

# North Carolina Public Radio-WUNC

## Order Spot Targeting Detail

For Dates 12/01/2021 to 12/31/2021

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	
<b>WUNC-FM</b>								
<b>1A</b>								
917	NEW LEAF LANDSCAPING	• 917-00017 [1]	General	LANDSCAPING/ YARD SERVICES	ME	<u>1A</u>	12/13/2021	12/11/2022 15
347	TONY HALL & ASSOCIATES	• 347-00014 [2]	General	REAL ESTATE/SENIOR LIVING	ME	<u>1A</u>	10/11/2021	9/23/2022 15
<b>1A Totals:</b>								
<b>All Things Considered</b>								
647	HILL COUNTRY WOODWORKS	• 647-00014 [4]	General	HOME/OFFICE FURNISHINGS	ME	<u>AllThings Considered</u>	12/23/2020	12/14/2021 15
647	HILL COUNTRY WOODWORKS	• 647-00015 [4]	General	HOME/OFFICE FURNISHINGS	ME	<u>AllThings Considered</u>	12/31/2021	12/22/2022 15
3241	KUHN ADVISORS	• 3241-00003 [2]	General	FINANCIAL SERVICES/BANKS	C	<u>AllThings Considered</u>	11/29/2021	12/5/2021 15
3241	KUHN ADVISORS	• 3241-00003 [2]	General	FINANCIAL SERVICES/BANKS	C	<u>AllThings Considered</u>	12/6/2021	12/12/2021 15
3241	KUHN ADVISORS	• 3241-00003 [2]	General	FINANCIAL SERVICES/BANKS	C	<u>AllThings Considered</u>	12/13/2021	12/19/2021 15
3107	MINDPATH CARE CENTERS	• 3107-00008 [11]	General	MEDICAL SERVICES	C	<u>AllThings Considered</u>	12/6/2021	12/12/2021 15
3107	MINDPATH CARE CENTERS	• 3107-00008 [11]	General	MEDICAL SERVICES	C	<u>AllThings Considered</u>	12/20/2021	12/26/2021 15
2293	PARKER POE	• 2293-00009 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	11/29/2021	12/5/2021 15
2293	PARKER POE	• 2293-00009 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	12/6/2021	12/12/2021 15
2293	PARKER POE	• 2293-00009 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	12/13/2021	12/19/2021 15
2293	PARKER POE	• 2293-00009 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	12/20/2021	12/24/2021 15
3202	SIZZLE FISH DOT COM	• 3202-00009 [2]	General	GROCERY/FOOD STORES	ME	<u>AllThings Considered</u>	12/3/2021	12/5/2021 15
3202	SIZZLE FISH DOT COM	• 3202-00009 [2]	General	GROCERY/FOOD STORES	ME	<u>AllThings Considered</u>	12/6/2021	12/12/2021 15
3202	SIZZLE FISH DOT COM	• 3202-00009 [2]	General	GROCERY/FOOD STORES	ME	<u>AllThings Considered</u>	12/13/2021	12/17/2021 15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	11/29/2021	12/5/2021 15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	12/6/2021	12/12/2021 15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	12/13/2021	12/19/2021 15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>AllThings Considered</u>	12/27/2021	1/2/2022 15
361	UNC PRESS	• 361-00017 [2]	General	PUBLISHERS	ME	<u>AllThings Considered</u>	12/10/2021	12/10/2021 15
<b>All Things Considered Totals:</b>								
<b>Back Porch Music</b>								
1850	HAW RIVER BALLROOM	• 1850-00032 [1]	General	SPECIALTY STORES	ME	<u>Back Porch Music</u>	12/3/2021	12/3/2021 15
3308	ROOSTERS WIFE, THE	• 3308-00005 [1]	General	CONCERTS/LIVE MUSIC	ME	<u>Back Porch Music</u>	11/30/2021	12/5/2021 15
<b>Back Porch Music Totals:</b>								

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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	
<b>Fresh Air (M-Th)</b>								
826	CAROLINA PERFORMING ARTS D	• 826-00108 [10]	General	THEATER/DANCE PRODUCTIONS	C	<u>Fresh Air 7pm (M-TH)</u>	11/29/2021	12/5/2021 15
3356	DOGWOOD ALLIANCE	• 3356-00002 [2]	General	NON-PROFIT ORGANIZATIONS	E	<u>Fresh Air 7pm (M-TH)</u>	11/29/2021	12/5/2021 15
3356	DOGWOOD ALLIANCE	• 3356-00002 [2]	General	NON-PROFIT ORGANIZATIONS	E	<u>Fresh Air 7pm (M-TH)</u>	12/6/2021	12/10/2021 15
3130	DURHAM LITERACY CENTER	• 3130-00007 [2]	General	NON-PROFIT ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	11/29/2021	12/5/2021 15
3130	DURHAM LITERACY CENTER	• 3130-00007 [2]	General	NON-PROFIT ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	12/6/2021	12/12/2021 15
3130	DURHAM LITERACY CENTER	• 3130-00007 [2]	General	NON-PROFIT ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	12/13/2021	12/19/2021 15
3130	DURHAM LITERACY CENTER	• 3130-00007 [2]	General	NON-PROFIT ORGANIZATIONS	ME	<u>Fresh Air 7pm (M-TH)</u>	12/20/2021	12/23/2021 15
1382	DURHAM PERFORMING ARTS CNTR 11423	• 1382-00336 [4]	General	LECTURES	E	<u>Fresh Air 7pm (M-TH)</u>	12/2/2021	12/3/2021 15
1582	FLYLEAF BOOKS	• 1582-00016 [2]	General	BOOKSTORES/IN STORE READINGS	ME	<u>Fresh Air 7pm (M-TH)</u>	12/6/2021	12/12/2021 15
1582	FLYLEAF BOOKS	• 1582-00016 [2]	General	BOOKSTORES/IN STORE READINGS	ME	<u>Fresh Air 7pm (M-TH)</u>	12/13/2021	12/16/2021 15
3100	FUQUAY-VARINA ARTS CENTER	• 3100-00004 [2]	General	ART GALLERIES/ART ORGANIZATIONS	C	<u>Fresh Air 7pm (M-TH)</u>	11/29/2021	12/5/2021 15
3100	FUQUAY-VARINA ARTS CENTER	• 3100-00004 [2]	General	ART GALLERIES/ART ORGANIZATIONS	C	<u>Fresh Air 7pm (M-TH)</u>	12/20/2021	12/26/2021 15
3077	HAWTHORNE AND WOOD	• 3077-00005 [4]	General	RESTAURANTS/BARS	C	<u>Fresh Air 7pm (M-TH)</u>	11/29/2021	12/5/2021 15
3077	HAWTHORNE AND WOOD	• 3077-00005 [4]	General	RESTAURANTS/BARS	C	<u>Fresh Air 7pm (M-TH)</u>	12/13/2021	12/16/2021 15
3143	KENDALL PAGE ATTORNEY	• 3143-00004 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Fresh Air 7pm (M-TH)</u>	12/13/2021	12/19/2021 15
3143	KENDALL PAGE ATTORNEY	• 3143-00004 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	<u>Fresh Air 7pm (M-TH)</u>	12/27/2021	12/30/2021 15
917	NEW LEAF LANDSCAPING	• 917-00017 [5]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Fresh Air 7pm (M-TH)</u>	12/13/2021	9/23/2022 15
361	UNC PRESS	• 361-00016 [6]	General	PUBLISHERS	ME	<u>Fresh Air 7pm (M-TH)</u>	10/11/2021	6/24/2022 15

### Fresh Air (M-Th) Totals:

### Holiday Programming

3377	CARRBORO COFFEE	• 3377-00004 [2]	General	COFFEE/TEA SHOPS	ME	<u>Holiday Special</u>	12/23/2021	12/26/2021 15
3377	CARRBORO COFFEE	• 3377-00004 [3]	General	COFFEE/TEA SHOPS	ME	<u>Holiday Special</u>	12/27/2021	12/31/2021 15
2948	JENNY GARRETT MCLAURIN GOLDSMITH	• 2948-00010 [3]	General	JEWELRY STORES	ME	<u>Holiday Special</u>	12/23/2021	12/26/2021 15
2948	JENNY GARRETT MCLAURIN GOLDSMITH	• 2948-00010 [4]	General	JEWELRY STORES	ME	<u>Holiday Special</u>	12/27/2021	12/31/2021 15

### Holiday Programming Totals:

### Morning Edition

3241	KUHN ADVISORS	• 3241-00003 [1]	General	FINANCIAL SERVICES/BANKS	C	<u>Morning Edition</u>	11/29/2021	12/5/2021 15
3241	KUHN ADVISORS	• 3241-00003 [1]	General	FINANCIAL SERVICES/BANKS	C	<u>Morning Edition</u>	12/6/2021	12/12/2021 15
3241	KUHN ADVISORS	• 3241-00003 [1]	General	FINANCIAL SERVICES/BANKS	C	<u>Morning Edition</u>	12/13/2021	12/19/2021 15
3107	MINDPATH CARE CENTERS	• 3107-00008 [10]	General	MEDICAL SERVICES	C	<u>Morning Edition</u>	12/6/2021	12/12/2021 15
3107	MINDPATH CARE CENTERS	• 3107-00008 [10]	General	MEDICAL SERVICES	C	<u>Morning Edition</u>	12/20/2021	12/26/2021 15
917	NEW LEAF LANDSCAPING	• 917-00017 [4]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Morning Edition</u>	12/13/2021	12/9/2022 15
361	UNC PRESS	• 361-00017 [1]	General	PUBLISHERS	ME	<u>Morning Edition</u>	12/9/2021	12/9/2021 15

