

OPT Underwriters	Sponsored Programming	Date Ended
Auner, Ruth	OzarksWatch Video Magazine	Currently Airing
B Sew Inn	Sewing With Nancy, Martha's Sewing Room	
Baker Creek Heirloom Seeds	Victory Garden, P Allen Smith, Home Show, This Old House, Laura Ingalls Wilder	Currently Airing
Baker, Jim and Connie	OzarksWatch Video Magazine	Currently Airing
Bambino's	Various--Downton Abbey	
Bank of America Foundation	Children's programming	8/31/2012
Bank of Mansfield	NewsHour, Nature, Laura Ingalls Wilder	Currently Airing
Bass Pro	On the Fast Track	Currently Airing
Beaver Productions	Antique Roadshow, NewsHour	7/11/2012
Bognadoff, Judy	OzarksWatch Video Magazine	Currently Airing
Byrd, Emalu	OzarksWatch Video Magazine	Currently Airing
Candy House Gourmet Chocolates	Various	12/23/2012
Carver Birthplace Foundation	Seeds of Success, News and Prime Time	Currently Airing
Center for Plastic Surgery at Ferrell-Duncan Clinic	Arts programming, various	6/30/2012
Central Trust and Investment	NewsHour, Masterpiece	
Classic Wood Floors	This Old House, Nova, NewsHour	
Community Foundation of the Ozarks	Joplin, One Year Later	May 2012
Cox Health	NewsHour, Antique Roadshow, kids, Downton Abbey	
Crain, Mike	OzarksWatch Video Magazine	Currently Airing
Dillard, Dorothy	OzarksWatch Video Magazine	Currently Airing
Dr. Frank Newman, Mercy	NewsHour, Nova	
Drury University	Various	8/13/2012
Eagle Picher Technology	Seeds of Success, Various programs	Currently Airing
Empire Bank	NewsHour, Antique Roadshow, various	
Empire District Electric Co.	NewHour, Nature, NOVA, This Old House	
Eslick, David	OzarksWatch Video Magazine	Currently Airing
Evangel University	O'Reilly General Hospital, various	Currently Airing
Gillenwaters Developers	Various/ NewsHour, Route 66, Frisco RR	Currently Airing
Gillioz Theatre	Austin City Limits, Great Performances, various	7/20/2012
Grant for Ready to Learn	Children's Programming, NewsHour	
Hammons Products	Seeds of Success, Various programming	Currently Airing
Hazelrigg Automotive Center	Community Ties: Frisco Railroad	Currently Airing
Irwin, Lyndon	OzarksWatch Video Magazine	Currently Airing
Joplin Tri-State Business Journal	NewsHour	
Landon, Don	OzarksWatch Video Magazine	Currently Airing
Laura Ingalls Wilder Home Assn	Laura Ingalls Wilder doc	Currently Airing
Little Angels Learning Academy	Children Programming and primetime	5/27/2012
Little Spanish Playschool	Sesame Street	5/31/2012
Lucas Oil Speedway	On the Fast Track	Currently Airing
Mansfield Home Center	Laura Ingalls Wilder doc	Currently Airing
Margie Pearls Fabric	It's Sew Easy	Currently Airing
Mattax Neu Prater Eye Centers	On the Fast Track	Currently Airing
McCarthy, Mike and Roseann McCarthy	OzarksWatch Video Magazine	Currently Airing
McClure, Ken	OzarksWatch Video Magazine	Currently Airing

Mercy	Deadline in Disaster	
Mercy Children's Hospital	Children's, Cat in the Hat	
Missouri State College of Natural & Applied Sciences	Nova	
Missouri Fox Trotting Horse Association	OzarksWatch Video Magazine	Currently Airing
Missouri Parent Information Resource Center (PIRC)	Children's, Prime Time, News	
Missouri State Department of Political Science	Various	9/23/2012
Missouri State Evening College Plus	Various, children's	8/31/2012
Missouri State Graduate College	NewsHour, Primetime	
Missouri State Public Affairs Conference	NewsHour, McLaughlin Group	4/17/2013
Moon River Theatre	Various	10/20/2012
MOST 529 Savings Plan	Various Prime Time, NewsHour, Children's programming	5/31/2013
New Mac Electric Company	Seeds of Success	Currently Airing
Ozark Mountain Players	Various	Currently Airing
O'Reilly Automotive	On the Fast Track, Nature, NOVA, This Old House, Ozarks Watch	Currently Airing
Penmac Staffing Services	NewHour, WAGL specials	
Pucker Productions	Garden Smart, ARS, LW, AYBS, KKJ, Masterpiece, Finding Your Roots, Appalachia, NewsHour	4/18/2012
Ralph Foster Museum, College of the Ozarks	Ozarks Watch Video Magazine, Children's Programming	
Relics Antique Mall	Antique Roadshow	
RLB Financial	Ed Slott Retirement	3/22/2012
Rocklands Entertainment	Red Green Show	4/28/2012
Rotary International District 6080	Various	
Silver Creek Galleria	NewsHour, Nightly Business Report	8/11/2011
Slusher Foundation	Lawrence Welk Show	
Springfield Business Journal	NewsHour	
Springfield Little Theatre	Various	5/4/2013
Springfield Symphony Orchestra	News, Various	5/9/2013
Springfield's Best	News Hour	8/29/2011
Stark, Charles and Betty	OzarksWatch Video Magazine	Currently Airing
Stifel Nicolaus	Antiques Roadshow	6/30/2011
Temple Israel	Jewish Programming	
The Joplin Globe	Charlie Rose/ Frontline/ Monday Broadcast/ Wednesday Broadcast	12/31/2011
The Quilted Cow	Fons and Porter	Currently Airing
Thornhill, Carolyn	OzarksWatch Video Magazine	Currently Airing
Titanic Museum	Saving the Titanic, Titanic with Len Goodman, NOVA, kids and primetime	4/20/2012
US Bank	Biz Kids, childrens	
Waverly House Gifts and Gallery	Various	Currently Airing