

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 04/01/2024 to 04/30/2024

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		
WUNC-FM									
1A									
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	4/1/2024	4/7/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	4/8/2024	4/14/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	4/15/2024	4/21/2024	15
718	KENNON CRAVER	• 718-00021 [3]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>1A</u>	4/22/2024	4/26/2024	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

1A Totals:

All Things Considered

1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00453 [4]	General	THEATER/DANCE PRODUCTIONS	E	<u>AllThings Considered</u>	4/17/2024	4/19/2024	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>	4/1/2024	4/7/2024	15
3241	KUHN ADVISORS	• 3241-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	4/15/2024	4/21/2024	15
3241	KUHN ADVISORS	• 3241-00005 [2]	General	FINANCIAL SERVICES/BANKS	ME	<u>AllThings Considered</u>	4/22/2024	4/28/2024	15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [2]	General	CONCERTS/LIVE MUSIC	E	<u>AllThings Considered</u>	4/8/2024	4/14/2024	15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [2]	General	CONCERTS/LIVE MUSIC	E	<u>AllThings Considered</u>	4/15/2024	4/21/2024	15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [2]	General	CONCERTS/LIVE MUSIC	E	<u>AllThings Considered</u>	4/22/2024	4/28/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00026 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	4/1/2024	4/7/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00026 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	4/8/2024	4/14/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00026 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	4/15/2024	4/21/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00026 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	4/22/2024	4/28/2024	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00026 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	4/29/2024	5/5/2024	15

All Things Considered Totals:

American Routes

3646	ELIZABETH CITY STATE UNIVERSITY	• 3646-00002 [1]	General	FESTIVALS	ME	<u>American Routes</u>	4/6/2024	4/6/2024	15
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American Routes Totals:

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 04/01/2024 to 04/30/2024

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		
Back Porch Music									
3657	BEAUFORT MUSIC FESTIVAL	• 3657-00002 [1]	General	FESTIVALS	ME	Back Porch Music	4/13/2024	4/14/2024	15
3657	BEAUFORT MUSIC FESTIVAL	• 3657-00002 [1]	General	FESTIVALS	ME	Back Porch Music	4/15/2024	4/21/2024	15
540	CARYS KOKA BOOTH AMPHITHEATRE	• 540-00051 [1]	General	CONCERTS/LIVE MUSIC	C	Back Porch Music	4/1/2024	4/7/2024	15
540	CARYS KOKA BOOTH AMPHITHEATRE	• 540-00051 [1]	General	CONCERTS/LIVE MUSIC	C	Back Porch Music	4/8/2024	4/14/2024	15
540	CARYS KOKA BOOTH AMPHITHEATRE	• 540-00051 [1]	General	CONCERTS/LIVE MUSIC	C	Back Porch Music	4/15/2024	4/21/2024	15
540	CARYS KOKA BOOTH AMPHITHEATRE	• 540-00051 [1]	General	CONCERTS/LIVE MUSIC	C	Back Porch Music	4/22/2024	4/28/2024	15
145	CATS CRADLE	• 145-00165 [1]	General	CONCERTS/LIVE MUSIC	CE	Back Porch Music	4/1/2024	4/7/2024	15
145	CATS CRADLE	• 145-00165 [1]	General	CONCERTS/LIVE MUSIC	CE	Back Porch Music	4/8/2024	4/14/2024	15
2861	OCRACOKE ALIVE	• 2861-00006 [5]	General	FESTIVALS	ME	Back Porch Music	4/8/2024	4/14/2024	15
2413	ROOSTER WALK MUSIC AND ARTS FESTIVAL	• 2413-00015 [1]	General	CONCERTS/LIVE MUSIC	CE	Back Porch Music	4/6/2024	4/7/2024	15
2413	ROOSTER WALK MUSIC AND ARTS FESTIVAL	• 2413-00015 [1]	General	CONCERTS/LIVE MUSIC	CE	Back Porch Music	4/8/2024	4/14/2024	15
2413	ROOSTER WALK MUSIC AND ARTS FESTIVAL	• 2413-00015 [1]	General	CONCERTS/LIVE MUSIC	CE	Back Porch Music	4/15/2024	4/21/2024	15
2413	ROOSTER WALK MUSIC AND ARTS FESTIVAL	• 2413-00015 [1]	General	CONCERTS/LIVE MUSIC	CE	Back Porch Music	4/22/2024	4/28/2024	15
2413	ROOSTER WALK MUSIC AND ARTS FESTIVAL	• 2413-00015 [1]	General	CONCERTS/LIVE MUSIC	CE	Back Porch Music	4/29/2024	5/5/2024	15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [3]	General	CONCERTS/LIVE MUSIC	E	Back Porch Music	4/8/2024	4/14/2024	15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [3]	General	CONCERTS/LIVE MUSIC	E	Back Porch Music	4/15/2024	4/21/2024	15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [3]	General	CONCERTS/LIVE MUSIC	E	Back Porch Music	4/22/2024	4/28/2024	15

Back Porch Music Totals:

Due South

3646	ELIZABETH CITY STATE UNIVERSITY	• 3646-00002 [3]	General	FESTIVALS	ME	Due South (10am)	4/2/2024	4/2/2024	15
3650	HOPE RENOVATIONS	• 3650-00002 [5]	General	NON-PROFIT ORGANIZATIONS	ME	Due South (10am)	4/1/2024	4/7/2024	15
3650	HOPE RENOVATIONS	• 3650-00002 [5]	General	NON-PROFIT ORGANIZATIONS	ME	Due South (10am)	4/29/2024	5/5/2024	15
3648	LUBBERS AND SONS	• 3648-00002 [1]	General	LANDSCAPING/ YARD SERVICES	ME	Due South (10am)	4/1/2024	4/7/2024	15
3648	LUBBERS AND SONS	• 3648-00002 [1]	General	LANDSCAPING/ YARD SERVICES	ME	Due South (10am)	4/15/2024	4/21/2024	15
3648	LUBBERS AND SONS	• 3648-00002 [1]	General	LANDSCAPING/ YARD SERVICES	ME	Due South (10am)	4/29/2024	5/5/2024	15
978	NORTH CAROLINA SYMPHONY - TR	• 978-00102 [1]	General	CONCERTS/LIVE MUSIC	E	Due South (10am)	4/30/2024	5/1/2024	15
3267	PBS NORTH CAROLINA	• 3267-00062 [2]	General	TELEVISION STATIONS/SHOWS	C	Due South (10am)	4/8/2024	4/14/2024	15
3267	PBS NORTH CAROLINA	• 3267-00062 [2]	General	TELEVISION STATIONS/SHOWS	C	Due South (10am)	4/22/2024	4/22/2024	15
3602	TEW DESIGN STUDIOS	• 3602-00004 [1]	General	HOME IMPROVEMENTS	ME	Due South (10am)	4/8/2024	4/14/2024	15
3602	TEW DESIGN STUDIOS	• 3602-00004 [1]	General	HOME IMPROVEMENTS	ME	Due South (10am)	4/15/2024	4/21/2024	15
1385	WOMEN'S VOICES CHORUS	• 1385-00014 [2]	General	CONCERTS/LIVE MUSIC	E	Due South (10am)	4/22/2024	4/26/2024	15

Due South 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	
Fresh Air (M-Th)								
3520	CARY BALLET COMPANY	• 3520-00004 [2]	General	THEATER/DANCE PRODUCTIONS	ME	Fresh Air 7pm (M-TH)	4/15/2024	4/21/2024 15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00453 [6]	General	THEATER/DANCE PRODUCTIONS	E	Fresh Air 7pm (M-TH)	4/17/2024	4/18/2024 15
3654	EXPLORE ASHEVILLE - NPM	• 3654-00002 [1]	General	TRAVEL/TOURISM	ME	Fresh Air 7pm (M-TH)	4/15/2024	4/21/2024 15
3654	EXPLORE ASHEVILLE - NPM	• 3654-00002 [1]	General	TRAVEL/TOURISM	ME	Fresh Air 7pm (M-TH)	4/22/2024	4/28/2024 15
3654	EXPLORE ASHEVILLE - NPM	• 3654-00002 [1]	General	TRAVEL/TOURISM	ME	Fresh Air 7pm (M-TH)	4/29/2024	5/5/2024 15
1785	HILLSBOROUGH ARTS COUNCIL	• 1785-00028 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	Fresh Air 7pm (M-TH)	4/22/2024	4/28/2024 15
2877	HILLSBOROUGH VISITORS CENTER	• 2877-00033 [5]	General	TRAVEL/TOURISM	ME	Fresh Air 7pm (M-TH)	4/1/2024	4/4/2024 15
3143	KENDALL PAGE ATTORNEY	• 3143-00008 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	Fresh Air 7pm (M-TH)	4/1/2024	4/7/2024 15
917	NEW LEAF LANDSCAPING	• 917-00020 [5]	General	LANDSCAPING/ YARD SERVICES	ME	Fresh Air 7pm (M-TH)	1/9/2024	10/19/2024 15
978	NORTH CAROLINA SYMPHONY - TR	• 978-00090 [2]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	4/29/2024	5/4/2024 15
3267	PBS NORTH CAROLINA	• 3267-00062 [3]	General	TELEVISION STATIONS/SHOWS	C	Fresh Air 7pm (M-TH)	4/1/2024	4/7/2024 15
361	UNC PRESS	• 361-00019 [5]	General	PUBLISHERS	ME	Fresh Air 7pm (M-TH)	10/9/2023	6/13/2024 15
Fresh Air (M-Th) Totals:								
Here & Now								
361	UNC PRESS	• 361-00019 [2]	General	PUBLISHERS	ME	Here & Now	10/9/2023	6/21/2024 15
Here & Now Totals:								
Morning Edition								
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00453 [3]	General	THEATER/DANCE PRODUCTIONS	E	Morning Edition	4/17/2024	4/19/2024 15
3241	KUHN ADVISORS	• 3241-00005 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	4/15/2024	4/21/2024 15
3241	KUHN ADVISORS	• 3241-00005 [1]	General	FINANCIAL SERVICES/BANKS	ME	Morning Edition	4/22/2024	4/28/2024 15
917	NEW LEAF LANDSCAPING	• 917-00020 [4]	General	LANDSCAPING/ YARD SERVICES	ME	Morning Edition	1/9/2024	1/4/2025 15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [1]	General	CONCERTS/LIVE MUSIC	E	Morning Edition	4/8/2024	4/14/2024 15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [1]	General	CONCERTS/LIVE MUSIC	E	Morning Edition	4/15/2024	4/21/2024 15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [1]	General	CONCERTS/LIVE MUSIC	E	Morning Edition	4/22/2024	4/28/2024 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:								
Splendid Table								
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	4/1/2024	4/7/2024 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	4/8/2024	4/14/2024 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	4/15/2024	4/21/2024 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	4/22/2024	4/28/2024 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00005 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	4/29/2024	5/5/2024 15
Splendid Table Totals:								

