

Order Spot Targeting Detail

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

Back Porch Music Totals:

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 10/01/2021 to 10/31/2021

Grouped by: Spot Type

(Scheduled Target = "1A" or Scheduled Target between "AllThings Considered" and "BBC Newshour" or Scheduled Target = "CarTalk" or Scheduled Target between "Diane Rehm Show" and "World, The")

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)								
2639	ART AT LADY BUG FARM	• 2639-00006 [2]	General	ARTISTS/ POTTERY	ME	Fresh Air 7pm (M-TH)	10/11/2021	10/15/2021 15
826	CAROLINA PERFORMING ARTS D	• 826-00108 [10]	General	THEATER/DANCE PRODUCTIONS	C	Fresh Air 7pm (M-TH)	10/11/2021	10/17/2021 15
826	CAROLINA PERFORMING ARTS D	• 826-00108 [10]	General	THEATER/DANCE PRODUCTIONS	C	Fresh Air 7pm (M-TH)	10/18/2021	10/24/2021 15
826	CAROLINA PERFORMING ARTS D	• 826-00108 [10]	General	THEATER/DANCE PRODUCTIONS	C	Fresh Air 7pm (M-TH)	10/25/2021	10/31/2021 15
1828	CHAMBER ORCHESTRA OF THE TRIANGLE	• 1828-00034 [2]	General	CONCERTS/LIVE MUSIC	ME	Fresh Air 7pm (M-TH)	9/27/2021	10/3/2021 15
3356	DOGWOOD ALLIANCE	• 3356-00002 [2]	General	NON-PROFIT ORGANIZATIONS	E	Fresh Air 7pm (M-TH)	10/19/2021	10/24/2021 15
3356	DOGWOOD ALLIANCE	• 3356-00002 [2]	General	NON-PROFIT ORGANIZATIONS	E	Fresh Air 7pm (M-TH)	10/25/2021	10/31/2021 15
3200	DUKE UNIVERSITY ARTS INITIATIVE	• 3200-00005 [2]	General	ART GALLERIES/ART ORGANIZATIONS	CE	Fresh Air 7pm (M-TH)	9/27/2021	10/3/2021 15
3200	DUKE UNIVERSITY ARTS INITIATIVE	• 3200-00005 [2]	General	ART GALLERIES/ART ORGANIZATIONS	CE	Fresh Air 7pm (M-TH)	10/11/2021	10/17/2021 15
3200	DUKE UNIVERSITY ARTS INITIATIVE	• 3200-00005 [2]	General	ART GALLERIES/ART ORGANIZATIONS	CE	Fresh Air 7pm (M-TH)	10/25/2021	10/31/2021 15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00326 [4]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	10/4/2021	10/8/2021 15
1582	FLYLEAF BOOKS	• 1582-00016 [4]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	10/4/2021	10/10/2021 15
1582	FLYLEAF BOOKS	• 1582-00016 [4]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	10/18/2021	10/24/2021 15
3100	FUQUAY-VARINA ARTS CENTER	• 3100-00004 [2]	General	ART GALLERIES/ART ORGANIZATIONS	C	Fresh Air 7pm (M-TH)	10/11/2021	10/17/2021 15
