

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 08/01/2023 to 08/31/2023

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>	7/31/2023	8/6/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	8/7/2023	8/13/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	8/14/2023	8/20/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	8/21/2023	8/27/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	8/28/2023	9/3/2023	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>	7/31/2023	8/6/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	8/7/2023	8/13/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	8/14/2023	8/20/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	8/21/2023	8/27/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	8/28/2023	9/3/2023	15
647	HILL COUNTRY WOODWORKS	• 647-00016 [4]	General	HOME/OFFICE FURNISHINGS	ME	<u>AllThings Considered</u>	12/30/2022	12/21/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	7/31/2023	8/6/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	8/7/2023	8/13/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	8/14/2023	8/20/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	8/21/2023	8/27/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	8/28/2023	9/3/2023	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>	7/31/2023	8/6/2023	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [16]	General	CONCERTS/LIVE MUSIC	ME	<u>American Routes</u>	8/7/2023	8/13/2023	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [16]	General	CONCERTS/LIVE MUSIC	ME	<u>American Routes</u>	8/21/2023	8/27/2023	15

American Routes Totals:

Back Porch Music

2097	STOKES COUNTY ECONOMIC DEVELOPMENT	• 2097-00015 [1]	General	TRAVEL/TOURISM	ME	<u>Back Porch Music</u>	8/7/2023	8/13/2023	15
2097	STOKES COUNTY ECONOMIC DEVELOPMENT	• 2097-00015 [1]	General	TRAVEL/TOURISM	ME	<u>Back Porch Music</u>	8/14/2023	8/20/2023	15
2097	STOKES COUNTY ECONOMIC DEVELOPMENT	• 2097-00015 [1]	General	TRAVEL/TOURISM	ME	<u>Back Porch Music</u>	8/21/2023	8/27/2023	15

Back Porch Music 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)									
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [17]	General	CONCERTS/LIVE MUSIC	ME	Fresh Air 7pm (M-TH)	7/31/2023	8/6/2023	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [17]	General	CONCERTS/LIVE MUSIC	ME	Fresh Air 7pm (M-TH)	8/7/2023	8/13/2023	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00423 [4]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	7/31/2023	8/4/2023	15
1785	HILLSBOROUGH ARTS COUNCIL	• 1785-00026 [1]	General	ART GALLERIES/ART ORGANIZATIONS	C	Fresh Air 7pm (M-TH)	8/21/2023	8/27/2023	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
3515	PAGE 158 BOOKS	• 3515-00002 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	7/31/2023	8/6/2023	15
3515	PAGE 158 BOOKS	• 3515-00002 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	8/14/2023	8/20/2023	15
3515	PAGE 158 BOOKS	• 3515-00002 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	8/28/2023	9/3/2023	15
3267	PBS NORTH CAROLINA	• 3267-00053 [5]	General	TELEVISION STATIONS/SHOWS	C	Fresh Air 7pm (M-TH)	8/14/2023	8/20/2023	15
Fresh Air (M-Th) Totals:									
Marketplace									
3522	UNITED COMMUNITY BANK	• 3522-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	Mrktplce (6:30p) (M-F)	7/31/2023	8/6/2023	15
3522	UNITED COMMUNITY BANK	• 3522-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	Mrktplce (6:30p) (M-F)	8/7/2023	8/13/2023	15
3522	UNITED COMMUNITY BANK	• 3522-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	Mrktplce (6:30p) (M-F)	8/14/2023	8/20/2023	15
3522	UNITED COMMUNITY BANK	• 3522-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	Mrktplce (6:30p) (M-F)	8/28/2023	9/3/2023	15
Marketplace Totals:									
Morning Edition									
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	7/31/2023	8/6/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	8/7/2023	8/13/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	8/14/2023	8/20/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	8/21/2023	8/27/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	8/28/2023	9/3/2023	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:									
People's Pharmacy									
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00007 [1]	General	MEDICAL SERVICES	ME	People's Pharmacy	7/31/2023	8/6/2023	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00007 [1]	General	MEDICAL SERVICES	ME	People's Pharmacy	8/7/2023	8/13/2023	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00007 [1]	General	MEDICAL SERVICES	ME	People's Pharmacy	8/14/2023	8/20/2023	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00007 [1]	General	MEDICAL SERVICES	ME	People's Pharmacy	8/21/2023	8/27/2023	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00007 [1]	General	MEDICAL SERVICES	ME	People's Pharmacy	8/28/2023	9/3/2023	15
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:									

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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	• 3285-00029 [5]	General	CAR DEALERSHIP	E	Science Friday	8/7/2023	8/13/2023 15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00029 [5]	General	CAR DEALERSHIP	E	Science Friday	8/21/2023	8/27/2023 15
2204	SCIMED SOLUTIONS	• 2204-00014 [1]	General	COMPUTERS/COMPUTER SERVICES	ME	Science Friday	8/7/2023	8/13/2023 15
2204	SCIMED SOLUTIONS	• 2204-00014 [1]	General	COMPUTERS/COMPUTER SERVICES	ME	Science Friday	8/28/2023	9/3/2023 15
Science Friday Totals:								
Sound Opinions								
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [15]	General	CONCERTS/LIVE MUSIC	ME	Sound Opinions	8/14/2023	8/20/2023 15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [15]	General	CONCERTS/LIVE MUSIC	ME	Sound Opinions	8/28/2023	9/3/2023 15
Sound Opinions Totals:								
Splendid Table								
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	7/31/2023	8/6/2023 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	8/7/2023	8/13/2023 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	8/14/2023	8/20/2023 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00004 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	8/21/2023	8/27/2023 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	8/28/2023	9/3/2023 15
Splendid Table Totals:								
TED Radio Hour								
2204	SCIMED SOLUTIONS	• 2204-00014 [2]	General	COMPUTERS/COMPUTER SERVICES	ME	TED Radio Hour	7/31/2023	8/6/2023 15
2204	SCIMED SOLUTIONS	• 2204-00014 [2]	General	COMPUTERS/COMPUTER SERVICES	ME	TED Radio Hour	8/28/2023	9/3/2023 15
TED Radio Hour Totals:								
Wait Wait Don't Tell Me								
3464	EL FUTURO	• 3464-00003 [1]	General	NON-PROFIT ORGANIZATIONS	ME	Wait Wait Don't Tell Me	8/26/2023	8/26/2023 15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00029 [4]	General	CAR DEALERSHIP	E	Wait Wait Don't Tell Me	8/5/2023	8/6/2023 15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00029 [4]	General	CAR DEALERSHIP	E	Wait Wait Don't Tell Me	8/7/2023	8/13/2023 15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00029 [4]	General	CAR DEALERSHIP	E	Wait Wait Don't Tell Me	8/14/2023	8/20/2023 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	8/7/2023	8/13/2023 15
684	ALUMINUM COMPANY OF NC D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	Weeknd Ed SATURDAY	8/21/2023	8/27/2023 15
647	HILL COUNTRY WOODWORKS	• 647-00016 [1]	General	HOME/OFFICE FURNISHINGS	ME	Weeknd Ed SATURDAY	12/14/2022	12/6/2023 15
917	NEW LEAF LANDSCAPING	• 917-00019 [6]	General	LANDSCAPING/ YARD SERVICES	ME	Weeknd Ed SATURDAY	12/13/2022	12/10/2023 15
Weekend Edition Saturday 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
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WUNC-FM Totals:

Report Totals:

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