



CLEAN WATER
EDUCATION
PARTNERSHIP

**Fiscal Year 2005 – 2006
Annual Report**

Compiled By

Sarah Bruce

Water Resources Planner / CWEP Coordinator

Triangle J Council of Governments

Post Office Box 12276

Research Triangle Park, NC 27709

Phone: (919) 558-9343 Fax: (919) 549-9390

sbruce@tjcog.org

This Annual Report describes Fiscal Year 2005-2006 (FY06) activities of the North Carolina Clean Water Education Partnership (CWEP). It also includes campaign statistics for the Fiscal Year 2004-2005 (FY05) summer radio campaign (the campaign ran through July 2006 and statistics were not available for the FY05 Annual Report).

Annual Reports are available online at
http://www.nccwep.org/outreach/annual_reports.php.

Contents

FY06 CWEP Partners and Cost Shares	2
FY06 CWEP Budget.....	3
FY05 Radio Outreach	4
FY06 Radio Outreach	5
FY06 Television Outreach.....	6
FY06 Website Outreach.....	7
FY06 Print Outreach.....	9

A Note about Definitions

Media campaigns are described by special statistics and terminology, which may not be familiar to the reader. Definitions are therefore included in this report, which were paraphrased from the following:

Surmanek, Jim. Advertising Media A to Z: The Definitive Resource for Media Planning, Buying, and Research. New York, McGraw-Hill. 2003.

Webopedia. <http://www.webopedia.com>. August 10, 2006.

Online links to resources for media definitions can also be found on any of CWEP's Outreach web pages (<http://www.nccwep.org/outreach/index.php>).

A Note about Radio and Television Markets and Statistics

Media buyers use specialized compilations of market data, called "books," to target spots to specific demographic populations and generate post-campaign statistics. Vendors of ratings information (usually Arbitron for radio and Nielsen for TV) define a market center based on population (e.g., the New Bern market).

The radio and TV station broadcast areas are not always coterminous with these market regions. This creates so-called "fringe" markets (usually smaller towns located outside an urban area), whose broadcast stations are listed in more than one market book. For example, the city of Rocky Mount falls into both the Raleigh-Durham and the New Bern markets. As a result, Arbitron ratings for Rocky Mount show up in both the Raleigh-Durham and the New Bern books, and the values may differ between books.

Comparing campaigns over time can be problematic, because the way that a book defines its "market" can change. Despite these challenges, CWEP's ratings analyses and media buying continue to become more sophisticated with time.



FY06 CWEP Partners and Cost Shares

Local governments that have joined the Clean Water Education Partnership share in the costs of the program. Each of the partners' shares is the sum of a base rate and a proportionate rate. Each partner's base rate is the same (\$1,833 for FY06). Each partner's proportionate rate is the product of its jurisdiction's population and a per-capita rate (\$0.0602 per person for FY06); the per-capita rate is the same for all partners. Partner populations are the latest estimates available from the NC State Demographics unit at the time that cost shares are calculated.

