

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 12/01/2022 to 12/31/2022

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	• 718-00020 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	12/5/2022	12/11/2022	15
718	KENNON CRAVER	• 718-00020 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	12/19/2022	12/25/2022	15
917	NEW LEAF LANDSCAPING	• 917-00017 [1]	General	LANDSCAPING/ YARD SERVICES	ME	<u>1A</u>	12/13/2021	12/11/2022	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	• 3472-00002 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	11/28/2022	12/4/2022	15
3472	FRANK DWORSKY	• 3472-00002 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	12/5/2022	12/11/2022	15
3472	FRANK DWORSKY	• 3472-00002 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	12/12/2022	12/18/2022	15
3472	FRANK DWORSKY	• 3472-00002 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	12/19/2022	12/25/2022	15
3472	FRANK DWORSKY	• 3472-00002 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	12/26/2022	1/1/2023	15
647	HILL COUNTRY WOODWORKS	• 647-00015 [4]	General	HOME/OFFICE FURNISHINGS	ME	<u>AllThings Considered</u>	12/31/2021	12/22/2022	15
647	HILL COUNTRY WOODWORKS	• 647-00016 [4]	General	HOME/OFFICE FURNISHINGS	ME	<u>AllThings Considered</u>	12/30/2022	12/21/2023	15
3241	KUHN ADVISORS	• 3241-00004 [2]	General	FINANCIAL SERVICES/BANKS	C	<u>AllThings Considered</u>	11/28/2022	12/4/2022	15
3241	KUHN ADVISORS	• 3241-00004 [2]	General	FINANCIAL SERVICES/BANKS	C	<u>AllThings Considered</u>	12/5/2022	12/11/2022	15
3241	KUHN ADVISORS	• 3241-00004 [2]	General	FINANCIAL SERVICES/BANKS	C	<u>AllThings Considered</u>	12/12/2022	12/18/2022	15
2293	PARKER POE	• 2293-00010 [2]	General	LEGAL SERVICES / LAW OFFICES	CE	<u>AllThings Considered</u>	11/28/2022	12/4/2022	15
2293	PARKER POE	• 2293-00010 [2]	General	LEGAL SERVICES / LAW OFFICES	CE	<u>AllThings Considered</u>	12/5/2022	12/11/2022	15
2293	PARKER POE	• 2293-00010 [2]	General	LEGAL SERVICES / LAW OFFICES	CE	<u>AllThings Considered</u>	12/12/2022	12/18/2022	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00024 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	11/28/2022	12/4/2022	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00024 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	12/5/2022	12/11/2022	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00024 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	12/12/2022	12/18/2022	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00024 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	12/26/2022	1/1/2023	15
All Things Considered Totals:									
American Routes									
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00003 [6]	General	CONCERTS/LIVE MUSIC	C	<u>American Routes</u>	11/28/2022	12/4/2022	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00003 [6]	General	CONCERTS/LIVE MUSIC	C	<u>American Routes</u>	12/5/2022	12/11/2022	15
American Routes Totals:									
Back Porch Music									
638	GREENSBORO SYMPHONY	• 638-00037 [1]	General	CONCERTS/LIVE MUSIC	E	<u>Back Porch Music</u>	12/2/2022	12/4/2022	15
638	GREENSBORO SYMPHONY	• 638-00037 [1]	General	CONCERTS/LIVE MUSIC	E	<u>Back Porch Music</u>	12/5/2022	12/11/2022	15
638	GREENSBORO SYMPHONY	• 638-00037 [1]	General	CONCERTS/LIVE MUSIC	E	<u>Back Porch Music</u>	12/12/2022	12/18/2022	15
Back Porch Music 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	
Fresh Air (M-Th)								
3461	CARING HOUSE	• 3461-00002 [2]	General	NON-PROFIT ORGANIZATIONS	ME	Fresh Air 7pm (M-TH)	11/28/2022	12/4/2022 15
3461	CARING HOUSE	• 3461-00002 [2]	General	NON-PROFIT ORGANIZATIONS	ME	Fresh Air 7pm (M-TH)	12/5/2022	12/8/2022 15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00003 [7]	General	CONCERTS/LIVE MUSIC	C	Fresh Air 7pm (M-TH)	12/5/2022	12/11/2022 15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00393 [3]	General	THEATER/DANCE PRODUCTIONS	E	Fresh Air 7pm (M-TH)	12/12/2022	12/15/2022 15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00396 [5]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	12/12/2022	12/15/2022 15
3281	END OF DAYS DISTILLERY	• 3281-00004 [3]	General	ALCOHOLIC BEVERAGES	CE	Fresh Air 7pm (M-TH)	12/5/2022	12/11/2022 15
3281	END OF DAYS DISTILLERY	• 3281-00004 [3]	General	ALCOHOLIC BEVERAGES	CE	Fresh Air 7pm (M-TH)	12/12/2022	12/15/2022 15
3077	HAWTHORNE AND WOOD	• 3077-00007 [5]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	11/28/2022	12/4/2022 15
3077	HAWTHORNE AND WOOD	• 3077-00007 [5]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	12/12/2022	12/18/2022 15
3077	HAWTHORNE AND WOOD	• 3077-00007 [5]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	12/26/2022	12/29/2022 15
3143	KENDALL PAGE ATTORNEY	• 3143-00005 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	Fresh Air 7pm (M-TH)	11/28/2022	12/4/2022 15
3143	KENDALL PAGE ATTORNEY	• 3143-00005 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	Fresh Air 7pm (M-TH)	12/12/2022	12/18/2022 15
2630	NC COASTAL FEDERATION	• 2630-00003 [2]	General	NON-PROFIT ORGANIZATIONS	ME	Fresh Air 7pm (M-TH)	12/5/2022	12/11/2022 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
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:								
Holiday Programming								
3377	CARRBORO COFFEE	• 3377-00006 [6]	General	COFFEE/TEA SHOPS	ME	Holiday Special	12/18/2022	12/18/2022 15
3377	CARRBORO COFFEE	• 3377-00006 [6]	General	COFFEE/TEA SHOPS	ME	Holiday Special	12/19/2022	12/25/2022 15
3377	CARRBORO COFFEE	• 3377-00006 [6]	General	COFFEE/TEA SHOPS	ME	Holiday Special	12/26/2022	12/30/2022 15
Holiday Programming Totals:								
Morning Edition								
3472	FRANK DWORSKY	• 3472-00002 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	11/28/2022	12/4/2022 15
3472	FRANK DWORSKY	• 3472-00002 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	12/5/2022	12/11/2022 15
3472	FRANK DWORSKY	• 3472-00002 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	12/12/2022	12/18/2022 15
3472	FRANK DWORSKY	• 3472-00002 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	12/19/2022	12/25/2022 15
3472	FRANK DWORSKY	• 3472-00002 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	12/26/2022	1/1/2023 15
3241	KUHN ADVISORS	• 3241-00004 [1]	General	FINANCIAL SERVICES/BANKS	C	Morning Edition	11/28/2022	12/4/2022 15
3241	KUHN ADVISORS	• 3241-00004 [1]	General	FINANCIAL SERVICES/BANKS	C	Morning Edition	12/5/2022	12/11/2022 15
3241	KUHN ADVISORS	• 3241-00004 [1]	General	FINANCIAL SERVICES/BANKS	C	Morning Edition	12/12/2022	12/18/2022 15
917	NEW LEAF LANDSCAPING	• 917-00017 [4]	General	LANDSCAPING/ YARD SERVICES	ME	Morning Edition	12/13/2021	12/9/2022 15
917	NEW LEAF LANDSCAPING	• 917-00019 [4]	General	LANDSCAPING/ YARD SERVICES	ME	Morning Edition	12/13/2022	12/9/2023 15
Morning Edition 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	
People's Pharmacy								
1239	BIOMERIEUX	• 1239-00018 [5]	General	PHARMACEUTICAL MFG	CE	People's Pharmacy	11/28/2022	12/4/2022 15
1239	BIOMERIEUX	• 1239-00018 [5]	General	PHARMACEUTICAL MFG	CE	People's Pharmacy	12/5/2022	12/11/2022 15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00006 [5]	General	MEDICAL SERVICES	ME	People's Pharmacy	11/28/2022	12/4/2022 15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00006 [5]	General	MEDICAL SERVICES	ME	People's Pharmacy	12/5/2022	12/11/2022 15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00006 [5]	General	MEDICAL SERVICES	ME	People's Pharmacy	12/12/2022	12/18/2022 15
2708	PRIMUS INTERNAL MEDICINE	• 2708-00008 [1]	General	MEDICAL SERVICES	ME	People's Pharmacy	12/4/2021	5/7/2023 15
People's Pharmacy Totals:								
Science Friday								
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00020 [5]	General	CAR DEALERSHIP	E	Science Friday	12/5/2022	12/11/2022 15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00020 [5]	General	CAR DEALERSHIP	E	Science Friday	12/19/2022	12/25/2022 15
2204	SCIMED SOLUTIONS	• 2204-00009 [1]	General	COMPUTERS/COMPUTER SERVICES	ME	Science Friday	12/5/2022	12/11/2022 15
Science Friday Totals:								
Sound Opinions								
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00003 [5]	General	CONCERTS/LIVE MUSIC	C	Sound Opinions	12/5/2022	12/11/2022 15
2123	MOTORCO MUSIC HALL	• 2123-00042 [1]	General	CONCERTS/LIVE MUSIC	ME	Sound Opinions	12/2/2022	12/4/2022 15
2123	MOTORCO MUSIC HALL	• 2123-00042 [1]	General	CONCERTS/LIVE MUSIC	ME	Sound Opinions	12/5/2022	12/11/2022 15
2123	MOTORCO MUSIC HALL	• 2123-00042 [2]	General	CONCERTS/LIVE MUSIC	ME	Back Porch Music	12/2/2022	12/4/2022 15
2123	MOTORCO MUSIC HALL	• 2123-00042 [2]	General	CONCERTS/LIVE MUSIC	ME	Back Porch Music	12/5/2022	12/11/2022 15
Sound Opinions Totals:								
Splendid Table								
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	11/28/2022	12/4/2022 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	12/5/2022	12/11/2022 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	12/12/2022	12/18/2022 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	12/19/2022	12/25/2022 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	12/26/2022	1/1/2023 15
Splendid Table Totals:								
The Takeaway (Noon)								
314	MY DOG TESS	• 314-00021 [1]	General	REAL ESTATE/SENIOR LIVING	ME	The Takeaway (Noon)	3/28/2022	3/23/2023 15
361	UNC PRESS	• 361-00018 [3]	General	PUBLISHERS	C	The Takeaway (Noon)	10/17/2022	5/11/2023 15
The Takeaway (Noon) 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:								

