RICKSTEVES EUROPE 48X -SUN 2023

Renewal

07/17/23-06/30/24

SDHSAA BOYS BASKETBALL TOURNAMENT 2024

Agtegra

Aberdeen, SD

AGTEGRA BOYS BASKETBALL 2024 - SDPB1

Renewal

03/14/24-03/16/24

Anthem Oats

Frederick, SD

ANTHEM OATS-S&R BOYS BASKETBALL(SDPB1) 2024

Renewal

03/14/24-03/16/24

BankWest

Pierre, SD

BANKWEST - BOYS BASKETBALL - 2024 SDPB1

Renewal

03/14/24-03/16/24

Dacotah Bank

Aberdeen, SD

DACOTAH BANK - BOYS BASKETBALL - 2024 - SDPB1

Renewal

03/14/24-03/16/24

Dakota Plains New Holland

Mitchell, SD

DAKOTA PLAINS - BOYS BASKETBALL 2024 - SDPB1

Renewal

03/14/24-03/16/24

Delta Dental of South Dakota

Pierre, SD

DELTA DENTAL - BOYS BASKETBALL - 2024- SDPB1

Renewal

03/14/24-03/16/24

Farmers Union Service Assn. LTD

Huron, SD

FARMERS UNION - BOYS BASKETBALL 2024 (SDPB1)

Renewal

03/14/24-03/16/24

First Dakota National Bank

Sioux Falls, SD

FIRST DAKOTA-S&R BOYS BASKETBALL(SDPB1) 2024

Renewal

03/14/24-03/16/24

Fischer, Rounds & Associates

Pierre, SD

FISCHER ROUNDS - BOYS BASKETBALL 2024 SDPB1

Renewal

03/14/24-03/16/24

Great Plains Tribal Leaders Health Board

Rapid City, SD

GREAT PLAINS TRIBAL LEADERS- BOYS /2024- SDPB1

New

03/14/24-03/16/24

Lloyd Companies Sioux Falls, SD LLOYD COMPANIES -BOYS BASKETBALL 2024 SDPB1	Renewal 03/14/24-03/16/24
Monument Health Rapid City, SD MONUMENT HEALTH - BOYS BBALL 2024 - SDPB1	Renewal 03/14/24-03/16/24
Peterson Farm Seeds Sioux Falls, SD PETERSON FAMILY - BOYS BASKETBALL 2024 SDPB1	Renewal 03/14/24-03/16/24
Sanford Health Sioux Falls, SD SANFORD HEALTH - BOYS BASKETBALL 2024 - SDPB1	Renewal 03/14/24-03/16/24
South Dakota Corn Sioux Falls, SD SD CORN - BOYS BASKETBALL - 2024 - SDPB1	Renewal 03/14/24-03/16/24
South Dakota Dept. of Education Pierre, SD SD DOE - BOYS BASKETBALL - 2024 SDPB1	Renewal 03/14/24-03/16/24
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - BOYS BASKETBALL 2024 - SDPB1	Renewal 03/14/24-03/16/24
South Dakota State University Brookings, SD SDSU - BOYS BASKETBALL 2024 - SDPB1	Renewal 03/14/24-03/16/24
Southeast Technical Institute Sioux Falls, SD SOUTHEAST TECH COL-S&R BOYS BASKETBALL(SDPB1)	Renewal 03/14/24-03/16/24
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - BOYS BASKETBALL 2024 - SDPB1	Renewal 03/14/24-03/16/24
<i>SDHSAA GIRLS BASKETBALL TOURNAMENT 2024</i>	
Agtegra Aberdeen, SD AGTEGRA - GIRLS BASKETBALL 2024 - SDPB1	Renewal 03/07/24-03/09/24