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

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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	
This American Life								
361	UNC PRESS	• 361-00019 [4]	General	PUBLISHERS	ME	<u>This American Life</u>	10/6/2023	6/21/2024 15
This American Life Totals:								
Thistle & Shamrock								
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [4]	General	CONCERTS/LIVE MUSIC	E	<u>Thistle & Shamrock</u>	4/8/2024	4/14/2024 15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [4]	General	CONCERTS/LIVE MUSIC	E	<u>Thistle & Shamrock</u>	4/15/2024	4/21/2024 15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00034 [4]	General	CONCERTS/LIVE MUSIC	E	<u>Thistle & Shamrock</u>	4/22/2024	4/28/2024 15
Thistle & Shamrock Totals:								
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>	4/8/2024	4/14/2024 15
2636	AVANCE CENTERS OF EXCELLENCE IN PSYCH	• 2636-00007 [3]	General	MEDICAL SERVICES	ME	<u>Wait Wait Don't Tell Me</u>	4/22/2024	4/28/2024 15
3561	CARY TOWN BAND	• 3561-00004 [1]	General	CONCERTS/LIVE MUSIC	C	<u>Wait Wait Don't Tell Me</u>	4/29/2024	5/5/2024 15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00453 [1]	General	THEATER/DANCE PRODUCTIONS	E	<u>Wait Wait Don't Tell Me</u>	4/20/2024	4/20/2024 15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00453 [2]	General	THEATER/DANCE PRODUCTIONS	E	<u>Wait Wait Don't Tell Me</u>	4/21/2024	4/21/2024 15
3650	HOPE RENOVATIONS	• 3650-00002 [6]	General	NON-PROFIT ORGANIZATIONS	ME	<u>Wait Wait Don't Tell Me</u>	4/7/2024	4/7/2024 15
3650	HOPE RENOVATIONS	• 3650-00002 [6]	General	NON-PROFIT ORGANIZATIONS	ME	<u>Wait Wait Don't Tell Me</u>	4/29/2024	5/5/2024 15
3648	LUBBERS AND SONS	• 3648-00002 [2]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Wait Wait Don't Tell Me</u>	4/1/2024	4/7/2024 15
3648	LUBBERS AND SONS	• 3648-00002 [2]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Wait Wait Don't Tell Me</u>	4/15/2024	4/21/2024 15
3648	LUBBERS AND SONS	• 3648-00002 [2]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Wait Wait Don't Tell Me</u>	4/29/2024	5/4/2024 15
3267	PBS NORTH CAROLINA	• 3267-00062 [1]	General	TELEVISION STATIONS/SHOWS	C	<u>Wait Wait Don't Tell Me</u>	4/1/2024	4/7/2024 15
3267	PBS NORTH CAROLINA	• 3267-00062 [1]	General	TELEVISION STATIONS/SHOWS	C	<u>Wait Wait Don't Tell Me</u>	4/8/2024	4/14/2024 15
3267	PBS NORTH CAROLINA	• 3267-00062 [1]	General	TELEVISION STATIONS/SHOWS	C	<u>Wait Wait Don't Tell Me</u>	4/15/2024	4/21/2024 15
3513	SMITH ANDERSON	• 3513-00004 [4]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Wait Wait Don't Tell Me</u>	4/1/2024	4/7/2024 15
3513	SMITH ANDERSON	• 3513-00004 [4]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Wait Wait Don't Tell Me</u>	4/15/2024	4/21/2024 15
3602	TEW DESIGN STUDIOS	• 3602-00004 [2]	General	HOME IMPROVEMENTS	ME	<u>Wait Wait Don't Tell Me</u>	4/7/2024	4/7/2024 15
3602	TEW DESIGN STUDIOS	• 3602-00004 [2]	General	HOME IMPROVEMENTS	ME	<u>Wait Wait Don't Tell Me</u>	4/15/2024	4/21/2024 15
1385	WOMEN'S VOICES CHORUS	• 1385-00014 [1]	General	CONCERTS/LIVE MUSIC	E	<u>Wait Wait Don't Tell Me</u>	4/21/2024	4/21/2024 15

Wait Wait Don't Tell Me Totals:

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 04/01/2024 to 04/30/2024

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	
Weekend Edition Saturday								
684	ALUMINUM COMPANY OF NC	D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	4/1/2024 4/7/2024 15
684	ALUMINUM COMPANY OF NC	D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	4/15/2024 4/21/2024 15
684	ALUMINUM COMPANY OF NC	D	• 684-00026 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	4/29/2024 5/5/2024 15
1382	DURHAM PERFORMING ARTS CNTR 11423		• 1382-00453 [5]	General	THEATER/DANCE PRODUCTIONS	E	<u>Weeknd Ed SATURDAY</u>	4/20/2024 4/20/2024 15
647	HILL COUNTRY WOODWORKS		• 647-00017 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Weeknd Ed SATURDAY</u>	12/13/2023 12/4/2024 15
917	NEW LEAF LANDSCAPING		• 917-00020 [6]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Weeknd Ed SATURDAY</u>	1/9/2024 1/5/2025 15
3602	TEW DESIGN STUDIOS		• 3602-00004 [3]	General	HOME IMPROVEMENTS	ME	<u>Weeknd Ed SATURDAY</u>	4/13/2024 4/14/2024 15
3602	TEW DESIGN STUDIOS		• 3602-00004 [3]	General	HOME IMPROVEMENTS	ME	<u>Weeknd Ed SATURDAY</u>	4/15/2024 4/21/2024 15
3602	TEW DESIGN STUDIOS		• 3602-00004 [3]	General	HOME IMPROVEMENTS	ME	<u>Weeknd Ed SATURDAY</u>	4/22/2024 4/27/2024 15
Weekend Edition Saturday Totals:								
Weekend Edition Sunday								
1382	DURHAM PERFORMING ARTS CNTR 11423		• 1382-00453 [7]	General	THEATER/DANCE PRODUCTIONS	E	<u>Weeknd Ed SUNDAY</u>	4/21/2024 4/21/2024 15

Weekend Edition Sunday Totals:

WUNC-FM Totals:

Report Totals:

Printed: 5/3/2024 At: 12:43:19PM

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