

South Dakota Public Broadcasting
Radio Underwriting—3rd Quarter
July – September 2016

MANUAL PLACEMENT

Aberdeen Parks, Recreation & Forestry Department	Renewal	
ABERDEEN PARKS/WEEKEND ROS/2 PER DAY		05/23/16-07/31/16
ABERDEEN PARKS/WEEKDAY ROS/2 PER DAY		05/23/16-07/31/16
Acupuncture 4 Health	Renewal	
ACUPUNCTURE/4HEALTH/ROS/SAT-SUN/4 SPTS WKEND		09/28/15-09/18/16
ACUPUNCTURE/4HEALTH/ROS/M-F/4 SPTS WKEND		09/28/15-09/18/16
ArtForms Gallery	Renewal	
ARTFORMS GALLERY/ROS/M-F/1 SPT DAY/5 SPT WK		05/02/16-09/18/16
BankWest	Renewal	
BANKWEST/MON-SUN/1 SPOT DAY/7 SPTS WK		11/02/15-10/30/16
Bay Leaf Cafe, Inc.	Renewal	
BAY LEAF CAFE/TRADE		05/16/16-05/14/17
Black Hills Federal Credit Union	Renewal	
BHFCU/ROS-M-F/4 SPTS WK		05/16/16-05/14/17
Black Hills Playhouse	Renewal	
BH PLAYHOUSE/ROS/M-F/5 SPOTS WK		03/14/16-03/12/17
Black Hills Unitarian Universalist Fellowship	New	
BH UNIITARIAN/ROS/M-F/2 SPTS WK		12/07/15-12/04/16
Bursch Travel	Renewal	
BURSCH TRAVEL / ROS / MON-SUN / 2X PER DAY		05/30/16-09/11/16
Bush Foundation	Renewal	
BUSH FOUNDATION/NEWS ROS/1 SPOT PER M-F		01/01/16-12/31/16
CO-OP Architecture	Renewal	
CO-OP ARCHITECT/WEEKDAY ROS/2 SPOTS PER DAY		06/27/16-12/24/16
Dacotah Prairie Museum	Renewal	
DACOTAH PRAIRIE/WKDAY ROS/ M-F		08/01/16-01/31/17
DACOTAH PRAIRIE/WKEND ROS/SAT-SUN		08/01/16-01/31/17
Deadwood History, Inc.	Renewal	
DEADWOOD HISTORY/ROS/MON-SUN/1 SPT DAY		04/18/16-04/16/17

DEADWOOD HISTORY/ROS/M-F/2 SPTS DAY/ADAMS EV TOURS	06/08/16-
08/05/16	
DEADWOOD HISTORY/ROS/M-F/2 SPTS DAY/ADAMS EV TOURS	08/15/16-
08/19/16	
DAY OF 76 CONCERT/ TRADE-FINAL/ IMAGES OF PAST	06/15/16-07/13/16
DeMersseman Jensen Tellinghuisen & Huffman LLP	Renewal
DEMERSSEMEN JENSEN/3 SPOTS WK/M-F	01/25/16-01/22/17
Dr. James Szana or Dr. Aaron Rumpca/Murdo Dental	Renewal
DR. SZANA & DR RUMPCA/ROS/SA-SU/1 SPOT DAY	04/04/16-04/02/17
DR. SZANA & DR RUMPCA/ROS/M-F/1 SPOT DAY	04/04/16-04/02/17
East River Electric	Renewal
ERE HABITAT/SATURDAY ROS/3 SPOTS PER SAT	10/01/15-09/30/16
Estes Campbell Law Firm	Renewal
ESTES CAMPBELL/ROS M-F/5X PER WK/1 PER DAY	05/16/16-05/14/17
Family Dentistry of Sioux Falls	Renewal
FAMILY DENTISTRY/ROS/M-F	06/13/16-06/11/17
Four Bands Community Fund	Renewal
FOUR BANDS / ART IN THE PARK 2016 / ROS RADIO M-R	07/18/16-07/21/16
Gene Hufford Agency Inc.	Renewal
GENE HUFFORD/ROS/M-F/8 SPOTS WK	01/18/16-01/15/17
Horton Incorporated	Renewal
HORTON/WEEKDAY ROS/8 SPOTS PER WEEK M-F	08/17/15-08/14/16
HORTON/WKDAY ROS/ 8 SPOTS PER WEEK	08/15/16-08/13/17
Ingalls Homestead	Renewal
INGALLS HOMESTED/WKDAY ROS/1 SPOT PER DAY	06/05/16-08/13/16
INGALLS HOMESTED/WKEND ROS/2 SPOTS PER DAY	06/05/16-08/13/16
Insideout	New
INSIDEOUT/ROS/MAY 30-JULY 31	05/30/16-07/31/16
INSIDEOUT/ROS/AUG. 22-DEC. 31	08/22/16-12/31/16
Interim Healthcare	Renewal
INTERIM HEALTH/ROS/M-F	04/04/16-04/02/17
LIW Pageant Society	Renewal
LIW PAGEANT/WKEND/ROS/3 SPOT PER DAY	06/25/16-07/24/16
LIW PAGEANT/WKDAY/ROS/3 SPOT PER DAY	06/27/16-07/24/16

McCrorry Gardens	Renewal
MCCRORY GARDENS/ROS/M-F/2016	05/30/16-10/01/16
MCCRORY GARDENS/ROS/SA-SUN/2016	05/30/16-10/01/16
North Country Fiber Fair	Renewal
NC FIBER FAIR/2016 24 ANNUAL/ROS/WKDAY	08/15/16-09/18/16
NC FIBER FAIR/2016 24 ANNUAL/ROS/WKEND	08/15/16-09/18/16
Ophthalmology Associates	Renewal
OPHTHALMOLOGY ASSOCIATES/8 SPOTS PER WEEK M-F	1/11/15-11/10/16
Orlando Chamber Soloists	Renewal
ORLANDO CHAMBER1 ROS/2XDAILY M-SUN	06/27/16-07/01/16
ORLANDO CHAMBER 2 / ROS / 2X DAILY M-SUN	07/06/16-07/08/16
ORLANDO CHAMBER 3 / ROS / 3X DLY/ M-SUN	07/09/16-07/21/16
Paul Horsted, Dakota Photographic LLC	Renewal
PAUL HORSTED/ROS/4X WK/MON-FRI	05/23/16-05/19/17
Pepper Entertainment, Inc.	New
PEPPER ENTERTAINMENT - FAB4 - WKDAY ROS	09/06/16-09/10/16
PEPPER ENTERTAINMENT - FAB4 - WKEND ROS	09/06/16-09/10/16
Prairie Repertory Theatre	Renewal
PRAIRIE REP/WEEKDAY ROS/2 SPOTS PER DAY	05/02/16-07/30/16
PRAIRIE REP/WEEKEND ROS/2 SPOTS PER DAY	05/02/16-07/31/16
Presentation Sisters of Aberdeen	Renewal
PRESENTATION SISTERSW/1 ROS SPOT PER DAY M-F	03/21/16-03/19/17
Rapid City Arts Council	Trade
RAPID CITY ARTS/ROS M-TH/1 PER DAY/2 WKS	07/18/16-07/31/16
RAPID CITY ARTS #2/ROS M-TH/1 PER DAY 2 WKS	08/15/16-08/28/16
RAPID CITY ARTS #3/ROS M-TH/1 PER DAY 2 WKS	09/12/16-09/25/16
Reptile Gardens	Renewal
REPTILE GARDENS/ROS/10 SPOTS /M-F	04/18/16-10/30/16
SD Community Foundation	New
SD COMMUNITY FN/ROS/M-F/1 SPT DAY	07/13/15-07/10/16
SDN Communications	Renewal
SDN/ONLINE RADIO PLAYER	01/01/16-12/31/16
SDSU Foundation (Woodbine Productions)	Renewal
SDSU WOODBINE - MARKETPLACE 1 SPOT M-F	09/12/16-04/25/17

