

South Dakota Public Broadcasting
Radio Underwriting—1st Quarter
January – March 2021

Program Specific Placements

ALL THINGS CONSIDERED

Boyce Law Firm Sioux Falls, SD BOYCE/ATC 2021	New 01/04/21-03/29/21
Bush Foundation St Paul, MN BUSH FOUNDATION - ALL THINGS - 1 SPOT M-F	New 01/16/21-01/15/22
Delta Dental of South Dakota Pierre, SD DELTA DENTAL - ATC	Renewal 05/11/20-04/30/21
Denny Menholt Rapid City, SD MENHOLT - ATC 2021	Renewal 01/18/21-12/31/21
First Dakota National Bank c/o Fresh Produce Sioux Falls, SD FIRST DAKOTA/ATC/TUE-THUR 2021 (100 SPOTS)	New 01/15/21-01/29/21
Independent Insurance Agents of SD Ft. Pierre, SD IIASD - ATC	Renewal 05/25/20-05/02/21
Rapid City Medical Center Rapid City, SD RC MEDICAL CTR - ATC - SKINCARE #2 2020 RC MEDICAL CTR - ATC - PATIENT INSP - ALT WK RC MEDICAL CTR - ATC - GASTRO - GEN 2X	Renewal 05/17/20-03/28/21 05/24/20-03/28/21 05/25/20-03/21/21
SD Bar Foundation Pierre, SD SD BAR FND/2021 SESSION/ALL THINGS CONSIDERED	Renewal 01/04/21-03/30/21
SD Community Foundation Pierre, SD SD COMMUNITY FN/ALL THINGS CONSIDERED/TUE&THUR/202	Renewal 09/07/20-09/05/21
SFM Mutual Insurance Bloomington, MN CCF - SFM - M-F - ATC - (FEB) CCF - SFM - M-F - ATC - (MAR)	Renewal 02/22/21-02/26/21 03/15/21-03/19/21

Sioux Falls Area Community Foundation Sioux Falls, SD SFACF - 1 SPOT M-F 2021 - ATC	Renewal 12/28/20-12/26/21
South Dakota Art Museum Brookings, SD SD ART MUSEUM - ALL THINGS CONSIDERED	Renewal 10/19/20-10/17/21
The Center for Western Studies Sioux Falls, SD CWS -CENTER FOR WEST - ATC	Renewal 09/01/20-08/01/21
Vance Thompson Vision Sioux Falls, SD VANCE THOMPSON - ATC - M-F VANCE THOMPSON - ATC - 2021 M-F	Renewal 06/29/20-01/03/21 03/08/21-12/31/21
Yak Ridge Cabins and Farmstead Rapid City, SD YAK - ATC - 2X WEEK 2021	Renewal 02/01/21-03/31/21
<i>ALL THINGS CONSIDERED WEEKEND</i>	
Bush Foundation St Paul, MN BUSH FOUNDATION - ATC WKEND - 1 SAT&SUN	New 01/16/21-01/15/22
Flooring America Rapid City, SD FLOORING AMER - ATC WEEKEND - SAT	Renewal 09/21/20-09/04/21
University of Sioux Falls Sioux Falls, SD USF - ATC WKEND - 1 SPOTS SSU 2021	New 12/01/20-01/04/21
<i>IN THE MOMENT WITH LORI WALSH</i>	
BHSU Center for Hospitality & Business Spearfish, SD BHSU CENTER - ITMO 1/WK	New 10/05/20-03/31/21
Black Hills Film Festival Hill City, SD BLACK HILLS FILM FEST 21/ITMO-16	Renewal 02/01/21-02/25/21
BLACK HILLS INFORMATION SECURITY Spearfish, SD BH INFORMATION -ITMO (SCIE FRI) 1/WEEK	New 05/01/20-04/30/21

