

**Television**

**Time-Warner Cable** \$4,848  
 Number of impressions: 98,397

**WCTI-TV12 (UPN-48)** \$10,000  
 Number of impressions: 291,000

	Number of Spots		
	6:00am-Midnight	Midnight-6:00am	Total
Feb-05	130	0	130
Mar-05	99	0	99
Apr-05	0	0	0
<b>Total</b>	<b>229</b>	<b>0</b>	<b>229</b>

	Number of Spots		
	6:00am-Midnight	Midnight-6:00am	Total
Feb-05	28	17	45
Mar-05	25	12	37
Apr-05	0	0	0
<b>Total</b>	<b>53</b>	<b>29</b>	<b>82</b>

**WRAL-TV (CBS-5)** \$23,418  
 Number of impressions: 2,532,000

**WTVD-TV (ABC-11)** \$30,000  
 Number of impressions: 1,369,000

	Number of Spots		
	6:00am-Midnight	Midnight-6:00am	Total
Feb-05	42	2	44
Mar-05	27	1	28
Apr-05	23	10	33
May-05	15	10	25
Jun-05	9	0	9
<b>Total</b>	<b>116</b>	<b>23</b>	<b>139</b>

	Number of Spots		
	6:00am-Midnight	Midnight-6:00am	Total
Feb-05	28	27	55
Mar-05	41	27	68
Apr-05	0	0	0
<b>Total</b>	<b>69</b>	<b>54</b>	<b>123</b>

1. The Steering Committee decided not to have a Fall 2004 television campaign due to the presidential election.
2. The Spring 2005 television campaign was concentrated in the months of February and March, with some make-good spots running on WRAL from 4/7-6/5 to compensate for an error they made in rotating versions of our spots to equally feature all partner credits.
3. WRAL and WTVD are located in Raleigh.
4. WCTI is located in New Bern.
5. Time-Warner Cable (TWC) was a new network we worked with this year to better reach partners not adequately served by broadcast signals.
6. The Partnership borrowed and customized two 30-second television spots for the Spring television campaign with permission from their originating agencies (the Washington State Department of Ecology and the City of San Diego Storm Water Pollution Prevention Program).

**Radio**

1. Data on the FY05 summer radio campaign will be available in the FY 2006 Annual Report.

**Print**

1. CWEP did not create any printed materials in FY 2005.
2. A second print run of the brochure is under discussion for early FY 2006.

**Web Site**

	Number of Hits
Jul-04	38
Aug-04	82
Sep-04	96
Oct-04	118
Nov-04	112
Dec-04	145
Jan-05	91
Feb-05	207
Mar-05	324
Apr-05	324
May-05	323
Jun-05	136
<b>Total</b>	<b>1,996</b>

1. Includes hits for internal purposes such as website development.
2. Hit counts for March, April, and May are based on a 3-month average.

**Additional Outreach**

**Home and Garden Show: Educational Booth**

Raleigh, NC

February 25-27, 2005

550 visitors to the CWEP booth participated in the Enviroscope, looked at our display, took some giveaways, or asked questions.

The show had an attendance of 20,000.

CWEP Partners staffed.

**Southern Women's Show: Educational Booth**

Raleigh, NC

April 22-24, 2005

The show had an attendance of 30,000.

NC DENR staffed.

**Clean Water Education Partnership  
Annual Report, FY 2005  
Television Spots  
8/15/2005**

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**Clean Water Education Partnership**  
**Annual Report, FY 2005**  
**Radio Spots**  
8/15/2005

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**Clean Water Education Partnership**  
**Annual Report, FY 2005**  
**Printed Materials**  
8/15/2005

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**Clean Water Education Partnership  
Annual Report, FY 2005  
Web Site  
8/15/2005**

**www.nccwep.org**

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Additional Outreach  
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