3077	HAWTHORNE AND WOOD	• 3077-00005 [4]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	10/11/2021	10/17/2021 15
3077	HAWTHORNE AND WOOD	• 3077-00005 [4]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	10/25/2021	10/31/2021 15
3331	HORSE AND BUGGY PRESS	• 3331-00003 [1]	General	ART GALLERIES/ART ORGANIZATIONS	ME	Fresh Air 7pm (M-TH)	10/4/2021	10/6/2021 15
1356	JUSTICE THEATER PROJECT	• 1356-00024 [2]	General	THEATER/DANCE PRODUCTIONS	ME	Fresh Air 7pm (M-TH)	10/4/2021	10/10/2021 15
1356	JUSTICE THEATER PROJECT	• 1356-00024 [2]	General	THEATER/DANCE PRODUCTIONS	ME	Fresh Air 7pm (M-TH)	10/11/2021	10/17/2021 15
1356	JUSTICE THEATER PROJECT	• 1356-00024 [2]	General	THEATER/DANCE PRODUCTIONS	ME	Fresh Air 7pm (M-TH)	10/18/2021	10/22/2021 15
3143	KENDALL PAGE ATTORNEY	• 3143-00004 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	Fresh Air 7pm (M-TH)	10/11/2021	10/17/2021 15
3143	KENDALL PAGE ATTORNEY	• 3143-00004 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	Fresh Air 7pm (M-TH)	10/25/2021	10/31/2021 15
2409	NEW HORIZONS TRADING COMPANY	• 2409-00040 [4]	General	SPECIALTY STORES	CE	Fresh Air 7pm (M-TH)	10/4/2021	10/10/2021 15
2409	NEW HORIZONS TRADING COMPANY	• 2409-00040 [4]	General	SPECIALTY STORES	CE	Fresh Air 7pm (M-TH)	10/11/2021	10/17/2021 15
2409	NEW HORIZONS TRADING COMPANY	• 2409-00040 [4]	General	SPECIALTY STORES	CE	Fresh Air 7pm (M-TH)	10/18/2021	10/24/2021 15
2409	NEW HORIZONS TRADING COMPANY	• 2409-00040 [4]	General	SPECIALTY STORES	CE	Fresh Air 7pm (M-TH)	10/25/2021	10/31/2021 15
3006	UNC LIBRARIES	• 3006-00017 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	9/27/2021	10/3/2021 15
3006	UNC LIBRARIES	• 3006-00017 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	10/4/2021	10/10/2021 15
3006	UNC LIBRARIES	• 3006-00017 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	10/11/2021	10/17/2021 15
3006	UNC LIBRARIES	• 3006-00017 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	10/18/2021	10/24/2021 15
3006	UNC LIBRARIES	• 3006-00017 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	10/25/2021	10/31/2021 15
361	UNC PRESS	• 361-00016 [6]	General	PUBLISHERS	ME	Fresh Air 7pm (M-TH)	10/11/2021	6/24/2022 15