### Morning Edition Totals:

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Id#	Advertiser	Order	Product	I.F.	Schedule Target	Start	End		
<b>People's Pharmacy</b>									
1239	BIOMERIEUX	• 1239-00017 [49]	General	PHARMACEUTICAL MFG	C	<a href="#">People's Pharmacy</a>	11/29/2021	12/5/2021	15
1239	BIOMERIEUX	• 1239-00017 [49]	General	PHARMACEUTICAL MFG	C	<a href="#">People's Pharmacy</a>	12/6/2021	12/12/2021	15
1239	BIOMERIEUX	• 1239-00017 [49]	General	PHARMACEUTICAL MFG	C	<a href="#">People's Pharmacy</a>	12/13/2021	12/19/2021	15
1239	BIOMERIEUX	• 1239-00017 [49]	General	PHARMACEUTICAL MFG	C	<a href="#">People's Pharmacy</a>	12/20/2021	12/26/2021	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00005 [5]	General	MEDICAL SERVICES	ME	<a href="#">People's Pharmacy</a>	12/25/2021	12/26/2021	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00005 [5]	General	MEDICAL SERVICES	ME	<a href="#">People's Pharmacy</a>	12/27/2021	1/2/2022	15
3107	MINDPATH CARE CENTERS	• 3107-00008 [13]	General	MEDICAL SERVICES	C	<a href="#">People's Pharmacy</a>	12/13/2021	12/19/2021	15
2708	PRIMUS INTERNAL MEDICINE	• 2708-00008 [1]	General	MEDICAL SERVICES	ME	<a href="#">People's Pharmacy</a>	12/4/2021	5/7/2023	15
<b>People's Pharmacy Totals:</b>									
<b>Science Friday</b>									
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00006 [5]	General	CAR DEALERSHIP	CE	<a href="#">Science Friday</a>	12/6/2021	12/12/2021	15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00006 [5]	General	CAR DEALERSHIP	CE	<a href="#">Science Friday</a>	12/20/2021	12/26/2021	15
<b>Science Friday Totals:</b>									
<b>Splendid Table</b>									
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00002 [1]	General	RESTAURANTS/BARS	ME	<a href="#">Splendid Table</a>	11/29/2021	12/5/2021	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00002 [1]	General	RESTAURANTS/BARS	ME	<a href="#">Splendid Table</a>	12/6/2021	12/12/2021	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00002 [1]	General	RESTAURANTS/BARS	ME	<a href="#">Splendid Table</a>	12/13/2021	12/19/2021	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00002 [1]	General	RESTAURANTS/BARS	ME	<a href="#">Splendid Table</a>	12/20/2021	12/26/2021	15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00002 [1]	General	RESTAURANTS/BARS	ME	<a href="#">Splendid Table</a>	12/27/2021	1/2/2022	15
<b>Splendid Table Totals:</b>									
<b>The Takeaway (Noon)</b>									
314	MY DOG TESS	• 314-00020 [1]	General	REAL ESTATE/SENIOR LIVING	ME	<a href="#">The Takeaway (Noon)</a>	1/21/2021	1/16/2022	15
361	UNC PRESS	• 361-00016 [4]	General	PUBLISHERS	ME	<a href="#">The Takeaway (Noon)</a>	10/18/2021	5/14/2022	15
<b>The Takeaway (Noon) Totals:</b>									
<b>This American Life</b>									
361	UNC PRESS	• 361-00016 [3]	General	PUBLISHERS	ME	<a href="#">This American Life</a>	10/18/2021	5/14/2022	15
361	UNC PRESS	• 361-00016 [5]	General	PUBLISHERS	ME	<a href="#">This American Life</a>	10/15/2021	6/24/2022	15
<b>This American Life Totals:</b>									
<b>Wait Wait Don't Tell Me</b>									
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00006 [4]	General	CAR DEALERSHIP	CE	<a href="#">Wait Wait Don't Tell Me</a>	11/29/2021	12/5/2021	15
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00006 [4]	General	CAR DEALERSHIP	CE	<a href="#">Wait Wait Don't Tell Me</a>	12/13/2021	12/19/2021	15
314	MY DOG TESS	• 314-00020 [2]	General	REAL ESTATE/SENIOR LIVING	ME	<a href="#">Wait Wait Don't Tell Me</a>	1/21/2021	1/19/2022	15
<b>Wait Wait Don't Tell Me Totals:</b>									

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Id#	Advertiser	Order	Product	I.F.	Schedule Target	Start	End	
<b>Weekend Edition Saturday</b>								
684	ALUMINUM COMPANY OF NC	D	• 684-00023 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	11/29/2021 12/5/2021 15
684	ALUMINUM COMPANY OF NC	D	• 684-00023 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	12/13/2021 12/19/2021 15
684	ALUMINUM COMPANY OF NC	D	• 684-00023 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	12/27/2021 1/2/2022 15
647	HILL COUNTRY WOODWORKS		• 647-00015 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Weeknd Ed SATURDAY</u>	12/15/2021 12/7/2022 15
917	NEW LEAF LANDSCAPING		• 917-00017 [6]	General	LANDSCAPING/ YARD SERVICES	ME	<u>Weeknd Ed SATURDAY</u>	12/13/2021 12/10/2022 15
347	TONY HALL & ASSOCIATES		• 347-00014 [4]	General	REAL ESTATE/SENIOR LIVING	ME	<u>Weeknd Ed SATURDAY</u>	11/8/2021 6/25/2022 15
<b>Weekend Edition Saturday Totals:</b>								
<b>Weekend Edition Sunday</b>								
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	12/6/2021 12/12/2021 15
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	12/13/2021 12/19/2021 15
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	12/20/2021 12/26/2021 15
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	12/27/2021 1/2/2022 15
<b>Weekend Edition Sunday Totals:</b>								

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