

# North Carolina Public Radio-WUNC

## Order Spot Targeting Detail

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

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		
<b>WUNC-FM</b>									
<b>1A</b>									
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	1/1/2024	1/7/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	1/8/2024	1/14/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	1/15/2024	1/21/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	1/22/2024	1/28/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	1/29/2024	2/4/2024	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
<b>1A Totals:</b>									
<b>All Things Considered</b>									
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	1/1/2024	1/7/2024	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	1/8/2024	1/14/2024	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	1/15/2024	1/21/2024	15
3472	FRANK DWORSKY	• 3472-00003 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	1/22/2024	1/28/2024	15
647	HILL COUNTRY WOODWORKS	• 647-00017 [4]	General	HOME/OFFICE FURNISHINGS	ME	<u>AllThings Considered</u>	12/29/2023	12/19/2024	15
3241	KUHN ADVISORS	• 3241-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	1/15/2024	1/21/2024	15
3241	KUHN ADVISORS	• 3241-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	1/22/2024	1/28/2024	15
3241	KUHN ADVISORS	• 3241-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	1/29/2024	2/4/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	1/1/2024	1/7/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	1/8/2024	1/14/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	1/15/2024	1/21/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	1/22/2024	1/28/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00025 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	1/29/2024	2/4/2024	15
<b>All Things Considered Totals:</b>									
<b>Back Porch Music</b>									
1705	COMMUNITY CHURCH OF CHAPEL HILL	• 1705-00036 [1]	General	CONCERTS/LIVE MUSIC	E	<u>Back Porch Music</u>	1/12/2024	1/14/2024	15
<b>Back Porch Music Totals:</b>									
<b>Community Sponsor Circle</b>									
257	NCMA/MUSEUM PARK THEATER TR	• 257-00079 [2]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>BTA 5a-12a</u>	1/1/2024	1/6/2024	15
<b>Community Sponsor Circle Totals:</b>									

