

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 11/01/2023 to 11/30/2023

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>	10/30/2023	11/5/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	11/6/2023	11/12/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	11/13/2023	11/19/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	11/20/2023	11/26/2023	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	11/27/2023	12/3/2023	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	• 347-00016 [2]	General	REAL ESTATE/SENIOR LIVING	ME	<u>1A</u>	10/9/2023	9/22/2024	15

1A Totals:

All Things Considered

362	DUKE SCHOOL	• 362-00022 [6]	General	PRIVATE/PREP/PUB SCHOOL/DAYCARE	ME	<u>AllThings Considered</u>	10/30/2023	11/3/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	10/30/2023	11/5/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	11/6/2023	11/12/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	11/13/2023	11/19/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	11/20/2023	11/26/2023	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	11/27/2023	12/3/2023	15
647	HILL COUNTRY WOODWORKS	• 647-00016 [4]	General	HOME/OFFICE FURNISHINGS	ME	<u>AllThings Considered</u>	12/30/2022	12/21/2023	15
3241	KUHN ADVISORS	• 3241-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	11/1/2023	11/5/2023	15
3241	KUHN ADVISORS	• 3241-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	11/27/2023	12/3/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	10/30/2023	11/5/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	11/6/2023	11/12/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	11/13/2023	11/19/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	11/20/2023	11/26/2023	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	11/27/2023	12/3/2023	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>	11/6/2023	11/12/2023	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [16]	General	CONCERTS/LIVE MUSIC	ME	<u>American Routes</u>	11/20/2023	11/26/2023	15

American Routes Totals:

Back Porch Music

145	CATS CRADLE	• 145-00163 [1]	General	CONCERTS/LIVE MUSIC	CE	<u>Back Porch Music</u>	10/30/2023	11/5/2023	15
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Back Porch Music Totals:

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 11/01/2023 to 11/30/2023

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	
Community Sponsor Circle								
257	NCMA/MUSEUM PARK THEATER TR	• 257-00079 [2]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>BTA 5a-12a</u>	10/30/2023	11/5/2023 15
257	NCMA/MUSEUM PARK THEATER TR	• 257-00079 [2]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>BTA 5a-12a</u>	11/6/2023	11/12/2023 15
257	NCMA/MUSEUM PARK THEATER TR	• 257-00079 [2]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>BTA 5a-12a</u>	11/13/2023	11/19/2023 15
257	NCMA/MUSEUM PARK THEATER TR	• 257-00079 [2]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>BTA 5a-12a</u>	11/20/2023	11/26/2023 15
257	NCMA/MUSEUM PARK THEATER TR	• 257-00079 [2]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>BTA 5a-12a</u>	11/27/2023	12/3/2023 15
Community Sponsor Circle Totals:								
Due South								
827	NASHER MUSEUM OF ART AT DUKE	• 827-00025 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Due South (10am)</u>	10/30/2023	11/5/2023 15
827	NASHER MUSEUM OF ART AT DUKE	• 827-00025 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Due South (10am)</u>	11/6/2023	11/12/2023 15
827	NASHER MUSEUM OF ART AT DUKE	• 827-00025 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Due South (10am)</u>	11/13/2023	11/19/2023 15
827	NASHER MUSEUM OF ART AT DUKE	• 827-00025 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Due South (10am)</u>	11/20/2023	11/26/2023 15
827	NASHER MUSEUM OF ART AT DUKE	• 827-00025 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Due South (10am)</u>	11/27/2023	12/3/2023 15
3602	TEW DESIGN STUDIOS	• 3602-00002 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Due South (10am)</u>	11/7/2023	11/12/2023 15
3602	TEW DESIGN STUDIOS	• 3602-00002 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Due South (10am)</u>	11/13/2023	11/19/2023 15
3602	TEW DESIGN STUDIOS	• 3602-00002 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Due South (10am)</u>	11/20/2023	11/26/2023 15
3602	TEW DESIGN STUDIOS	• 3602-00002 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Due South (10am)</u>	11/27/2023	12/3/2023 15
2699	WARD AND SMITH	• 2699-00015 [14]	General	LEGAL SERVICES / LAW OFFICES	C	<u>Due South (10am)</u>	11/6/2023	11/10/2023 15

Due South 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	
Fresh Air (M-Th)								
4	ACKLAND ART MUSEUM	• 4-00034 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	10/30/2023	11/5/2023 15
4	ACKLAND ART MUSEUM	• 4-00034 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	11/6/2023	11/12/2023 15
4	ACKLAND ART MUSEUM	• 4-00034 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	11/13/2023	11/19/2023 15
4	ACKLAND ART MUSEUM	• 4-00034 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	11/20/2023	11/26/2023 15
4	ACKLAND ART MUSEUM	• 4-00034 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	11/27/2023	12/3/2023 15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00432 [4]	General	THEATER/DANCE PRODUCTIONS	E	<u>Fresh Air 7pm (M-TH)</u>	11/6/2023	11/10/2023 15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00433 [5]	General	CONCERTS/LIVE MUSIC	E	<u>Fresh Air 7pm (M-TH)</u>	11/20/2023	11/20/2023 15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00434 [4]	General	THEATER/DANCE PRODUCTIONS	E	<u>Fresh Air 7pm (M-TH)</u>	11/29/2023	11/30/2023 15
1785	HILLSBOROUGH ARTS COUNCIL	• 1785-00026 [1]	General	ART GALLERIES/ART ORGANIZATIONS	C	<u>Fresh Air 7pm (M-TH)</u>	11/20/2023	11/23/2023 15
2877	HILLSBOROUGH VISITORS CENTER	• 2877-00031 [4]	General	TRAVEL/TOURISM	ME	<u>Fresh Air 7pm (M-TH)</u>	11/27/2023	12/3/2023 15
3143	KENDALL PAGE ATTORNEY	• 3143-00006 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Fresh Air 7pm (M-TH)</u>	10/30/2023	11/5/2023 15
3143	KENDALL PAGE ATTORNEY	• 3143-00006 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Fresh Air 7pm (M-TH)</u>	11/13/2023	11/19/2023 15
3143	KENDALL PAGE ATTORNEY	• 3143-00006 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Fresh Air 7pm (M-TH)</u>	11/27/2023	12/3/2023 15
3515	PAGE 158 BOOKS	• 3515-00002 [1]	General	BOOKSTORES/IN STORE READINGS	ME	<u>Fresh Air 7pm (M-TH)</u>	11/6/2023	11/12/2023 15
3515	PAGE 158 BOOKS	• 3515-00002 [1]	General	BOOKSTORES/IN STORE READINGS	ME	<u>Fresh Air 7pm (M-TH)</u>	11/20/2023	11/26/2023 15
3267	PBS NORTH CAROLINA	• 3267-00056 [2]	General	TELEVISION STATIONS/SHOWS	C	<u>Fresh Air 7pm (M-TH)</u>	10/30/2023	11/5/2023 15
3267	PBS NORTH CAROLINA	• 3267-00056 [2]	General	TELEVISION STATIONS/SHOWS	C	<u>Fresh Air 7pm (M-TH)</u>	11/6/2023	11/12/2023 15
3267	PBS NORTH CAROLINA	• 3267-00056 [2]	General	TELEVISION STATIONS/SHOWS	C	<u>Fresh Air 7pm (M-TH)</u>	11/13/2023	11/19/2023 15
3267	PBS NORTH CAROLINA	• 3267-00056 [2]	General	TELEVISION STATIONS/SHOWS	C	<u>Fresh Air 7pm (M-TH)</u>	11/20/2023	11/22/2023 15
361	UNC PRESS	• 361-00019 [5]	General	PUBLISHERS	ME	<u>Fresh Air 7pm (M-TH)</u>	10/9/2023	6/13/2024 15
Fresh Air (M-Th) Totals:								
Here & Now								
361	UNC PRESS	• 361-00019 [2]	General	PUBLISHERS	ME	<u>Here & Now</u>	10/9/2023	6/21/2024 15
Here & Now Totals:								
Marketplace								
3522	UNITED COMMUNITY BANK	• 3522-00006 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>Mrktplce (6:30p) (M-F)</u>	10/30/2023	11/5/2023 15
3522	UNITED COMMUNITY BANK	• 3522-00006 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>Mrktplce (6:30p) (M-F)</u>	11/6/2023	11/10/2023 15
Marketplace Totals:								

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For Dates 11/01/2023 to 11/30/2023

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		
Morning Edition									
362	DUKE SCHOOL	• 362-00022 [5]	General	PRIVATE/PREP/PUB SCHOOL/DAYCARE	ME	Morning Edition	10/30/2023	11/3/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	10/30/2023	11/5/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	11/6/2023	11/12/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	11/13/2023	11/19/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	11/20/2023	11/26/2023	15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	11/27/2023	12/3/2023	15
3241	KUHN ADVISORS	• 3241-00005 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	11/1/2023	11/5/2023	15
3241	KUHN ADVISORS	• 3241-00005 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	11/27/2023	12/3/2023	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									
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									
3267	PBS NORTH CAROLINA	• 3267-00056 [1]	General	TELEVISION STATIONS/SHOWS	C	Science Friday	10/30/2023	11/5/2023	15
3267	PBS NORTH CAROLINA	• 3267-00056 [1]	General	TELEVISION STATIONS/SHOWS	C	Science Friday	11/6/2023	11/12/2023	15
3267	PBS NORTH CAROLINA	• 3267-00056 [1]	General	TELEVISION STATIONS/SHOWS	C	Science Friday	11/13/2023	11/19/2023	15
3267	PBS NORTH CAROLINA	• 3267-00056 [1]	General	TELEVISION STATIONS/SHOWS	C	Science Friday	11/20/2023	11/24/2023	15
2204	SCIMED SOLUTIONS	• 2204-00014 [1]	General	COMPUTERS/COMPUTER SERVICES	ME	Science Friday	10/30/2023	11/5/2023	15
2204	SCIMED SOLUTIONS	• 2204-00014 [1]	General	COMPUTERS/COMPUTER SERVICES	ME	Science Friday	11/13/2023	11/19/2023	15
Science Friday Totals:									
Sound Opinions									
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [15]	General	CONCERTS/LIVE MUSIC	ME	Sound Opinions	11/13/2023	11/19/2023	15
3078	DURHAM JAZZ WORKSHOP-SHARP 9 GALLERY	• 3078-00006 [15]	General	CONCERTS/LIVE MUSIC	ME	Sound Opinions	11/27/2023	12/3/2023	15
Sound Opinions Totals:									
Splendid Table									
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	10/30/2023	11/5/2023	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	11/6/2023	11/12/2023	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	11/13/2023	11/19/2023	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	11/20/2023	11/26/2023	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	11/27/2023	12/3/2023	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
This American Life Totals:									

North Carolina Public Radio-WUNC

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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	
Wait Wait Don't Tell Me								
2636	AVANCE CENTERS OF EXCELLENCE IN PSYCH	• 2636-00007 [3]	General	MEDICAL SERVICES	ME	<u>Wait Wait Don't Tell Me</u>	11/13/2023	11/19/2023 15
2636	AVANCE CENTERS OF EXCELLENCE IN PSYCH	• 2636-00007 [3]	General	MEDICAL SERVICES	ME	<u>Wait Wait Don't Tell Me</u>	11/27/2023	12/3/2023 15
362	DUKE SCHOOL	• 362-00022 [7]	General	PRIVATE/PREP/PUB SCHOOL/DAYCARE	ME	<u>Wait Wait Don't Tell Me</u>	11/4/2023	11/4/2023 15
2877	HILLSBOROUGH VISITORS CENTER	• 2877-00031 [2]	General	TRAVEL/TOURISM	ME	<u>Wait Wait Don't Tell Me</u>	11/26/2023	11/26/2023 15
Wait Wait Don't Tell Me Totals:								
Weekend Edition Saturday								
684	ALUMINUM COMPANY OF NC D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	10/30/2023	11/5/2023 15
684	ALUMINUM COMPANY OF NC D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	11/13/2023	11/19/2023 15
684	ALUMINUM COMPANY OF NC D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	11/27/2023	12/3/2023 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

Weekend Edition Saturday Totals:

WUNC-FM Totals:

Report Totals:

Printed: 12/4/2023 At: 12:30:10PM

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