

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 06/01/2023 to 06/30/2023

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>	5/29/2023	6/4/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	6/5/2023	6/11/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	6/12/2023	6/18/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	6/19/2023	6/25/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	6/26/2023	7/2/2023	15
917	NEW LEAF LANDSCAPING	• 917-00019 [1]	General	LANDSCAPING/ YARD SERVICES	ME	<u>1A</u>	12/13/2022	12/10/2023	15
347	TONY HALL & ASSOCIATES	• 347-00015 [2]	General	REAL ESTATE/SENIOR LIVING	ME	<u>1A</u>	10/10/2022	9/22/2023	15

1A Totals:

All Things Considered

3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	5/29/2023	6/4/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	6/5/2023	6/11/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	6/12/2023	6/18/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	6/19/2023	6/25/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	6/26/2023	7/2/2023	15
647	HILL COUNTRY WOODWORKS	• 647-00016 [4]	General	HOME/OFFICE FURNISHINGS	ME	<u>AllThings Considered</u>	12/30/2022	12/21/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [2]	General	PHARMACEUTICAL MFG	C	<u>AllThings Considered</u>	5/29/2023	6/4/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [2]	General	PHARMACEUTICAL MFG	C	<u>AllThings Considered</u>	6/5/2023	6/11/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [2]	General	PHARMACEUTICAL MFG	C	<u>AllThings Considered</u>	6/12/2023	6/18/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [2]	General	PHARMACEUTICAL MFG	C	<u>AllThings Considered</u>	6/19/2023	6/23/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	5/29/2023	6/4/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	6/5/2023	6/11/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	6/12/2023	6/18/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	6/26/2023	7/2/2023	15

All Things Considered Totals:

American Routes

3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [16]	General	CONCERTS/LIVE MUSIC	ME	<u>American Routes</u>	6/5/2023	6/11/2023	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [16]	General	CONCERTS/LIVE MUSIC	ME	<u>American Routes</u>	6/12/2023	6/18/2023	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [16]	General	CONCERTS/LIVE MUSIC	ME	<u>American Routes</u>	6/19/2023	6/25/2023	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [16]	General	CONCERTS/LIVE MUSIC	ME	<u>American Routes</u>	6/26/2023	7/2/2023	15

American Routes Totals:

North Carolina Public Radio-WUNC

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(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		
Back Porch Music									
2886	STEEL WHEELS/BLACK BEAR PRODUCTIONS	• 2886-00009 [1]	General	CONCERTS/LIVE MUSIC	ME	Back Porch Music	5/29/2023	6/4/2023	15
2886	STEEL WHEELS/BLACK BEAR PRODUCTIONS	• 2886-00009 [1]	General	CONCERTS/LIVE MUSIC	ME	Back Porch Music	6/5/2023	6/11/2023	15
2097	STOKES COUNTY ECONOMIC DEVELOPMENT	• 2097-00015 [1]	General	TRAVEL/TOURISM	ME	Back Porch Music	6/12/2023	6/18/2023	15
2097	STOKES COUNTY ECONOMIC DEVELOPMENT	• 2097-00015 [1]	General	TRAVEL/TOURISM	ME	Back Porch Music	6/19/2023	6/25/2023	15
2097	STOKES COUNTY ECONOMIC DEVELOPMENT	• 2097-00015 [1]	General	TRAVEL/TOURISM	ME	Back Porch Music	6/26/2023	7/2/2023	15
Back Porch Music Totals:									
Embodied									
3566	GFOUR PRODUCTIONS LLC	• 3566-00002 [1]	General	THEATER/DANCE PRODUCTIONS	E	Embodied Fri Noon	6/9/2023	6/9/2023	15
Embodied Totals:									
Fresh Air (M-Th)									
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [17]	General	CONCERTS/LIVE MUSIC	ME	Fresh Air 7pm (M-TH)	6/5/2023	6/11/2023	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [17]	General	CONCERTS/LIVE MUSIC	ME	Fresh Air 7pm (M-TH)	6/12/2023	6/18/2023	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [17]	General	CONCERTS/LIVE MUSIC	ME	Fresh Air 7pm (M-TH)	6/26/2023	7/2/2023	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00409 [4]	General	THEATER/DANCE PRODUCTIONS	C	Fresh Air 7pm (M-TH)	6/26/2023	6/29/2023	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00411 [4]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	6/1/2023	6/4/2023	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00411 [4]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	6/5/2023	6/7/2023	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00414 [4]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	6/21/2023	6/22/2023	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00415 [4]	General	CONCERTS/LIVE MUSIC	C	Fresh Air 7pm (M-TH)	6/22/2023	6/22/2023	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00415 [5]	General	CONCERTS/LIVE MUSIC	C	Fresh Air 7pm (M-TH)	6/26/2023	6/26/2023	15
3566	GFOUR PRODUCTIONS LLC	• 3566-00002 [3]	General	THEATER/DANCE PRODUCTIONS	E	Fresh Air 7pm (M-TH)	6/12/2023	6/12/2023	15
1785	HILLSBOROUGH ARTS COUNCIL	• 1785-00026 [1]	General	ART GALLERIES/ART ORGANIZATIONS	C	Fresh Air 7pm (M-TH)	6/26/2023	7/2/2023	15
917	NEW LEAF LANDSCAPING	• 917-00019 [5]	General	LANDSCAPING/ YARD SERVICES	ME	Fresh Air 7pm (M-TH)	12/13/2022	9/23/2023	15
978	NORTH CAROLINA SYMPHONY - TR	• 978-00079 [2]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	5/29/2023	6/2/2023	15
978	NORTH CAROLINA SYMPHONY - TR	• 978-00080 [2]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	6/5/2023	6/5/2023	15
978	NORTH CAROLINA SYMPHONY - TR	• 978-00087 [2]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	6/26/2023	6/30/2023	15
3515	PAGE 158 BOOKS	• 3515-00002 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	6/5/2023	6/11/2023	15
3515	PAGE 158 BOOKS	• 3515-00002 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	6/19/2023	6/25/2023	15
361	UNC PRESS	• 361-00018 [5]	General	PUBLISHERS	C	Fresh Air 7pm (M-TH)	10/7/2022	6/23/2023	15
Fresh Air (M-Th) Totals:									
Here & Now									
361	UNC PRESS	• 361-00018 [2]	General	PUBLISHERS	C	Here & Now	10/10/2022	6/23/2023	15
Here & Now Totals:									