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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		
<b>Due South</b>									
827	NASHER MUSEUM OF ART AT DUKE	• 827-00025 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Due South (10am)</u>	1/1/2024	1/7/2024	15
827	NASHER MUSEUM OF ART AT DUKE	• 827-00025 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Due South (10am)</u>	1/8/2024	1/14/2024	15
827	NASHER MUSEUM OF ART AT DUKE	• 827-00025 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Due South (10am)</u>	1/15/2024	1/21/2024	15
3267	PBS NORTH CAROLINA	• 3267-00059 [1]	General	TELEVISION STATIONS/SHOWS	C	<u>Due South (10am)</u>	1/24/2024	1/28/2024	15
3267	PBS NORTH CAROLINA	• 3267-00059 [1]	General	TELEVISION STATIONS/SHOWS	C	<u>Due South (10am)</u>	1/29/2024	2/4/2024	15
3267	PBS NORTH CAROLINA	• 3267-00059 [2]	General	TELEVISION STATIONS/SHOWS	C	<u>Due South (10am)</u>	1/29/2024	2/4/2024	15
3602	TEW DESIGN STUDIOS	• 3602-00002 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Due South (10am)</u>	1/1/2024	1/7/2024	15
3602	TEW DESIGN STUDIOS	• 3602-00002 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Due South (10am)</u>	1/8/2024	1/14/2024	15
3602	TEW DESIGN STUDIOS	• 3602-00002 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Due South (10am)</u>	1/15/2024	1/21/2024	15
3602	TEW DESIGN STUDIOS	• 3602-00002 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Due South (10am)</u>	1/22/2024	1/26/2024	15
3602	TEW DESIGN STUDIOS	• 3602-00002 [3]	General	HOME/OFFICE FURNISHINGS	ME	<u>Due South (10am)</u>	1/22/2024	1/26/2024	15
3628	WILTONWOOD PRODUCTIONS INC.	• 3628-00002 [5]	General	PUBLISHERS	ME	<u>Due South (10am)</u>	1/22/2024	1/26/2024	15
1385	WOMEN'S VOICES CHORUS	• 1385-00013 [1]	General	CONCERTS/LIVE MUSIC	E	<u>Due South (10am)</u>	1/22/2024	1/26/2024	15
<b>Due South Totals:</b>									
<b>Fresh Air (M-Th)</b>									
4	ACKLAND ART MUSEUM	• 4-00034 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	1/1/2024	1/7/2024	15
4	ACKLAND ART MUSEUM	• 4-00034 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	1/8/2024	1/14/2024	15
4	ACKLAND ART MUSEUM	• 4-00034 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	1/15/2024	1/18/2024	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00439 [4]	General	THEATER/DANCE PRODUCTIONS	E	<u>Fresh Air 7pm (M-TH)</u>	1/8/2024	1/11/2024	15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00440 [6]	General	CONCERTS/LIVE MUSIC	E	<u>Fresh Air 7pm (M-TH)</u>	1/22/2024	1/26/2024	15
3143	KENDALL PAGE ATTORNEY	• 3143-00008 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Fresh Air 7pm (M-TH)</u>	1/8/2024	1/14/2024	15
3143	KENDALL PAGE ATTORNEY	• 3143-00008 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Fresh Air 7pm (M-TH)</u>	1/15/2024	1/21/2024	15
3143	KENDALL PAGE ATTORNEY	• 3143-00008 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Fresh Air 7pm (M-TH)</u>	1/22/2024	1/28/2024	15
3143	KENDALL PAGE ATTORNEY	• 3143-00008 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Fresh Air 7pm (M-TH)</u>	1/29/2024	2/4/2024	15
917	NEW LEAF LANDSCAPING	• 917-00020 [5]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Fresh Air 7pm (M-TH)</u>	1/9/2024	10/19/2024	15
361	UNC PRESS	• 361-00019 [5]	General	PUBLISHERS	ME	<u>Fresh Air 7pm (M-TH)</u>	10/9/2023	6/13/2024	15
3628	WILTONWOOD PRODUCTIONS INC.	• 3628-00002 [6]	General	PUBLISHERS	ME	<u>Fresh Air 7pm (M-TH)</u>	1/22/2024	1/26/2024	15
<b>Fresh Air (M-Th) Totals:</b>									
<b>Here &amp; Now</b>									
361	UNC PRESS	• 361-00019 [2]	General	PUBLISHERS	ME	<u>Here &amp; Now</u>	10/9/2023	6/21/2024	15
<b>Here &amp; Now Totals:</b>									