Boyce Law Firm Sioux Falls, SD BOYCE/ITMO	New 01/04/21-03/29/21
Denny Menholt Rapid City, SD MENHOLT - ITMO 2021	Renewal 01/18/21-12/31/21
First Dakota National Bank c/o Fresh Produce Sioux Falls, SD FIRST DAKOTA/ITMO/MON-WED-FRI 2021 (150 SPOTS)	New 01/15/21-01/29/21
Gene Hufford Agency Inc. Rapid City, SD GENE HUFFORD - ITMO - 2 PER WK RANDOM	Renewal 07/13/20-07/11/21
Missouri River Energy Services Sioux Falls, SD MISSOURI RIVER - ITMO	Renewal 11/30/20-03/28/21
Reliabank Tea, SD RELIABANK - ITMO - 43X	New 03/01/21-12/31/21
SD Bar Foundation Pierre, SD SD BAR FND/2021 SESSION/ ITMO	Renewal 01/04/21-03/30/21
SD Humanities Council Brookings, SD SD HUMANITIES - ITMO	Renewal 11/16/20-11/16/21
SDN Communications Sioux Falls, SD SDN - ITMO (M-F)	Renewal 01/04/21-04/16/21
South Dakota State Historical Society Pierre, SD SD STATE HISTOR - ITM - 1/TU-THUR	Renewal 07/01/20-06/30/21
Touchmark Retirement Communities Beaverton, OR TOUCHMARK RETIREMENT COMMUNITIES - ITMO	New 12/08/20-03/28/21
University of Sioux Falls Sioux Falls, SD USF - ITMO - M-F	New 12/01/20-01/04/21

Yak Ridge Cabins and Farmstead Rapid City, SD YAK - ITMO - 3X WEEK 2021	Renewal 02/01/21-03/31/21
JAZZ NIGHTLY	
Vance Thompson Vision Sioux Falls, SD VANCE THOMPSON - JAZZ NIGHTLY - M-F VANCE THOMPSON - JAZZ NIGHTLY -2021 - M-F	Renewal 06/29/20-01/03/21 03/08/21-12/31/21
MARKETPLACE	
BLACK HILLS INFORMATION SECURITY Spearfish, SD BH INFORMATION MARKETPLACE 2/WEEK	New 05/01/20-04/30/21
Farmers Union Service Assn. LTD Huron, SD FARMERS UNION - MARKETPLACE - 3/WK	Renewal 05/04/20-05/31/21
First Interstate Bank Billings, MT FIRST INTERSTATE - 22X - 2021 FIRST INTERSTATE - 22X – 2021 (MAR) FIRST INTERSTATE - 22X – 2021 (MAR2)	Renewal 02/08/21-02/21/21 03/08/21-03/12/21 03/15/21-03/19/21
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS MARKETPLACE 3/WEEK	Renewal 05/01/20-04/30/21
Horton Incorporated Roseville, MN HORTON - MARKETPLACE	New 03/20/21-10/06/21
Independent Insurance Agents of SD Ft. Pierre, SD IIASD - MARKETPLACE	Renewal 05/18/20-05/16/21
McCrary Gardens Brookings, SD MCCRORY GARDENS/ MARKETPLACE	New 11/09/20-11/08/21
Reliabank Tea, SD RELIABANK - MKPL - 43X	New 03/01/21-12/31/21

Vermillion Federal Credit Union Vermillion, SD VERMILLION FCU - MARKETPLACE VERMILLION FCU - MARKETPLACE 2021	Renewal 02/17/20-02/14/21 02/14/21-02/13/22
MARKETPLACE MORNING REPORT	
Vermillion Federal Credit Union Vermillion, SD VERMILLION FCU - MP MORNING REPORT 7:51AM 2021	Renewal 02/14/21-02/13/22
MORNING EDITION	
Boyce Law Firm Sioux Falls, SD BOYCE/ME 2021	New 02/15/21-03/29/21
Bush Foundation St Paul, MN BUSH FOUNDATION- MORN EDIT 1 SPOT M-F	New 01/16/21-01/15/22
Davenport Evans Lawyers Sioux Falls, SD DAVENPORT EVANS - 2 PER TTH	Renewal 11/02/20-04/25/21
Denny Menholt Rapid City, SD MENHOLT - ME 2021	Renewal 01/18/21-12/31/21
First Dakota National Bank c/o Fresh Produce Sioux Falls, SD FIRST DAKOTA/ME/ 2021 (130 SPOTS)	New 01/15/21-01/29/21
Flooring America Rapid City, SD FLOORING AMER-MORNING EDITION-TUES FLOORING AMER - MORNING EDITION - THURS	Renewal 09/21/20-08/31/21 09/21/20-02/05/21
SD Bar Foundation Pierre, SD SD BAR FND/2021 SESSION/MORNING EDITION	Renewal 01/04/21-03/30/21
SD Community Foundation Pierre, SD SD COMMUNITY FN/MRNNNG ED/1 PR M-F/250 PR YR 20-21	Renewal 09/07/20-09/05/21
SD Humanities Council Brookings, SD SD HUMANITIES - MORNIN EDITION	Renewal 11/16/20-11/16/21

SFM Mutual Insurance Bloomington, MN CCF - SFM - ME - 3X M-F - 2021(FEB.) CCF - SFM - ME - 3X M-F - 2021(MAR.)	Renewal 02/22/21-02/26/21 03/15/21-03/19/21
Sioux Falls Area Community Foundation Sioux Falls, SD SFACF - 1 SPOT M-F 2021- ME	Renewal 12/28/20-12/26/21
South Dakota Art Museum Brookings, SD SD ART MUSEUM - MORNING EDITION -	Renewal 10/19/20-10/17/21
Vance Thompson Vision Sioux Falls, SD VANCE THOMPSON - ME - M-F VANCE THOMPSON - ME - 2021 M-F	Renewal 06/29/20-01/03/21 03/08/21-12/31/21
Yak Ridge Cabins and Farmstead Rapid City, SD YAK - ME - 2X WEEK 2021	Renewal 02/01/21-03/31/21
<i>MOTH RADIO HOUR</i>	
University of Sioux Falls Sioux Falls, SD USF - THE MOTH - SAT MORNING 2021	New 12/01/20-01/03/21
<i>NATIONAL NATIVE NEWS</i>	
MURPHY LAW OFFICE, P.C. Rapid City, SD MURPHY LAW OFFICE - NATIVE NEWS 1/WK/WED	New 08/05/20-08/05/21
<i>ON POINT</i>	
Black Hills Film Festival Hill City, SD BLACK HILLS FILM FEST 21/ONPT-16	Renewal 02/01/21-02/25/21
Farmers Union Service Assn. LTD 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

SD Humanities Council

Brookings, SD

SD HUMANITIES-PLANET MONEY

New

11/16/20-11/16/21

SCIENCE FRIDAYS

SDSTA - Sanford Underground Research Facility

Lead, SD

SANFORD - SCIENCE FRIDAY

New

08/21/20-08/20/21

SEAM Services

Sioux Falls, SD

SEAM - 1 SCIENCE FRIDAY

SEAM - 1 SCIENCE FRIDAY 2021

Renewal

01/20/20-01/17/21

01/25/21-01/14/22

STARDATE

SD Space Grant Consortium

Rapid City, SD

SD SPACE - ROS 1X WK - STARTDATE SPONSOR

Renewal

06/08/20-05/31/21

STATE OF THE STATE ADDRESS

Boyce Law Firm

Sioux Falls, SD

BOYCE/2021 STATE OF THE STATE ADDRESS

New

01/12/21-01/12/21

SD Bar Foundation

Pierre, SD

SD BAR FND/2021 STATE OF THE STATE ADDRESS

Renewal

01/12/21-01/12/21

SDN Communications

Sioux Falls, SD

SDN - STATE OF THE STATE

Renewal

01/12/21-01/12/21

Touchmark Retirement Communities

Beaverton, OR

TOUCHMARK RETIREMENT COMMUNITIES - STATE

New

01/12/21-01/12/21

THIS AMERICAN LIFE

McCrary Gardens

Brookings, SD

MCCRORY GARDENS/ THIS AMERICAN LIFE

New

11/09/20-11/08/21

South Dakota Art Museum

Brookings, SD

SD ART MUSEUM - AMERICAN LIFE

Renewal

10/19/20-10/17/21

WAIT WAIT

First Dakota National Bank c/o Fresh Produce
Sioux Falls, SD
FIRST DAKOTA/ROS/ WAIT S&SU (50 SPOTS)

New

01/15/21-01/31/21

SD Humanities Council

Brookings, SD
SD HUMANITIES - WAIT WAIT SAT

Renewal

11/16/20-11/16/21

WEEKEND EDITION

Bush Foundation

St Paul, MN
BUSH FOUNDATION-WEND EDIT - 1 SPOT SAT&SUN

New

01/16/21-01/15/22