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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		
Wait Wait Don't Tell Me									
3461	CARING HOUSE	• 3461-00002 [1]	General	NON-PROFIT ORGANIZATIONS	ME	<u>Wait Wait Don't Tell Me</u>	11/28/2022	12/4/2022	15
3461	CARING HOUSE	• 3461-00002 [1]	General	NON-PROFIT ORGANIZATIONS	ME	<u>Wait Wait Don't Tell Me</u>	12/5/2022	12/11/2022	15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00020 [4]	General	CAR DEALERSHIP	E	<u>Wait Wait Don't Tell Me</u>	12/3/2022	12/4/2022	15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00020 [4]	General	CAR DEALERSHIP	E	<u>Wait Wait Don't Tell Me</u>	12/5/2022	12/11/2022	15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00020 [4]	General	CAR DEALERSHIP	E	<u>Wait Wait Don't Tell Me</u>	12/12/2022	12/18/2022	15
314	MY DOG TESS	• 314-00021 [2]	General	REAL ESTATE/SENIOR LIVING	ME	<u>Wait Wait Don't Tell Me</u>	3/28/2022	3/26/2023	15
3489	PAWS4EVER	• 3489-00002 [1]	General	NON-PROFIT ORGANIZATIONS	M	<u>Wait Wait Don't Tell Me</u>	11/28/2022	12/4/2022	15
3489	PAWS4EVER	• 3489-00002 [1]	General	NON-PROFIT ORGANIZATIONS	M	<u>Wait Wait Don't Tell Me</u>	12/5/2022	12/11/2022	15

Wait Wait Don't Tell Me Totals:

Weekend Edition Saturday

684	ALUMINUM COMPANY OF NC	D	• 684-00024 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	11/28/2022	12/4/2022	15
684	ALUMINUM COMPANY OF NC	D	• 684-00024 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	12/12/2022	12/18/2022	15
684	ALUMINUM COMPANY OF NC	D	• 684-00024 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	12/26/2022	1/1/2023	15
647	HILL COUNTRY WOODWORKS		• 647-00015 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Weeknd Ed SATURDAY</u>	12/15/2021	12/7/2022	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		• 917-00017 [6]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Weeknd Ed SATURDAY</u>	12/13/2021	12/10/2022	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:

Weekend Edition Sunday

411	HILLCREST CONVALESCENT CENTER		• 411-00022 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	11/28/2022	12/4/2022	15
411	HILLCREST CONVALESCENT CENTER		• 411-00022 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	12/5/2022	12/11/2022	15
411	HILLCREST CONVALESCENT CENTER		• 411-00022 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	12/12/2022	12/18/2022	15
411	HILLCREST CONVALESCENT CENTER		• 411-00022 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	12/19/2022	12/25/2022	15
411	HILLCREST CONVALESCENT CENTER		• 411-00022 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	12/26/2022	1/1/2023	15

Weekend Edition Sunday Totals:

WUNC-FM Totals:

Report Totals:

Printed: 1/6/2023 At: 11:11:51AM

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