	FY 2006 Cost Shares				FY 05 Total Cost Share
	Base Rate Cost Share	Estimated 2003 Population (From NC State Demographics)	Proportionate Rate Cost Share	Total Cost Share	
Town of Apex ²	\$1,833	24,701	\$1,487	\$3,320	\$3,254
Town of Carrboro ²	\$1,833	17,585	\$1,059	\$2,892	\$2,884
Town of Cary ^{1,2}	\$1,833	106,304	\$6,400	\$8,233	\$7,988
Town of Chapel Hill ²	\$1,833	51,485	\$3,099	\$4,932	\$4,876
Chatham County ²	\$1,833	43,446	\$2,615	\$4,448	\$4,393
City of Durham ^{1,3}	\$1,833	201,660	\$12,140	\$13,973	\$13,795
Durham County ¹	\$1,833	32,092	\$1,932	\$3,765	\$3,804
Town of Fuquay-Varina	\$1,833	9,726	\$586	\$2,419	NA
Town of Garner ^{1,2}	\$1,833	20,144	\$1,213	\$3,046	\$3,013
City of Goldsboro ^{1,2}	\$1,833	38,522	\$2,319	\$4,152	\$4,163
City of Havelock ¹	\$1,833	22,861	\$1,376	\$3,209	\$3,185
Town of Hillsborough ²	\$1,833	5,541	\$334	\$2,167	NA
Town of Holly Springs ²	\$1,833	12,375	\$745	\$2,578	NA
Johnston County ¹	\$1,833	96,662	\$5,819	\$7,652	\$7,509
City of Kinston ¹	\$1,833	23,139	\$1,393	\$3,226	\$3,238
Town of Knightdale ²	\$1,833	6,484	\$390	\$2,223	\$2,216
Town of Morrisville ²	\$1,833	10,721	\$645	\$2,478	\$2,199
Nash County ^{2,4}	\$1,833	36,953	\$2,225	\$4,058	NA
City of New Bern ¹	\$1,833	23,637	\$1,423	\$3,256	\$3,243
Orange County ^{1,2}	\$1,833	47,534	\$2,862	\$4,695	\$4,691
City of Oxford ⁴	\$1,833	8,583	\$517	\$2,350	NA
City of Raleigh ^{1,3}	\$1,833	313,004	\$18,843	\$20,676	\$20,109
City of Rocky Mount ^{2,4}	\$1,833	56,136	\$3,379	\$5,212	\$5,214
Town of Smithfield ¹	\$1,833	11,601	\$698	\$2,531	\$2,522
Town of Tarboro ⁴	\$1,833	10,985	\$661	\$2,494	NA
Wake County ^{1,2}	\$1,833	170,082	\$10,239	\$12,072	\$12,292
Town of Wake Forest ²	\$1,833	16,490	\$993	\$2,826	\$2,689
Wayne County ^{1,2}	\$1,833	67,562	\$4,067	\$5,900	\$5,881
City of Wilson ¹	\$1,833	46,556	\$2,803	\$4,636	\$4,587
Totals:	\$53,157	1,532,571	\$92,261	\$145,418	\$127,745

Per capita proportionate rate = 0.0602

1. The local government is subject to the Neuse River Basin Nutrient Management Regulations.
2. The local government is subject to the NPDES Phase II Stormwater Regulations.
3. The local government is subject to the NPDES Phase I Stormwater Regulations.
4. The local government is subject to the Tar-Pamlico River Basin Nutrient Management Regulations.



FY06 CWEP Budget

	Budgeted	Actual	Actual / Obligated
Cost Share Revenue	\$ 145,419	\$ 145,419	\$ 145,419
Additional Revenue (brochure reprint)	\$ 4,302	\$ 3,265	\$ 4,302
Revenue Carried Forward	\$ 57,190	\$ 57,190	\$ 57,190
Total Revenue	\$ 206,911	\$ 205,874	\$ 206,911
Program Management	\$ 15,000	\$ 15,000	\$ 15,000
Addl TJCOG Expense (website)	\$ 4,102	\$ 4,102	\$ 4,102
Travel, Supplies and Miscellaneous	\$ 300	\$ 108	\$ 108
Chicago NPS Conference	\$ 1,200	\$ 1,200	\$ 1,200
Television, FY06	\$ 50,000	\$ 41,272	\$ 41,272
Television, FY07	\$ 25,000	\$ -	\$ 25,000
Buffer Spot	\$ 50,000	\$ -	\$ 50,000
Radio, FY05	\$ 20,200	\$ 20,066	\$ 20,066
Print	\$ 500	\$ 150	\$ 150
Brochure reprint 1	\$ 3,265	\$ 3,265	\$ 3,265
Brochure reprint 2	\$ 1,037	\$ 1,037	\$ 1,037
Web Site Update, carried forward	\$ 3,000	\$ 2,775	\$ 2,775
Web Site Maintenance	\$ 2,000	\$ 1,059	\$ 1,059
Outreach Tools	\$ 5,000	\$ 707	\$ 707
Total Expenses	\$ 180,604	\$ 90,740	\$ 165,740
Balance	\$ 26,307	\$ 115,134	\$ 41,171

The “Actual/Obligated” column is included to show how much money CWEP would have remaining at the end of FY06 if all obligated funds were expended. (That is, the figure from the “Actual” column is used here if the line item is completed, and the figure from the “budgeted” column is used if the item is not completed.) The balance shown for the “Actual/Obligated” column (\$41,171), therefore, represents CWEP surplus to date.

FY05 Radio Outreach

Definitions

Campaign: The combined flights of all of the broadcast outlets.

Spot: A single advertisement or public service announcement (PSA).

FY05 Radio Campaign Information

CWEP ran its FY05 radio campaign in August of 2005 at a total cost of \$19,866. Twenty-nine of these were bonus spots, which had an estimated total value of \$3,246. Curtis Media Group/Southern Farm Network provided broadcasting services. All spots concluded with CWEP's tagline ("Clean water begins with you and me") and the CWEP URL.

CWEP developed six 60-second radio spots for the FY05 summer radio campaign: three versions of an "awareness" spot and three versions of an "action" spot. The announcer and the background music differ for each version (Spanish, Urban, and Other). The different versions were run depending on the demographic of the broadcast radio station.

1. 60-second awareness message ["POWER"]: People have the power to prevent stormwater pollution. Included tips and the message that storm drains flow untreated to streams.
2. 60-second action message ["WHEELS"]: What's good for vehicles is bad for the water, never dump auto fluids down storm drains, and wash cars over grass or gravel.

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

Market	Station	City	County	Spots Ordered	Bonus Spots	Version Run	Spots Aired	Totals per Market
Raleigh/Durham Metro Area	WBBB fm	Raleigh	Wake	33	12	Other	45	144
	WFXK fm	Castalia	Nash	27	0	Urban	27	
	WFXC fm	Durham	Durham	27	0	Urban	27	
	WYMY fm	Goldsboro	Wayne	33	12	Spanish	45	
Craven/Lenoir	WRNS am	Kinston	Lenoir	45	0	Other	45	180
	WRNS fm	Kinston	Lenoir	45	0	Other	45	
	WQSL fm	Jacksonville	Onslow	45	0	Urban	45	
	WQZL fm	Belhaven	Beaufort	45	0	Urban	45	
Edgecombe / Nash	WCPS	Tarboro	Edgecombe	54	5	Urban	59	149
	WDWG fm	Rocky Mount	Nash	45	0	Other	45	
	WPWZ fm	Pinetops	Nash	45	0	Urban	45	
Grand Total:							473	

City and County refer to the location of the broadcast tower. "Market" refers to the areas where the spot was broadcast:

Raleigh/Durham Metro Area Market includes: Wake County: Apex, Cary, Garner, Knightdale, Morrisville, Raleigh, Wake Forest; Chatham County; Orange County: Carrboro, Chapel Hill; Durham County: Durham; Johnston County: Smithfield; Wayne County: Goldsboro, Wilson.

Craven/Lenoir Market includes: Havelock, New Bern, and Kinston

Edgecombe/Nash Market includes: Rocky Mount



FY06 Radio Outreach

Definitions

Campaign: The combined flights of all of the broadcast outlets.

Spot: A single advertisement or public service announcement (PSA).

FY06 Radio Campaign Information

CWEP ran its FY06 radio campaign in July of 2006 at a total cost of \$19,962. Curtis Media Group/Southern Farm Network provided broadcasting services; we did not receive any bonus spots this year. All spots concluded with CWEP's tagline ("Clean water begins with you and me") and the CWEP URL.

CWEP used the six 60-second radio spots from the FY05 summer radio campaign: three versions of an "awareness" spot and three versions of an "action" spot. The announcer and the background music differ for each version (Spanish, Urban, and Other). The different versions were run depending on the demographic of the broadcast radio station.

1. 60-second awareness message ["POWER"]: People have the power to prevent stormwater pollution. Included tips and the message that storm drains flow untreated to streams.
2. 60-second action message ["WHEELS"]: What's good for vehicles is bad for the water, never dump auto fluids down storm drains, and wash cars over grass or gravel.

The spots are available with descriptions on the CWEP website at

<http://www.nccwep.org/outreach/radio.php>.

Market	Station	City	County	Version Run	Spots Aired	Totals per Market
Raleigh/Durham Metro Area	WBBB fm	Raleigh	Wake	Other	48	198
	WFXK fm	Castalia	Nash	Urban	51	
	WFXC fm	Durham	Durham	Urban	51	
	WYMY fm	Goldsboro	Wayne	Spanish	48	
Craven/Lenoir	WRNS am	Kinston	Lenoir	Other	90	180
	WRNS fm	Kinston	Lenoir	Other	90	
	WQSL fm	Jacksonville	Onslow	Urban	90	
	WQZL fm	Belhaven	Beaufort	Urban	90	
Edgecombe/Nash	WCPS	Tarboro	Edgecombe	Urban	48	144
	WDWG fm	Rocky Mount	Nash	Other	49	
	WPWZ fm	Pinetops	Nash	Urban	51	
Grand Total:					522	

City and County refer to the location of the broadcast tower. "Market" refers to the areas where the spot was broadcast:

Raleigh/Durham Metro Area Market includes: Wake County: Apex, Cary, Garner, Knightdale, Morrisville, Raleigh, Wake Forest; Chatham County; Orange County: Carrboro, Chapel Hill; Durham County: Durham; Johnston County: Smithfield; Wayne County: Goldsboro, Wilson.

Craven/Lenoir Market includes: Havelock, New Bern, and Kinston

Edgecombe/Nash Market includes: Rocky Mount



FY06 Television Outreach

Definitions

- Campaign:** The combined flights of all of the broadcast outlets.
- Cost per point:** The cost of the flight divided by the number of points.
- Flight:** The period of time the advertising campaign is broadcast on a particular channel; also called a “run.”
- Frequency:** How often the average viewer saw/heard the spot.
- Point:** Each point represents one percent of the outlet’s total viewing population within a specified demographic.
- Reach:** The percent of the viewing audience that saw/heard your spot.
- Spot:** A single advertisement or public service announcement (PSA).

FY06 Television Campaign Information

CWEP ran its FY06 television campaign in October of 2005 at a total cost of \$41,272. The Steering Committee decided to focus on yard care for the action message. Adults between the ages of 35 and 54 who spend less than \$500 per year on lawn care were targeted for the campaign because research shows that this is the demographic most likely to do their own yard care (versus hiring someone else to do it).

Three spots were run in the flight:

1. 30-second awareness message [“RUBBER DUCKY”]: Stormwater pollution is created by everyone’s daily activities, and it adds up. Spot adapted from the San Diego Stormwater Pollution Prevention Program.
2. 15-second action message [“GRASS”]: Don’t blow grass clippings into the street or down storm drains. Footage from Charlotte/Mecklenburg Stormwater Services with new narration by Chrystal Bartlett.
3. 15-second action message [“LEAVES”]: Don’t blow leaves into the street or down storm drains. Footage from Charlotte/Mecklenburg Stormwater Services with new narration by Chrystal Bartlett.

GRASS and LEAVES were run together as a single 30-second “action” spot.

The spots all concluded with CWEP’s tagline (“Clean water begins with you and me”), Sarah Bruce’s phone number, and the CWEP URL. The spots are available with descriptions on the CWEP website at <http://www.nccwep.org/outreach/television.php>.

Outlet	Cost	Number of Spots Run	Cost Per Point	Frequency	Reach
WTVD	\$15,338	49	\$12	3.0	30.9
WRAL	\$12,665	56	\$19	3.1	48.9
Cable (Raleigh/Durham)	\$7,580	293	\$7	3.5	46.8
Cable (New Bern)	\$1,203	238	\$7	2.8	45.9
WCTI	\$3,230	37	\$27	3.2	38.3
Total	\$40,016	673	\$16	3.1	40.9



FY06 Website Outreach

<http://www.nccwep.org>

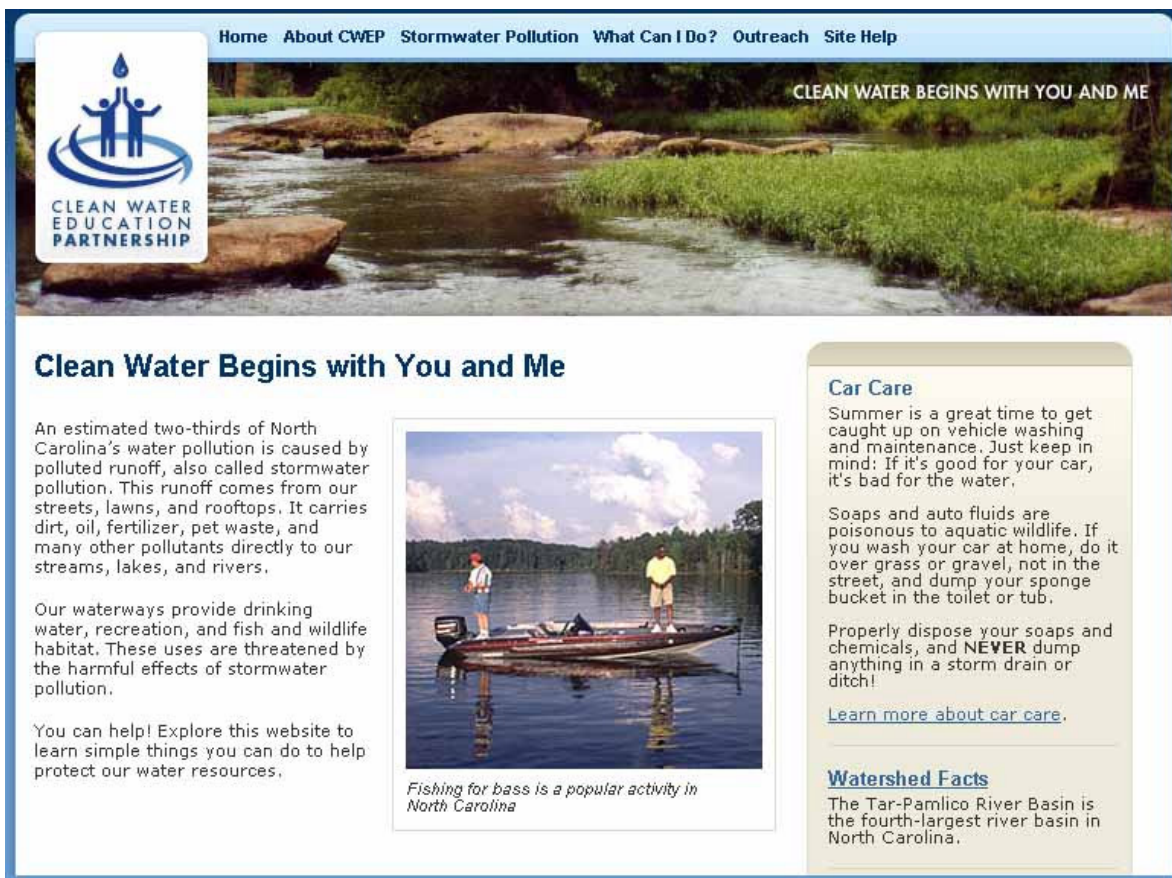
Definitions

Hits: The retrieval of any single item, such as a web page or graphic, from a Web server. When a user calls up a web page that has four graphics on it, a total of five “hits” is counted, one for the web page itself and one for each of the four graphics.


Unique visitors: Because they are measured according to their unique IP (Internet Protocol) addresses, unique visitors are counted only once no matter how many times they visit the site. However, some Internet Service Providers, such as AOL and cable modem providers, use a protocol that issues different Internet addresses (IPs) for every file requested, making one visitor look like many.

FY06 CWEP Website

CWEP redesigned its website in the Summer of 2005. It was originally envisioned simply as a portal to links for more information and a landing pad for people who responded to our media messages and wanted to learn more. As the Website Task Group worked on the site, we realized another need: a source of online information where the public could be introduced to the topic of stormwater pollution, its sources and effects, and how they can help prevent it. The site was designed to be understandable to a layperson; it also has content specifically targeted to children, businesses, teachers, and others.