Anthem Oats Frederick, SD ANTHEM OATS- S&R GIRLS BBALL - (SDPB1) 2024	Renewal 03/07/24-03/09/24
BankWest Pierre, SD BANKWEST - GIRLS BASKETBALL - 2024- SDPB1	Renewal 03/07/24-03/09/24
Dacotah Bank Aberdeen, SD DACOTAH BANK - GIRLS BASKETBALL - 2024 - SDPB1	Renewal 03/07/24-03/09/24
Dakota Plains New Holland Mitchell, SD DAKOTA PLAINS - GIRLS BASKETBALL 2024 - SDPB1	Renewal 03/07/24-03/09/24
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - GIRLS BASKETBALL - 2024 - SDPB1	Renewal 03/07/24-03/09/24
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - GIRLS BASKETBALL 2024 SDPB1	Renewal 03/07/24-03/09/24
First Dakota National Bank Sioux Falls, SD FIRST DAKOTA- S&R GIRLS BBALL - (SDPB1) 2024	Renewal 03/07/24-03/09/24
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - GIRLS BASKETBALL 2024 SDPB1	Renewal 03/07/24-03/09/24
Great Plains Tribal Leaders Health Board Rapid City, SD GREAT PLAINS TRIBAL LEADERS/GIRLS SDPB1	New 03/07/24-03/09/24
Lloyd Companies Sioux Falls, SD LLOYD COMPANIES - GIRLS BASKETBALL 2024 SDPB1	Renewal 03/07/24-03/09/24
Monument Health Rapid City, SD MONUMENT HEALTH - GIRLS BBALL 2024 - SDPB1	Renewal 03/07/24-03/09/24
Peterson Farm Seeds Sioux Falls, SD PETERSON FAMILY - GIRLS BASKETBALL 2024 SDPB1	Renewal 03/07/24-03/09/24

Sanford Health Sioux Falls, SD SANFORD HEALTH - GIRLS BASKETBALL 2024 - SDPB1	Renewal 03/07/24-03/09/24
South Dakota Corn Sioux Falls, SD SD CORN - GIRLS BASKETBALL - 2024 - SDPB1	Renewal 03/07/24-03/09/24
South Dakota Dept. of Education Pierre, SD SD DOE - GIRLS BASKETBALL 2024 SDPB1	Renewal 03/07/24-03/09/24
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - GIRLS BASKETBALL 2024- SDPB1	Renewal 03/07/24-03/09/24
South Dakota State University Brookings, SD SDSU - GIRLS BASKETBALL 2024 - SDPB1	Renewal 03/07/24-03/09/24
Southeast Technical Institute (STI) Sioux Falls, SD SOUTHEAST TECH COL- S&R GIRLS BBALL -	Renewal 03/07/24-03/09/24
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - GIRLS BASKETBALL 2024 - SDPB1	Renewal 03/07/24-03/09/24
<i>SDHSAA GYMNASTICS CHAMPIONSHIPS 2024</i>	
BankWest Pierre, SD BANKWEST - GYMNASTICS 2024	Renewal 03/17/24-03/17/24
South Dakota Corn Redfield, SD SD CORN - GYMNASTICS - 2024	Renewal 03/17/24-03/17/24
South Dakota Dept. of Education Pierre, SD SD DOE - GYMNASTICS 2024	Renewal 03/17/24-03/17/24
<i>SDHSAA WRESTLING CHAMPIONSHIPS 2024</i>	
Agtegra Aberdeen, SD AGTEGRA - WRESTLING 2024	Renewal 02/24/24-02/24/24

BankWest Pierre, SD BANKWEST - WRESTLING 2024- DUELS/SDPB1 BANKWEST - WRESTLING 2024	Renewal 02/10/24-02/10/24 02/24/24-02/24/24
Dacotah Bank Aberdeen, SD DACOTAH BANK - WRESTLING 2024 - DUELS/SDPB1 DACOTAH BANK - WRESTLING 2024	Renewal 02/10/24-02/10/24 02/24/24-02/24/24
Dakota Plains New Holland Mitchell, SD DAKOTA PLAINS - WRESTLING 2024 - DUELS/SDPB1 DAKOTA PLAINS - WRESTLING 2024	Renewal 02/10/24-02/10/24 02/24/24-02/24/24
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - WRESTLING 2024	Renewal 02/24/24-02/24/24
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - WRESTLING 2024 - DUELS/SDPB1 FARMERS UNION - WRESTLING 2024	Renewal 02/10/24-02/10/24 02/24/24-02/24/24
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - WRESTLING 2024 - DUELS/SDPB1 FISCHER ROUNDS - WRESTLING 2024	Renewal 02/10/24-02/10/24 02/24/24-02/24/24
Lloyd Companies Sioux Falls, SD LLOYD COMPANIES - WRESTLING 2024	Renewal 02/24/24-02/24/24
Monument Health Rapid City, SD MONUMENT HEALTH - WRESTLING 2024 - DUELS/SDPB1 MONUMENT HEALTH - WRESTLING 2024	Renewal 02/10/24-02/10/24 02/24/24-02/24/24
Peterson Farm Seeds Sioux Falls, SD PETERSON FAMILY - WRESTLING 2024 - DUELS/SDPB1 PETERSON FAMILY - WRESTLING 2024	Renewal 02/10/24-02/10/24 02/24/24-02/24/24
Sanford Health Sioux Falls, SD SANFORD HEALTH - WRESTLING 2024	Renewal 02/24/24-02/24/24

South Dakota Corn Sioux Falls, SD SD CORN - WRESTLING - 2024- DUELS/SDPB1 SD CORN - WRESTLING - 2024	Renewal 02/10/24-02/10/24 02/24/24-02/24/24
South Dakota Dept. of Education Pierre, SD SD DOE - WRESTLING 2024	Renewal 02/24/24-02/24/24
South Dakota Ethanol Producers Redfield, SD SD ETHANOL - WRESTLING - 2024	Renewal 02/24/24-02/24/24
South Dakota State University Brookings, SD SDSU - WRESTLING - 2024 - DUELS/SDPB1 SDSU - WRESTLING - 2024	Renewal 02/10/24-02/10/24 02/24/24-02/24/24
Touchstone Energy Cooperatives Madison, SD TOUCHSTONE ENERGY - WRESTLING 2024 - DUELS/SDPB1 TOUCHSTONE ENERGY - WRESTLING 2024	Renewal 02/10/24-02/10/24 02/24/24-02/24/24
<i>SOUTH DAKOTA FOCUS</i>	
Black Hills State University Spearfish, SD BHSU/SD FOCUS	New 09/28/23-05/26/24
Lutheran Social Services Sioux Falls, SD LUTHERAN SOCIAL SERVICES/SD FOCUS	Renewal 09/28/23-05/26/24
Sanford Health Sioux Falls, SD SANFORD HEALTH/SD FOCUS	Renewal 09/28/23-05/26/24
SD Counseling Association Aberdeen, SD SD COUNSELING ASSOCIATION/SD FOCUS	Renewal 09/28/23-05/26/24
<i>SPEECHLESS</i>	
Brain Intercept Sioux Falls, SD BRAIN INTERCEPT/SPEACHLESS DOC BRAIN INTERCEPT/SPEACHLESS DOC ENCORE	Renewal 01/18/24-01/18/24 01/21/24-01/21/24

STATE OF THE STATE ADDRESS (2024)

AARP

Sioux Falls, SD
AARP- STATE OF THE STATE

Renewal
01/09/24-01/09/24

Missouri River Energy Services

Sioux Falls, SD
MISSOURI RIVER - STATE OF STATE

Renewal
01/09/24-01/09/24

Redstone Law Firm

Sioux Falls, SD
REDSTONE LAW/2024 SESSION/STATE OF STATE ADDRESS

New
01/09/24-01/09/24

SD Bar Foundation

Pierre, SD
SD BAR FND/2023 SESSION/STATE OF STATE ADDRESS

Renewal
01/09/24-01/09/24

SDN Communications

Sioux Falls, SD
SDN - STATE OF THE STATE ADDRESS 2024

Renewal
01/09/24-01/09/24

Touchmark Retirement Communities

Madison, SD
TOUCHMARK - STATE OF THE STATE 2024

Renewal
01/09/24-01/09/24

TALES FROM THE HARDWOOD

Black Hills Federal Credit Union

Rapid City, SD
BHFCU/TALES OF THE HARD/EMBEDDED-PRE-ROLL/FEB

Renewal
02/29/24-02/29/24