

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 03/01/2024 to 03/31/2024

Grouped by: Spot Type

(Scheduled Target between "1A" and "1A Plus" or Scheduled Target between "AllThings Considered" and "WUNC Music 6a-10p") and (Station = "WUNC-FM" or Station = "WUNC-HD2" or Station = "WFSS-FM")

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									
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	2/26/2024	3/3/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	3/4/2024	3/10/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	3/11/2024	3/17/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	3/18/2024	3/24/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	3/25/2024	3/31/2024	15
917	NEW LEAF LANDSCAPING	• 917-00020 [1]	General	LANDSCAPING/ YARD SERVICES	ME	<u>1A</u>	1/9/2024	1/5/2025	15
347	TONY HALL & ASSOCIATES	• 347-00016 [2]	General	REAL ESTATE/SENIOR LIVING	ME	<u>1A</u>	10/9/2023	9/22/2024	15
1A Totals:									
All Things Considered									
647	HILL COUNTRY WOODWORKS	• 647-00017 [4]	General	HOME/OFFICE FURNISHINGS	ME	<u>AllThings Considered</u>	12/29/2023	12/19/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	2/26/2024	3/3/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	3/4/2024	3/10/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	3/11/2024	3/17/2024	15
All Things Considered Totals:									
Back Porch Music									
540	CARYS KOKA BOOTH AMPHITHEATRE	• 540-00051 [1]	General	CONCERTS/LIVE MUSIC	C	<u>Back Porch Music</u>	3/8/2024	3/10/2024	15
540	CARYS KOKA BOOTH AMPHITHEATRE	• 540-00051 [1]	General	CONCERTS/LIVE MUSIC	C	<u>Back Porch Music</u>	3/11/2024	3/17/2024	15
540	CARYS KOKA BOOTH AMPHITHEATRE	• 540-00051 [1]	General	CONCERTS/LIVE MUSIC	C	<u>Back Porch Music</u>	3/18/2024	3/24/2024	15
540	CARYS KOKA BOOTH AMPHITHEATRE	• 540-00051 [1]	General	CONCERTS/LIVE MUSIC	C	<u>Back Porch Music</u>	3/25/2024	3/31/2024	15
145	CATS CRADLE	• 145-00165 [1]	General	CONCERTS/LIVE MUSIC	CE	<u>Back Porch Music</u>	3/15/2024	3/17/2024	15
145	CATS CRADLE	• 145-00165 [1]	General	CONCERTS/LIVE MUSIC	CE	<u>Back Porch Music</u>	3/18/2024	3/24/2024	15
145	CATS CRADLE	• 145-00165 [1]	General	CONCERTS/LIVE MUSIC	CE	<u>Back Porch Music</u>	3/25/2024	3/31/2024	15
3512	WHITE MEMORIAL PRESBYTERIAN CHURCH	• 3512-00003 [1]	General	CONCERTS/LIVE MUSIC	ME	<u>Back Porch Music</u>	3/1/2024	3/2/2024	15
Back Porch Music Totals:									
Due South									
3648	LUBBERS AND SONS	• 3648-00002 [1]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Due South (10am)</u>	3/18/2024	3/24/2024	15
3267	PBS NORTH CAROLINA	• 3267-00059 [1]	General	TELEVISION STATIONS/SHOWS	C	<u>Due South (10am)</u>	2/26/2024	3/3/2024	15
3267	PBS NORTH CAROLINA	• 3267-00059 [1]	General	TELEVISION STATIONS/SHOWS	C	<u>Due South (10am)</u>	3/4/2024	3/10/2024	15
3267	PBS NORTH CAROLINA	• 3267-00059 [1]	General	TELEVISION STATIONS/SHOWS	C	<u>Due South (10am)</u>	3/11/2024	3/17/2024	15
3267	PBS NORTH CAROLINA	• 3267-00059 [1]	General	TELEVISION STATIONS/SHOWS	C	<u>Due South (10am)</u>	3/18/2024	3/24/2024	15
3267	PBS NORTH CAROLINA	• 3267-00059 [1]	General	TELEVISION STATIONS/SHOWS	C	<u>Due South (10am)</u>	3/25/2024	3/29/2024	15
3267	PBS NORTH CAROLINA	• 3267-00062 [2]	General	TELEVISION STATIONS/SHOWS	C	<u>Due South (10am)</u>	3/25/2024	3/31/2024	15
Due South Totals:									

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Standard Report, Exclude Non-Commercial, Exclude Network, Exclude Zero Rate, All Orders

Id#	Advertiser	Order	Product	I.F.	Schedule Target	Start	End		
Fresh Air (M-Th)									
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00435 [4]	General	THEATER/DANCE PRODUCTIONS	E	Fresh Air 7pm (M-TH)	3/11/2024	3/14/2024	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00448 [4]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	3/4/2024	3/7/2024	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00451 [4]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	3/13/2024	3/14/2024	15
1785	HILLSBOROUGH ARTS COUNCIL	• 1785-00028 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	Fresh Air 7pm (M-TH)	3/27/2024	3/31/2024	15
3143	KENDALL PAGE ATTORNEY	• 3143-00008 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	Fresh Air 7pm (M-TH)	3/4/2024	3/10/2024	15
917	NEW LEAF LANDSCAPING	• 917-00020 [5]	General	LANDSCAPING/ YARD SERVICES	ME	Fresh Air 7pm (M-TH)	1/9/2024	10/19/2024	15
361	UNC PRESS	• 361-00019 [5]	General	PUBLISHERS	ME	Fresh Air 7pm (M-TH)	10/9/2023	6/13/2024	15
Fresh Air (M-Th) Totals:									
Here & Now									
361	UNC PRESS	• 361-00019 [2]	General	PUBLISHERS	ME	Here & Now	10/9/2023	6/21/2024	15
Here & Now Totals:									
Morning Edition									
917	NEW LEAF LANDSCAPING	• 917-00020 [4]	General	LANDSCAPING/ YARD SERVICES	ME	Morning Edition	1/9/2024	1/4/2025	15
Morning Edition Totals:									
People's Pharmacy									
2708	PRIMUS INTERNAL MEDICINE	• 2708-00009 [1]	General	MEDICAL SERVICES	ME	People's Pharmacy	5/13/2023	10/13/2024	15
People's Pharmacy Totals:									
Science Friday									
2853	NCSU DEPT OF MATERIALS SCIENCE & ENGINEERIN	• 2853-00005 [1]	General	LECTURES	ME	Science Friday	3/1/2024	3/3/2024	15
2853	NCSU DEPT OF MATERIALS SCIENCE & ENGINEERIN	• 2853-00005 [1]	General	LECTURES	ME	Science Friday	3/4/2024	3/10/2024	15
2853	NCSU DEPT OF MATERIALS SCIENCE & ENGINEERIN	• 2853-00005 [1]	General	LECTURES	ME	Science Friday	3/11/2024	3/17/2024	15
2853	NCSU DEPT OF MATERIALS SCIENCE & ENGINEERIN	• 2853-00005 [1]	General	LECTURES	ME	Science Friday	3/18/2024	3/24/2024	15
2853	NCSU DEPT OF MATERIALS SCIENCE & ENGINEERIN	• 2853-00005 [1]	General	LECTURES	ME	Science Friday	3/25/2024	3/31/2024	15
Science Friday Totals:									
Sound Opinions									
3336	ANDMOREAGAIN PRESENTS	• 3336-00004 [1]	General	CONCERTS/LIVE MUSIC	E	Sound Opinions	3/9/2024	3/10/2024	15
3336	ANDMOREAGAIN PRESENTS	• 3336-00004 [1]	General	CONCERTS/LIVE MUSIC	E	Sound Opinions	3/11/2024	3/16/2024	15
3336	ANDMOREAGAIN PRESENTS	• 3336-00005 [1]	General	CONCERTS/LIVE MUSIC	E	Sound Opinions	3/23/2024	3/23/2024	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00446 [4]	General	CONCERTS/LIVE MUSIC	E	Sound Opinions	3/2/2024	3/2/2024	15
Sound Opinions Totals:									

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Standard Report, Exclude Non-Commercial, Exclude Network, Exclude Zero Rate, All Orders

Id#	Advertiser	Order	Product	I.F.	Schedule Target	Start	End		
Splendid Table									
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	2/26/2024	3/3/2024	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	3/4/2024	3/10/2024	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	3/11/2024	3/17/2024	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	3/18/2024	3/24/2024	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	3/25/2024	3/31/2024	15

Splendid Table Totals:

This American Life

361	UNC PRESS	• 361-00019 [4]	General	PUBLISHERS	ME	This American Life	10/6/2023	6/21/2024	15
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This American Life Totals:

Wait Wait Don't Tell Me

2636	AVANCE CENTERS OF EXCELLENCE IN PSYCH	• 2636-00007 [3]	General	MEDICAL SERVICES	ME	Wait Wait Don't Tell Me	2/26/2024	3/3/2024	15
2636	AVANCE CENTERS OF EXCELLENCE IN PSYCH	• 2636-00007 [3]	General	MEDICAL SERVICES	ME	Wait Wait Don't Tell Me	3/11/2024	3/17/2024	15
2636	AVANCE CENTERS OF EXCELLENCE IN PSYCH	• 2636-00007 [3]	General	MEDICAL SERVICES	ME	Wait Wait Don't Tell Me	3/25/2024	3/31/2024	15
3648	LUBBERS AND SONS	• 3648-00002 [2]	General	LANDSCAPING/ YARD SERVICES	ME	Wait Wait Don't Tell Me	3/23/2024	3/24/2024	15
3267	PBS NORTH CAROLINA	• 3267-00062 [1]	General	TELEVISION STATIONS/SHOWS	C	Wait Wait Don't Tell Me	3/24/2024	3/24/2024	15
3267	PBS NORTH CAROLINA	• 3267-00062 [1]	General	TELEVISION STATIONS/SHOWS	C	Wait Wait Don't Tell Me	3/25/2024	3/31/2024	15
3513	SMITH ANDERSON	• 3513-00004 [4]	General	LEGAL SERVICES / LAW OFFICES	ME	Wait Wait Don't Tell Me	3/4/2024	3/10/2024	15
3513	SMITH ANDERSON	• 3513-00004 [4]	General	LEGAL SERVICES / LAW OFFICES	ME	Wait Wait Don't Tell Me	3/18/2024	3/24/2024	15

Wait Wait Don't Tell Me Totals:

Weekend Edition Saturday

684	ALUMINUM COMPANY OF NC	D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	Weeknd Ed SATURDAY	3/4/2024	3/10/2024	15
684	ALUMINUM COMPANY OF NC	D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	Weeknd Ed SATURDAY	3/18/2024	3/24/2024	15
647	HILL COUNTRY WOODWORKS		• 647-00017 [1]	General	HOME/OFFICE FURNISHINGS	ME	Weeknd Ed SATURDAY	12/13/2023	12/4/2024	15
917	NEW LEAF LANDSCAPING		• 917-00020 [6]	General	LANDSCAPING/ YARD SERVICES	ME	Weeknd Ed SATURDAY	1/9/2024	1/5/2025	15

Weekend Edition Saturday Totals:

WUNC-FM Totals:

Report Totals:

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