

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 08/01/2021 to 08/31/2021

Grouped by: Spot Type

(Scheduled Target = "1A" or Scheduled Target between "AllThings Considered" and "BBC Newshour" or Scheduled Target = "CarTalk" or Scheduled Target between "Diane Rehm Show" and "World, The" Standard Report, Exclude Non-Commercial, Exclude Network, Exclude Zero Rate, All Orders

Id#	Advertiser		Order	Product	I.F.	Schedule Target	Start	End	
WUNC-FM									
1A									
3045	KRASNO EVENTS	• 3045-00020 [1]	General	LECTURES	ME	<u>1A</u>	8/31/2021	9/2/2021	15
917	NEW LEAF LANDSCAPING	• 917-00016 [1]	General	LANDSCAPING/ YARD SERVICES	ME	<u>1A</u>	8/22/2020	8/20/2021	15
347	TONY HALL & ASSOCIATES	• 347-00013 [2]	General	REAL ESTATE/SENIOR LIVING	ME	<u>1A</u>	10/12/2020	9/24/2021	15
1A Totals:									
All Things Considered									
647	HILL COUNTRY WOODWORKS	• 647-00014 [4]	General	HOME/OFFICE FURNISHINGS	ME	<u>AllThings Considered</u>	12/23/2020	12/14/2021	15
3331	HORSE AND BUGGY PRESS	• 3331-00002 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>AllThings Considered</u>	8/19/2021	8/19/2021	15
143	LIVE NATION	• 143-00026 [2]	General	CONCERTS/LIVE MUSIC	ME	<u>AllThings Considered</u>	8/13/2021	8/15/2021	15
143	LIVE NATION	• 143-00028 [2]	General	CONCERTS/LIVE MUSIC	ME	<u>AllThings Considered</u>	8/26/2021	8/26/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	7/26/2021	8/1/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	8/2/2021	8/8/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	8/9/2021	8/15/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	8/16/2021	8/22/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	8/23/2021	8/29/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	8/30/2021	9/5/2021	15
All Things Considered Totals:									
Back Porch Music									
2931	NC FOLK FESTIVAL	• 2931-00006 [5]	General	FESTIVALS	ME	<u>Back Porch Music</u>	8/26/2021	8/29/2021	15
2931	NC FOLK FESTIVAL	• 2931-00006 [5]	General	FESTIVALS	ME	<u>Back Porch Music</u>	8/30/2021	9/5/2021	15
3308	ROOSTERS WIFE, THE	• 3308-00003 [3]	General	CONCERTS/LIVE MUSIC	C	<u>Back Porch Music</u>	8/1/2021	8/1/2021	15
2097	STOKES COUNTY ECONOMIC DEVELOPMENT	• 2097-00012 [1]	General	TRAVEL/TOURISM	ME	<u>Back Porch Music</u>	7/26/2021	8/1/2021	15
2097	STOKES COUNTY ECONOMIC DEVELOPMENT	• 2097-00012 [1]	General	TRAVEL/TOURISM	ME	<u>Back Porch Music</u>	8/9/2021	8/15/2021	15
2097	STOKES COUNTY ECONOMIC DEVELOPMENT	• 2097-00012 [1]	General	TRAVEL/TOURISM	ME	<u>Back Porch Music</u>	8/16/2021	8/22/2021	15
2097	STOKES COUNTY ECONOMIC DEVELOPMENT	• 2097-00012 [1]	General	TRAVEL/TOURISM	ME	<u>Back Porch Music</u>	8/23/2021	8/29/2021	15

Back Porch Music Totals:

Id#	Advertiser		Order	Product	I.F.	Schedule Target	Start	End	
Fresh Air (M-Th)									
3200	DUKE UNIVERSITY ARTS INITIATIVE	• 3200-00005 [2]	General	ART GALLERIES/ART ORGANIZATIONS	CE	Fresh Air 7pm (M-TH)	8/30/2021	9/5/2021	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00324 [3]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	8/9/2021	8/12/2021	15
1582	FLYLEAF BOOKS	• 1582-00016 [2]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	8/2/2021	8/8/2021	15
1582	FLYLEAF BOOKS	• 1582-00016 [2]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	8/16/2021	8/22/2021	15
3100	FUQUAY-VARINA ARTS CENTER	• 3100-00004 [2]	General	ART GALLERIES/ART ORGANIZATIONS	C	Fresh Air 7pm (M-TH)	8/9/2021	8/15/2021	15
3077	HAWTHORNE AND WOOD	• 3077-00005 [4]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	8/9/2021	8/15/2021	15
3077	HAWTHORNE AND WOOD	• 3077-00005 [4]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	8/23/2021	8/29/2021	15
3077	HAWTHORNE AND WOOD	• 3077-00005 [4]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	8/30/2021	9/5/2021	15
3331	HORSE AND BUGGY PRESS	• 3331-00002 [2]	General	ART GALLERIES/ART ORGANIZATIONS	ME	Fresh Air 7pm (M-TH)	8/16/2021	8/18/2021	15
3143	KENDALL PAGE ATTORNEY	• 3143-00004 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	Fresh Air 7pm (M-TH)	8/30/2021	9/5/2021	15
Fresh Air (M-Th) Totals:									
Marketplace									
2663	DMJ & CO. PLLC	• 2663-00007 [6]	General	CPA'S/TAX SERVICES	ME	Mrktplce (6:30p) (M-F)	7/26/2021	8/1/2021	15
Marketplace Totals:									
Morning Edition									
143	LIVE NATION	• 143-00026 [1]	General	CONCERTS/LIVE MUSIC	ME	Morning Edition	8/13/2021	8/15/2021	15
143	LIVE NATION	• 143-00026 [1]	General	CONCERTS/LIVE MUSIC	ME	Morning Edition	8/16/2021	8/16/2021	15
143	LIVE NATION	• 143-00028 [1]	General	CONCERTS/LIVE MUSIC	ME	Morning Edition	8/25/2021	8/27/2021	15
917	NEW LEAF LANDSCAPING	• 917-00016 [4]	General	LANDSCAPING/ YARD SERVICES	ME	Morning Edition	8/22/2020	8/18/2021	15
Morning Edition Totals:									
People's Pharmacy									
1239	BIOMERIEUX	• 1239-00017 [49]	General	PHARMACEUTICAL MFG	C	People's Pharmacy	8/2/2021	8/8/2021	15
1239	BIOMERIEUX	• 1239-00017 [49]	General	PHARMACEUTICAL MFG	C	People's Pharmacy	8/30/2021	9/5/2021	15
People's Pharmacy Totals:									
Sound Opinions									
3336	ANDMOREAGAIN PRESENTS	• 3336-00002 [1]	General	CONCERTS/LIVE MUSIC	ME	Sound Opinions	8/21/2021	8/21/2021	15
Sound Opinions Totals:									
The Takeaway (Noon)									
314	MY DOG TESS	• 314-00020 [1]	General	REAL ESTATE/SENIOR LIVING	ME	The Takeaway (Noon)	1/21/2021	1/16/2022	15
The Takeaway (Noon) Totals:									
This American Life									
3331	HORSE AND BUGGY PRESS	• 3331-00002 [3]	General	ART GALLERIES/ART ORGANIZATIONS	ME	This American Life	8/13/2021	8/13/2021	15
This American Life Totals:									
Wait Wait Don't Tell Me									
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00004 [4]	General	CAR DEALERSHIP	CE	Wait Wait Don't Tell Me	8/30/2021	9/5/2021	15
314	MY DOG TESS	• 314-00020 [2]	General	REAL ESTATE/SENIOR LIVING	ME	Wait Wait Don't Tell Me	1/21/2021	1/19/2022	15
Wait Wait Don't Tell Me Totals:									

Id#	Advertiser	Order	Product	I.F.	Schedule Target	Start	End	
Weekend Edition Saturday								
684	ALUMINUM COMPANY OF NC	D	• 684-00023 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	7/26/2021 8/1/2021 15
684	ALUMINUM COMPANY OF NC	D	• 684-00023 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	8/9/2021 8/15/2021 15
684	ALUMINUM COMPANY OF NC	D	• 684-00023 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	8/23/2021 8/29/2021 15
647	HILL COUNTRY WOODWORKS		• 647-00014 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Weeknd Ed SATURDAY</u>	12/7/2020 11/29/2021 15
917	NEW LEAF LANDSCAPING		• 917-00016 [6]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Weeknd Ed SATURDAY</u>	8/22/2020 8/19/2021 15

Weekend Edition Saturday Totals:

Weekend Edition Sunday

411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	7/26/2021 8/1/2021 15
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	8/2/2021 8/8/2021 15
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	8/9/2021 8/15/2021 15
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	8/16/2021 8/22/2021 15
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	8/23/2021 8/29/2021 15

Weekend Edition Sunday Totals:

WUNC-FM Totals:

Report Totals:

Printed: 9/3/2021 At: 1:49:28PM

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