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(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		
Marketplace									
3558	CATAPULT	• 3558-00002 [5]	General	CONSULTANTS	C	<u>Mrktplce (6:30p) (M-F)</u>	5/29/2023	6/4/2023	15
3558	CATAPULT	• 3558-00002 [5]	General	CONSULTANTS	C	<u>Mrktplce (6:30p) (M-F)</u>	6/5/2023	6/11/2023	15
3558	CATAPULT	• 3558-00002 [5]	General	CONSULTANTS	C	<u>Mrktplce (6:30p) (M-F)</u>	6/12/2023	6/18/2023	15
3558	CATAPULT	• 3558-00002 [5]	General	CONSULTANTS	C	<u>Mrktplce (6:30p) (M-F)</u>	6/19/2023	6/25/2023	15
3558	CATAPULT	• 3558-00002 [5]	General	CONSULTANTS	C	<u>Mrktplce (6:30p) (M-F)</u>	6/26/2023	6/30/2023	15
3522	UNITED COMMUNITY BANK	• 3522-00004 [3]	General	FINANCIAL SERVICES/BANKS	ME	<u>Mrktplce (6:30p) (M-F)</u>	6/5/2023	6/11/2023	15
3522	UNITED COMMUNITY BANK	• 3522-00004 [3]	General	FINANCIAL SERVICES/BANKS	ME	<u>Mrktplce (6:30p) (M-F)</u>	6/12/2023	6/16/2023	15
Marketplace Totals:									
Morning Edition									
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	<u>Morning Edition</u>	5/29/2023	6/4/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	<u>Morning Edition</u>	6/5/2023	6/11/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	<u>Morning Edition</u>	6/12/2023	6/18/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	<u>Morning Edition</u>	6/19/2023	6/25/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	<u>Morning Edition</u>	6/26/2023	7/2/2023	15
917	NEW LEAF LANDSCAPING	• 917-00019 [4]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Morning Edition</u>	12/13/2022	12/9/2023	15
3522	UNITED COMMUNITY BANK	• 3522-00004 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>Morning Edition</u>	6/5/2023	6/11/2023	15
3522	UNITED COMMUNITY BANK	• 3522-00004 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>Morning Edition</u>	6/12/2023	6/16/2023	15
Morning Edition Totals:									
People's Pharmacy									
3566	GFOUR PRODUCTIONS LLC	• 3566-00002 [2]	General	THEATER/DANCE PRODUCTIONS	E	<u>People's Pharmacy</u>	6/11/2023	6/11/2023	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00007 [1]	General	MEDICAL SERVICES	ME	<u>People's Pharmacy</u>	5/29/2023	6/4/2023	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00007 [1]	General	MEDICAL SERVICES	ME	<u>People's Pharmacy</u>	6/5/2023	6/11/2023	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00007 [1]	General	MEDICAL SERVICES	ME	<u>People's Pharmacy</u>	6/12/2023	6/18/2023	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00007 [1]	General	MEDICAL SERVICES	ME	<u>People's Pharmacy</u>	6/19/2023	6/25/2023	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00007 [1]	General	MEDICAL SERVICES	ME	<u>People's Pharmacy</u>	6/26/2023	7/2/2023	15
2708	PRIMUS INTERNAL MEDICINE	• 2708-00009 [1]	General	MEDICAL SERVICES	ME	<u>People's Pharmacy</u>	5/13/2023	10/13/2024	15

People's Pharmacy Totals:

North Carolina Public Radio-WUNC

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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	
Science Friday									
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00027 [5]	General	CAR DEALERSHIP	E	Science Friday	6/5/2023	6/11/2023	15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00027 [5]	General	CAR DEALERSHIP	E	Science Friday	6/19/2023	6/25/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [1]	General	PHARMACEUTICAL MFG	C	Science Friday	5/29/2023	6/4/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [1]	General	PHARMACEUTICAL MFG	C	Science Friday	6/5/2023	6/11/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [1]	General	PHARMACEUTICAL MFG	C	Science Friday	6/12/2023	6/18/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [1]	General	PHARMACEUTICAL MFG	C	Science Friday	6/19/2023	6/23/2023	15
2204	SCIMED SOLUTIONS	• 2204-00011 [1]	General	COMPUTERS/COMPUTER SERVICES	ME	Science Friday	6/12/2023	6/18/2023	15
2204	SCIMED SOLUTIONS	• 2204-00014 [1]	General	COMPUTERS/COMPUTER SERVICES	ME	Science Friday	6/26/2023	7/2/2023	15
Science Friday Totals:									
Sound Opinions									
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [15]	General	CONCERTS/LIVE MUSIC	ME	Sound Opinions	5/29/2023	6/4/2023	15
Sound Opinions Totals:									
Splendid Table									
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	5/29/2023	6/4/2023	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	6/5/2023	6/11/2023	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	6/12/2023	6/18/2023	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	6/19/2023	6/25/2023	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	6/26/2023	7/2/2023	15
Splendid Table Totals:									
This American Life									
361	UNC PRESS	• 361-00018 [4]	General	PUBLISHERS	C	This American Life	10/7/2022	6/23/2023	15
This American Life Totals:									
Wait Wait Don't Tell Me									
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00027 [4]	General	CAR DEALERSHIP	E	Wait Wait Don't Tell Me	6/3/2023	6/4/2023	15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00027 [4]	General	CAR DEALERSHIP	E	Wait Wait Don't Tell Me	6/5/2023	6/11/2023	15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00027 [4]	General	CAR DEALERSHIP	E	Wait Wait Don't Tell Me	6/12/2023	6/18/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [3]	General	PHARMACEUTICAL MFG	C	Wait Wait Don't Tell Me	5/29/2023	6/4/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [3]	General	PHARMACEUTICAL MFG	C	Wait Wait Don't Tell Me	6/5/2023	6/11/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [3]	General	PHARMACEUTICAL MFG	C	Wait Wait Don't Tell Me	6/12/2023	6/18/2023	15
3528	Q SQUARED LAB SOLUTIONS	• 3528-00002 [3]	General	PHARMACEUTICAL MFG	C	Wait Wait Don't Tell Me	6/19/2023	6/24/2023	15
Wait Wait Don't Tell Me Totals:									

North Carolina Public Radio-WUNC

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(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	
Weekend Edition Saturday								
684	ALUMINUM COMPANY OF NC	D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	5/29/2023 6/4/2023 15
684	ALUMINUM COMPANY OF NC	D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	6/12/2023 6/18/2023 15
684	ALUMINUM COMPANY OF NC	D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	6/26/2023 7/2/2023 15
647	HILL COUNTRY WOODWORKS		• 647-00016 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Weeknd Ed SATURDAY</u>	12/14/2022 12/6/2023 15
917	NEW LEAF LANDSCAPING		• 917-00019 [6]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Weeknd Ed SATURDAY</u>	12/13/2022 12/10/2023 15
347	TONY HALL & ASSOCIATES		• 347-00015 [4]	General	REAL ESTATE/SENIOR LIVING	ME	<u>Weeknd Ed SATURDAY</u>	11/7/2022 6/24/2023 15

Weekend Edition Saturday Totals:

WUNC-FM Totals:

Report Totals:

Printed: 7/5/2023 At: 5:11:33PM

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