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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	
<b>Morning Edition</b>								
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	<a href="#">Morning Edition</a>	1/1/2024	1/7/2024 15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	<a href="#">Morning Edition</a>	1/8/2024	1/14/2024 15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	<a href="#">Morning Edition</a>	1/15/2024	1/21/2024 15
3472	FRANK DWORSKY	• 3472-00003 [1]	General	FINANCIAL SERVICES/BANKS	ME	<a href="#">Morning Edition</a>	1/22/2024	1/28/2024 15
3241	KUHN ADVISORS	• 3241-00005 [1]	General	FINANCIAL SERVICES/BANKS	ME	<a href="#">Morning Edition</a>	1/15/2024	1/21/2024 15
3241	KUHN ADVISORS	• 3241-00005 [1]	General	FINANCIAL SERVICES/BANKS	ME	<a href="#">Morning Edition</a>	1/29/2024	2/4/2024 15
917	NEW LEAF LANDSCAPING	• 917-00020 [4]	General	LANDSCAPING/ YARD SERVICES	ME	<a href="#">Morning Edition</a>	1/9/2024	1/4/2025 15
<b>Morning Edition Totals:</b>								
<b>People's Pharmacy</b>								
2708	PRIMUS INTERNAL MEDICINE	• 2708-00009 [1]	General	MEDICAL SERVICES	ME	<a href="#">People's Pharmacy</a>	5/13/2023	10/13/2024 15
<b>People's Pharmacy Totals:</b>								
<b>Splendid Table</b>								
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	<a href="#">Splendid Table</a>	1/1/2024	1/7/2024 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	<a href="#">Splendid Table</a>	1/8/2024	1/14/2024 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	<a href="#">Splendid Table</a>	1/15/2024	1/21/2024 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	<a href="#">Splendid Table</a>	1/22/2024	1/28/2024 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	<a href="#">Splendid Table</a>	1/29/2024	2/4/2024 15
<b>Splendid Table Totals:</b>								
<b>This American Life</b>								
361	UNC PRESS	• 361-00019 [4]	General	PUBLISHERS	ME	<a href="#">This American Life</a>	10/6/2023	6/21/2024 15
<b>This American Life Totals:</b>								
<b>Wait Wait Don't Tell Me</b>								
2636	AVANCE CENTERS OF EXCELLENCE IN PSYCH	• 2636-00007 [3]	General	MEDICAL SERVICES	ME	<a href="#">Wait Wait Don't Tell Me</a>	1/8/2024	1/14/2024 15
2636	AVANCE CENTERS OF EXCELLENCE IN PSYCH	• 2636-00007 [3]	General	MEDICAL SERVICES	ME	<a href="#">Wait Wait Don't Tell Me</a>	1/22/2024	1/28/2024 15
3561	CARY TOWN BAND	• 3561-00004 [1]	General	CONCERTS/LIVE MUSIC	C	<a href="#">Wait Wait Don't Tell Me</a>	1/28/2024	1/28/2024 15
3561	CARY TOWN BAND	• 3561-00004 [1]	General	CONCERTS/LIVE MUSIC	C	<a href="#">Wait Wait Don't Tell Me</a>	1/29/2024	2/4/2024 15
1828	CHAMBER ORCHESTRA OF THE TRIANGLE	• 1828-00039 [25]	General	CONCERTS/LIVE MUSIC	ME	<a href="#">Wait Wait Don't Tell Me</a>	1/14/2024	1/14/2024 15
3513	SMITH ANDERSON	• 3513-00004 [4]	General	LEGAL SERVICES / LAW OFFICES	ME	<a href="#">Wait Wait Don't Tell Me</a>	1/27/2024	1/28/2024 15
3629	WOODHOUSE SPA NORTH HILLS TRADE	• 3629-00002 [1]	General	HEALTH/BEAUTY SPAS	ME	<a href="#">Wait Wait Don't Tell Me</a>	1/27/2024	1/27/2024 15
<b>Wait Wait Don't Tell Me Totals:</b>								
<b>Weekend Edition Saturday</b>								
684	ALUMINUM COMPANY OF NC D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<a href="#">Weeknd Ed SATURDAY</a>	1/8/2024	1/14/2024 15
684	ALUMINUM COMPANY OF NC D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<a href="#">Weeknd Ed SATURDAY</a>	1/22/2024	1/28/2024 15
647	HILL COUNTRY WOODWORKS	• 647-00017 [1]	General	HOME/OFFICE FURNISHINGS	ME	<a href="#">Weeknd Ed SATURDAY</a>	12/13/2023	12/4/2024 15
917	NEW LEAF LANDSCAPING	• 917-00020 [6]	General	LANDSCAPING/ YARD SERVICES	ME	<a href="#">Weeknd Ed SATURDAY</a>	1/9/2024	1/5/2025 15

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

<b>Id#</b>	<b>Advertiser</b>	<b>Order</b>	<b>Product</b>	<b>I.F.</b>	<b>Schedule Target</b>	<b>Start</b>	<b>End</b>
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**Weekend Edition Saturday Totals:**

**WUNC-FM Totals:**

*Report Totals:*

Printed: 2/2/2024 At: 2:52:50PM

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