Fresh Air (M-Th) Totals:

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Splendid Table Totals:

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(Scheduled Target = "1A" or Scheduled Target between "AllThings Considered" and "BBC Newshour" or Scheduled Target = "CarTalk" or Scheduled Target between "Diane Rehm Show" and "World, The")

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

Id#	Advertiser		Order	Product	I.F.	Schedule Target	Start	End	
The Takeaway (Noon)									
314	MY DOG TESS	• 314-00020 [1]	General	REAL ESTATE/SENIOR LIVING	ME	The Takeaway (Noon)	1/21/2021	1/16/2022	15
361	UNC PRESS	• 361-00016 [4]	General	PUBLISHERS	ME	The Takeaway (Noon)	10/18/2021	5/14/2022	15
2699	WARD AND SMITH	• 2699-00009 [5]	General	LEGAL SERVICES / LAW OFFICES	C	The Takeaway (9pm)	9/27/2021	10/3/2021	15
2699	WARD AND SMITH	• 2699-00009 [5]	General	LEGAL SERVICES / LAW OFFICES	C	The Takeaway (9pm)	10/4/2021	10/10/2021	15
2699	WARD AND SMITH	• 2699-00009 [5]	General	LEGAL SERVICES / LAW OFFICES	C	The Takeaway (9pm)	10/11/2021	10/17/2021	15
2699	WARD AND SMITH	• 2699-00009 [5]	General	LEGAL SERVICES / LAW OFFICES	C	The Takeaway (9pm)	10/18/2021	10/24/2021	15
2699	WARD AND SMITH	• 2699-00009 [5]	General	LEGAL SERVICES / LAW OFFICES	C	The Takeaway (9pm)	10/25/2021	10/31/2021	15
The Takeaway (Noon) Totals:									
This American Life									
3331	HORSE AND BUGGY PRESS	• 3331-00003 [2]	General	ART GALLERIES/ART ORGANIZATIONS	ME	This American Life	10/8/2021	10/8/2021	15
361	UNC PRESS	• 361-00016 [3]	General	PUBLISHERS	ME	This American Life	10/18/2021	5/14/2022	15
361	UNC PRESS	• 361-00016 [5]	General	PUBLISHERS	ME	This American Life	10/15/2021	6/24/2022	15
This American Life Totals:									
Thistle & Shamrock									
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00029 [4]	General	CONCERTS/LIVE MUSIC	E	Thistle & Shamrock	9/27/2021	10/3/2021	15
Thistle & Shamrock Totals:									
Wait Wait Don't Tell Me									
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00005 [4]	General	CAR DEALERSHIP	E	Wait Wait Don't Tell Me	10/4/2021	10/10/2021	15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00005 [4]	General	CAR DEALERSHIP	E	Wait Wait Don't Tell Me	10/18/2021	10/24/2021	15
3348	MARTIN MEDIA	• 3348-00002 [1]	General	THEATER/DANCE PRODUCTIONS	E	Wait Wait Don't Tell Me	9/27/2021	10/3/2021	15
3348	MARTIN MEDIA	• 3348-00002 [1]	General	THEATER/DANCE PRODUCTIONS	E	Wait Wait Don't Tell Me	10/4/2021	10/10/2021	15
3348	MARTIN MEDIA	• 3348-00002 [1]	General	THEATER/DANCE PRODUCTIONS	E	Wait Wait Don't Tell Me	10/11/2021	10/17/2021	15
3348	MARTIN MEDIA	• 3348-00002 [2]	General	THEATER/DANCE PRODUCTIONS	E	Wait Wait Don't Tell Me	9/27/2021	10/3/2021	15
3348	MARTIN MEDIA	• 3348-00002 [2]	General	THEATER/DANCE PRODUCTIONS	E	Wait Wait Don't Tell Me	10/4/2021	10/10/2021	15
3348	MARTIN MEDIA	• 3348-00002 [2]	General	THEATER/DANCE PRODUCTIONS	E	Wait Wait Don't Tell Me	10/11/2021	10/17/2021	15
314	MY DOG TESS	• 314-00020 [2]	General	REAL ESTATE/SENIOR LIVING	ME	Wait Wait Don't Tell Me	1/21/2021	1/19/2022	15
Wait Wait Don't Tell Me Totals:									
Weekend Edition Saturday									
684	ALUMINUM COMPANY OF NC	D • 684-00023 [3]	General	HOME IMPROVEMENTS	CE	Weeknd Ed SATURDAY	10/4/2021	10/10/2021	15
684	ALUMINUM COMPANY OF NC	D • 684-00023 [3]	General	HOME IMPROVEMENTS	CE	Weeknd Ed SATURDAY	10/18/2021	10/24/2021	15
647	HILL COUNTRY WOODWORKS	• 647-00014 [1]	General	HOME/OFFICE FURNISHINGS	ME	Weeknd Ed SATURDAY	12/7/2020	11/29/2021	15

Weekend Edition Saturday Totals:

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Id#			Advertiser	Order	Product	I.F.	Schedule Target	Start	End	
Weekend Edition Sunday										
411			HILLCREST CONVALESCENT CENTER	• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	9/27/2021	10/3/2021 15
411			HILLCREST CONVALESCENT CENTER	• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	10/4/2021	10/10/2021 15
411			HILLCREST CONVALESCENT CENTER	• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	10/11/2021	10/17/2021 15
411			HILLCREST CONVALESCENT CENTER	• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	10/18/2021	10/24/2021 15
411			HILLCREST CONVALESCENT CENTER	• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	10/25/2021	10/31/2021 15

Weekend Edition Sunday Totals:

WUNC-FM Totals:

Report Totals: