



CLEAN WATER EDUCATION PARTNERSHIP

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CWEP Summer 2007 (FY2007) Radio Campaign

Introduction

CWEP ran its FY07 radio campaign in June of 2007 at a total cost of \$24,623.76. Curtis Media Group/Southern Farm Network provided broadcasting and production services. The campaign addressed oil changing/disposal, car washing, and storm drains flowing untreated to surface waters.

Flight

Three weekends in June, 2007: 6/1 through 6/3, 6/8 through 6/10, and 6/15 through 6/17.

Spots

Basically, there are two radio spots:

1. POWER (awareness message): People have the power to prevent stormwater pollution. Included tips and the message that storm drains flow untreated to streams.
2. WHEELS (action message): What's good for vehicles is bad for the water, never dump auto fluids down storm drains, and wash cars over grass or gravel.

There are three versions of each spot: Spanish, Urban, and Other. The announcer and the background music differ for each version. The version run depended on the listener characteristics of the broadcasting radio station. All spots are 60 seconds long.

CWEP updated the four English 60-second radio versions from the FY05 and FY06 summer radio campaigns with our new NCcleanwater.org URL. Curtis Media Group provided production services at no cost to us. The URL in the two Spanish versions remained NCcwep.org.

The spots are available with descriptions on the CWEP website at <http://www.nccwep.org/outreach/radio.php>.

Target

Young men, the demographic most likely to change their own oil and wash their own cars, were targeted for this campaign.

Campaign Performance

See next page. Campaign statistics are broken out by market into the smallest unit possible. Counties included in each market are listed.

Reach %: The percentage of the target audience who saw or heard the message the number of times shown under "Frequency."

Frequency: The number of times the message was heard by an average listener of the population specified.

Net reach: The number of people who heard a message one or more times.

Impressions: The number of times the message was heard, total.

* For reporting to DENR, I suggest you report the statistics for the population (the right-hand set). I included statistics on the campaign's performance for the target demographic ("demo") since I was able to obtain it, but I think the population statistics are more reliable and relevant. It should not be a problem for you to report the market numbers so long as you note as much (since the market covers more than just your jurisdiction).

<u>Chatham, Durham, Franklin, Johnston, Orange, and Wake Market</u>									
Station	Spots	Demo: Men 18-34 (Pop: 187,300)				Total Adults 18+ (Pop: 1,071,200)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WBBB	57	34,400	18.4%	3.2	108,900	81,300	7.6%	3.1	248,700
WFXC/K ¹	78	7,700	4.1%	4.1	31,800	66,800	6.2%	3.9	261,900
WQDR	57	17,100	9.1%	3.1	52,800	133,300	12.4%	3.3	443,700
WYMY	57	21,100	11.2%	3.8	80,700	42,900	4.0%	4.6	196,500
Total	249	69,100	36.9%	4.0	274,200	291,100	27.2%	4.0	1,150,800

<u>Cumberland Market</u>									
Station	Spots	Demo: Men 18-34 (Pop: 138,000)				Total Adults 18+ (772,100)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WKML	39	13,500	9.8%	3.8	51,000	70,800	9.2%	3.7	264,000
WYMY	57	8,800	6.4%	5.4	47,700	21,500	2.8%	6.7	143,700
Total	96	21,400	15.5%	4.6	98,700	90,300	11.7%	4.5	407,700

<u>Craven & Lenoir Market</u>									
Station	Spots	Demo: Men 18-44 (Pop: 27,000)				Total Adults 18+ (Pop: 458,500)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WRNS ¹	33	4,000	14.8%	3.1	12,600	53,700	11.7%	3.6	191,100
WFXC	39	1,300	4.6%	5.3	6,600	7,000	1.5%	4.7	33,000
Total	105	5,100	18.8%	3.8	19,200	59,900	13.1%	3.7	224,100

<u>Edgecombe & Nash Market</u>									
Station	Spots	Demo: Men 18-49 (Pop: 31,200)				Total Adults 18+ (Pop: 108,000)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WBBB ²	57	0	0.0%	0	0	1,800	1.7%	1.8	3,300
WFXC/K ¹	78	4,100	13.3%	12.1	50,100	14,400	13.4%	6.8	97,800
WQDR	57	1,500	4.8%	1.8	2,700	6,000	5.6%	2.4	14,700
WYMY	57	800	2.7%	2.5	2,100	1,100	1.0%	1.9	2,100
Total	249	6,100	19.7%	8.9	54,900	2,200	20.4%	5.3	117,900

<u>Granville Market</u>									
Station	Spots	Demo: Men 12+ (Pop: 25,600)				Total Adults 12+ (Pop: 47,000)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WBBB	57	900	3.5%	5.3	4,800	900	1.9%	5.3	4,800
WFXC/K ¹	78	900	3.5%	4.7	4,200	5,300	11.2%	5.4	28,500
WQDR	57	1,800	6.9%	1.9	3,300	4,500	9.6%	2.7	12,000
WYMY	57	3,100	12.0%	6.3	19,500	3,100	6.6%	6.3	19,500
Total	249	6,100	23.7%	5.2	31,800	12,400	26.5%	5.2	64,800

<u>Wayne & Wilson Market</u>									
Station	Spots	Demo: Men 18-44 (Pop: 33,000)				Total Adults 18+ (Pop: 139,900)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WBBB	57	3,600	10.9%	3	10,800	7,500	5.4%	3.2	24,300
WFXK ²	39	0	0.0%	0	0	8,700	6.2%	4.8	41,400
WQDR	57	3,700	11.2%	2.9	10,800	17,900	12.8%	2.4	43,500
WYMY	57	2,000	6.1%	2.1	4,200	4,800	3.4%	4.2	20,400
Total	210	8,500	25.7%	3.0	25,800	35,300	25.3%	3.7	129,600

¹ WFXC and WFXK are simulcast stations; their performance is provided as a combined figure in all places where both frequencies are available. The same is true of WRNS, which broadcasts on both an AM and an FM frequency.

² Information about the listening habits of the demographic is insufficient. (Not enough diary responses were received for the demographic specified.)