Sioux Falls Area Community Foundation	Renewal
SFACF/SATURDAY ROS/3 SPOTS PER DAY	01/01/16-12/31/16
SFACF/SUNDAY ROS/2 SPOTS PER DAY	01/01/16-12/31/16
Sioux Falls Seminary	Renewal
SF SEMINARY/SATURDAY ROS/4 SPOTS EVERY OTHER SAT	11/30/15-11/27/16
SF SEMINARY/SUNDAY MORN/2 SPOTS FROM 9-11AM	11/30/15-11/27/16
Siouxland Museums	Renewal
OLD COURTHOUSE/ROS/ 3 SPOTS FRI	05/30/16-08/27/16
OLD COURTHOUSE/ROS/3 SPOTS TUES-THURS	05/30/16-08/27/16
South Dakota Agricultural Heritage Museum	Renewal
SD AG HERITAGE/WEEKDAY ROS/1 SPOT PER DAY M-F	10/12/15-10/09/16
SD AG HERITAGE/WEEKEND ROS/1 SPOT PER SAT & SUN	10/12/15-10/09/16
South Dakota State Historical Society	Renewal
SD STATE HISTOR/WEEKEND ROS/SAT/1PERDAY	07/04/16-06/25/17
SD STATE HIST/ROS/T&TH/1 PER DAY	07/04/16-06/25/17
South Dakota State University	Renewal
SDSU/WEEKDAY ROS/3 SPOTS PER DAY MON-FRI	08/03/15-07/31/16
South Dakota Symphony	Renewal
SD SYMPHONY - WEEKDAY ROS - 2 SPOTS M-F	09/19/16-05/14/17
SD SYMPHONY - WEEKEND ROS 34 WKS 4 SPOTS	09/19/16-05/14/17
Tea Storm Chasers	New
TEA STORM CHASERS/FUNDRAISER 2016/ROS M-F	07/07/16-07/16/16
TEA STORM CHASER/FUNDRAISER/ROS SAT	07/07/16-07/16/16
Turbak Law Office P.C.	Renewal
TURBAK LAW/WEEKDAY ROS/1 SPOT PER DAY M-F	12/23/15-12/22/16
University of South Dakota	Renewal
USD/WEEKDAY ROS/2 SPOTS PER DAY M-F	07/01/16-06/30/17
USD/WEEKEND ROS/2 SPOTS PER DAY SAT & SUN	07/01/16-06/30/17
Viken & Riggins Law Firm	Renewal
VIKEN & RIGGINS ROS / 5 SPOTS WKLY / M-F	06/06/16-06/04/17
Westhills Village	Renewal
WESTHILLS/ROS/M-F/4 SPTS WK/	03/21/16-03/19/17
WESTHILLS/ROS/WEEKEND/9 SPTS	03/21/16-03/19/17
Xanterra Parks & Resorts	Renewal
XANTERRA PARKS/ROS/2 PER DAY/M-F	08/01/16-10/02/16

PROGRAM SPECIFIC PLACEMENT

ALL THINGS CONSIDERED

Bush Foundation BUSH FOUNDATION/ATC/1 SPOT PER M-F	Renewal 01/01/16-12/31/16
East River Electric ERE HABITAT/ATC/1 SPOT PER M-W-F	Renewal 10/01/15-09/30/16
First Dakota National Bank c/o Fresh Produce FIRST DAKOTA/ATC/1 SPOT PER DAY TU & TH	Renewal 06/06/16-06/11/17
Great Western Bank GREAT WESTERN/ATC	Renewal 09/01/16-12/31/16
Media One Advertising MEDIA ONE/ATC/1 SPOT PER DAY M-F	Renewal 11/01/15-10/31/16
OTA OTA/ATC - M-F/2016	New 08/01/16-11/12/16
Puetz Corporation PUETZ CORP/ATC/1 SPOT PER SHOW M-F	Renewal 10/05/15-10/02/16
Regional Health REGIONAL HEALTH/ATC/M-W-F	Renewal 01/18/16-01/15/17
SD Community Foundation SD COMMUNITY FND/ATC/1 SPT DAY/2 SPTS WEEK	Renewal 07/11/16-07/09/17
SDN Communications SDN/ALL THINGS CONSIDERED/2 SPOTS PER DAY M-F	Renewal 01/01/16-12/31/16
Sioux Falls Area Community Foundation SFACF/ALL THINGS CONSIDERED/1 SPOT PER DAY M-F	Renewal 01/01/16-12/31/16
Southeastern Dental Center SE DENTAL/ALL THINGS COSIDERED/1 SPOT PER M & W	Renewal 09/26/16-03/26/17
The Center for Western Studies CWS/ALL THINGS CONSIDERED/1 SPOT PER TU & TH	Renewal 10/05/15-11/06/16

University of Sioux Falls Renewal
USF/ALL THINGS CONSIDERED/1 SPOT PER DAY M-W-F 08/17/15-08/14/16
USF/ATC/ 1 SPOT M, W, F 08/22/16-08/20/17

Vance Thompson Vision Renewal
VANCE THOMPSON/ATC/1 SPOT PER DAY M-F 09/14/15-09/11/16
VANCE THOMPSON/ALL THINGS CONSIDERED/1 SPOT M-F 09/12/16-09/10/17

West River Dermatology Clinic Renewal
WEST RIVER DERM/ATC/6 SPTS WK 11/23/15-11/20/16

ALL THINGS CONSIDERED WEEKEND

Bush Foundation Renewal
BUSH FOUNDATION/ATC WEEKEND/1 SPOT PER SA & SU 01/01/16-12/31/16

Flooring America Renewal
FLOORING AMERICA/WKEND ATC/1 SPOT PER SAT 07/06/15-07/03/16
FLOORING AMERICA/WEEKEND ATC/SAT 08/08/16-08/06/17

OTA New
OTA/ATC - SUN/2016 08/01/16-11/12/16

SDN Communications Renewal
SDN/ATC WEEKEND/2 SPOTS PER SHOW SAT & SUN 01/01/16-12/31/16

AMERICA'S TEST KITCHEN

Lamps and Shades Renewal
LAMPS & SHADES/AMERICA'S TEST KITCHEN/1 SPOT/SUN 02/01/16-01/29/17

The Market New
MAIN STREET MKT/AM TEST KITCHEN-SUN/1 SPOT 02/01/16-01/29/17

CAR TALK

Southeastern Dental Center Renewal
SE DENTAL/CAR TALK/1 SPOT PER SAT 03/28/16-09/25/16

DAKOTA MIDDAY

Abourezk Law Firm Renewal
ABOUREZK LAW/DAKOTA MIDDAY/TU-TH/2 SPOTS DAY 03/14/16-03/12/17

All Souls Church Renewal
ALL SOULS CHURCH/ON BEING/2 SPOTS PER SHOW 01/25/16-01/22/17

MORNING CLASSICS

OTA New
OTA/MORNING CLASSICS 08/01/16-11/12/16

South Dakota Symphony Renewal
SD SYMPHONY/ MORNING CLASSICS - 9 WKS - 1 SPOT M-F 09/19/16-05/14/17

MORNING EDITION

Bush Foundation Renewal
BUSH FOUNDATION/MORNING EDIT/1 SPOT PER M-F 01/01/16-12/31/16

Capital Services Renewal
CAPITAL SERVICES/MORN EDIT/1 SPOT PER M-TU-W 11/09/15-11/06/16

East River Electric Renewal
ERE HABITAT/MORNING EDITION/1 SPOT PER M-W-F 10/01/15-09/30/16

First Bank and Trust New
FB&T/MORNING EDITION/1 SPOT PER DAY M-W-F 01/04/16-01/01/17

First Dakota National Bank c/o Fresh Produce Renewal
FIRST DAKOTA/MORNING EDITION/1 SPOT M-F 06/06/16-06/11/17

Flooring America Renewal
FLOORING AMERICA/MORNING EDITION/TUESDAYS 08/08/16-08/06/17
FLOORING AMERICA/MORNING EDITION/THURSDAYS 09/01/16-01/19/17

Great Western Bank Renewal
GREAT WESTERN/MORNING EDITION M-F 09/01/16-12/31/16

Ingalls Homestead Renewal
INGALLS HOMESTEAD/MORNING EDITION/2 SPOTS MWF 06/05/16-08/13/16
INGALLS HOMESTEAD/MORNING EDITION/2 SPOTS MWF 06/05/16-08/13/16

Media One Advertising Renewal
MEDIA ONE/MORNING EDITION/1 SPOT PER DAY M-F 11/01/15-10/31/16

OTA New
OTA/MORNING EDITION/2016 08/01/16-11/12/16

Pepper Entertainment, Inc. New

PEPPER ENTERTAINMENT - FAB4 - MORNING EDITION	09/06/16-09/10/16
Regional Health REGIONAL HEALTH/ME	Renewal 01/18/16-01/15/17
SD Community Foundation SD COMMUNITY FND/ME/1 SPT DAY/M-F	Renewal 07/11/16-07/09/17
SD Humanities Council SD HUMANITIES/MORNING EDITION/1 SPOT PER M-F	Renewal 10/26/15-10/23/16
SDN Communications SDN/MORNING EDITION/3 SPOTS PER DAY M-F	Renewal 01/01/16-12/31/16
SDSU Continuing & Distance Education SDSU CONTINUING/MORN EDIT/1 SPOT M-F @ 7:21 SDSU CONTINUING/MORNING EDITION/1 SPOT M-F @ 7:21-08/15/16-08/13/17	New 08/03/15-07/31/16 08/15/16-08/13/17
Sioux Falls Area Community Foundation SFACF/MORNING EDITION/1 SPOT PER DAY M-F	Renewal 01/01/16-12/31/16
South Dakota Art Museum SD ART MUSEUM/MORNING EDITION/1 SPOT PER TU & TH-07/23/15-08/04/16 SD ART MUSEUM/MORNING EDITION/TU & TH - 1 SPOT	Renewal 08/01/16-07/31/17
Southeastern Dental Center SE DENTAL/MORNING EDITION/1 SPOT PER M & W	Renewal 03/28/16-09/25/16
The Center for Western Studies CWS/MORNING EDITION/1 SPOT PER DAY M-W-F	Renewal 10/05/15-11/06/16
The Market MAIN STREET MKT/ME/MON & WED/1 SPOT	New 02/01/16-01/29/17
University of Sioux Falls USF/MORNING EDITION/1 SPOT PER DAY TU-TH-FRI USF/MORNING EDITION/1 SPOT TU-THR-FRI	Renewal 08/17/15-08/14/16 08/22/16-08/20/17
Vance Thompson Vision VANCE THOMPSON/MORN EDIT/1 SPOT PER DAY M-F VANCE THOMPSON/MORNING EDITION/1 SPOT M-F	Renewal 09/14/15-09/11/16 09/12/16-09/10/17
VVI - Vision Video Interactive VVI - BLACKWING - MORNING EDITION - 1 MWF	New 09/19/16-12/18/16

NATIONAL NATIVE NEWS

Mr. James Leach, Attorney at Law Renewal
JAMES LEACH/NNNEWS/EVERY OTHER DAY 12/14/15-12/11/16

NO COVER, NO MINIMUM RADIO

Pepper Entertainment, Inc. New
PEPPER ENTERTAINMENT - FAB4 - 09/06/16-09/10/16

PRAIRIE HOME COMPANION

LIW Pageant Society Renewal
LIW PAGEANT/PRAIRIE HOME/1 SPOT PER SAT 06/25/16-07/24/16

Sunset Pawn Inc. Renewal
SUNSET PAWN/PRAIRIE HOME COMPANION SAT/ 02/22/16-02/19/17

Wilson, Olson & Nash P.C. Attorneys at Law Renewal
WILSON OLSON/PRAIRIE HOME COMPANION/1 PER SAT 07/18/16-01/01/17

RADIOLAB

Media One Advertising Renewal
MEDIA ONE/RADIOLAB/1 SPOT PER SHOW SAT 11/01/15-10/31/16

STARDATE

SD Space Grant Consortium Renewal
SD SPACE/STARDATE/M-F/AM&PM 05/23/16-05/21/17

TED RADIO HOUR

Media One Advertising Renewal
MEDIA ONE/TED RADIO HOUR/1 SPOT PER SHOW SUN 11/01/15-10/31/16
MEDIA ONE/TED RADIO HOUR/1 SPOT PER SHOW SAT 11/01/15-10/31/16

OTA New
OTA/TED RADIO/2016 08/01/16-11/12/16

SD Humanities Council Renewal
SD HUMANITIES/TED RADIO HOUR/1 SPOT PER SUN 10/26/15-10/23/16

SD HUMANITIES/TED RADIO HOUR/1 SPOT PER SAT 10/26/15-10/23/16

The Market

MAIN STREET MKT/TED RADIO HOUR-SAT/1 SPOT New 02/01/16-01/29/17

Wilson, Olson & Nash P.C. Attorneys at Law

WILSON OLSON/TED RADIO 1 PER SAT Renewal 07/18/16-01/01/17

THE DINNER PARTY

OTA

OTA/DINNER PARTY/2016 New 08/01/16-11/12/16

THIS AMERICAN LIFE

OTA

OTA/THIS AMERICAN LIFE/2016 New 08/01/16-11/12/16

The Market

MAIN STREET MKT/THIS AM LIFE SAT/1 SPOT New 02/01/16-01/29/17

WAIT WAIT

OTA

OTA/WAIT WAIT/2016 New 08/01/16-11/12/16

SD Humanities Council

SD HUMANITIES/WAIT WAIT/1 SPOT PER SAT Renewal 10/26/15-10/23/16

WEEKEND EDITION

Bush Foundation

BUSH FOUNDATION/WEEKEND EDIT/1 SPOT PER SA & SU Renewal 01/01/16-12/31/16

The Center for Western Studies

CWS/WEEKEND EDITION/1 SPOT PER SHOW SAT & SUN Renewal 10/05/15-11/06/16