Home About CWEP Stormwater Pollution What Can I Do? Outreach Site Help

 CLEAN WATER EDUCATION PARTNERSHIP


CLEAN WATER BEGINS WITH YOU AND ME

Clean Water Begins with You and Me

An estimated two-thirds of North Carolina's water pollution is caused by polluted runoff, also called stormwater pollution. This runoff comes from our streets, lawns, and rooftops. It carries dirt, oil, fertilizer, pet waste, and many other pollutants directly to our streams, lakes, and rivers.

Our waterways provide drinking water, recreation, and fish and wildlife habitat. These uses are threatened by the harmful effects of stormwater pollution.

You can help! Explore this website to learn simple things you can do to help protect our water resources.



Fishing for bass is a popular activity in North Carolina

Car Care

Summer is a great time to get caught up on vehicle washing and maintenance. Just keep in mind: If it's good for your car, it's bad for the water.

Soaps and auto fluids are poisonous to aquatic wildlife. If you wash your car at home, do it over grass or gravel, not in the street, and dump your sponge bucket in the toilet or tub.

Properly dispose your soaps and chemicals, and **NEVER** dump anything in a storm drain or ditch!

[Learn more about car care.](#)

Watershed Facts

The Tar-Pamlico River Basin is the fourth-largest river basin in North Carolina.

CWEP promoted the new site by issuing press releases to local news outlets and announcing it on various professional, local government, and community media in Fall of 2005. Carolina Newswire (October 18, 2005), among other outlets, picked up the story.

FY06 CWEP Website Performance

The table below shows “unique visits” to the CWEP URL for FY06. “Hits” to the old website in FY05 are included for comparison. (If the average visitor visited the old (FY05) CWEP website and just visited the homepage, three FY05 “hits” would be roughly equivalent to one FY06 “unique visit.”)

Month	FY05 (Hits)	FY06 (Unique Visits)	Percent Change
July	38	120	316%
August	82	665	811%
September	96	628	654%
October	118	548	464%
November	112	460	411%
December	145	2,421	1670%
January	91	1,110	1220%
February	207	1,279	618%
March	324	1,684	520%
April	324	1,749	540%
May	323	2,124	658%
June	136	1,376	1,012%
Average	166	1,180	710%

The website is updated regularly as well as in anticipation of traffic from CWEP television and radio campaigns. For example, if the summer radio campaign focuses on vehicle maintenance, a sidebar on the homepage directs visitors to the web page with additional information on that subject.

CWEP’s website ranks moderately well in search engine results for some key stormwater-related terms; however, rankings could be improved if more web pages contained links to CWEP (www.nccwep.org).

CWEP Partners are asked to ensure that a link to the CWEP website is featured on their local government’s website **and** that the link is accompanied by text clearly stating that the CWEP website provides valuable online information about stormwater/polluted runoff and the significant impact it has on water quality.



FY06 Print Outreach

CWEP Brochure – FY06 Reprints

The CWEP brochure was updated and reprinted in two separate print runs in November and December of 2005.

Partner	Quantity	Cost
Goldsboro	7,000	\$1,705.34
Garner	5,400	\$1,315.54
Smithfield	1,000	\$ 243.62
Tarboro	1,000	\$1,037.00

CWEP spent \$150 from its print budget line item to update the brochure. The revised brochure is available online as a PDF at <http://www.nccwep.org/outreach/print.php>.

The online version is not suitable for mass printing. It is of low resolution (to facilitate computer download) and it is formatted for 8½ x 11 paper instead of 11 x 17 paper (to facilitate home printing). High-quality files are available for CWEP Partners on request. Partners may order additional brochures at cost; however, CWEP generally tries to get a bulk order together before doing a reprint of the brochure to reduce unit cost.

CWEP Slicks

In FY2006, CWEP obtained “slicks,” or pre-made newspaper advertisements that promote our website and remind citizens that what they put on their yards ends up in our waterways. Slicks are generally run simply as filler when a newspaper has a little extra space. Any CWEP Partner is welcome to submit the slicks to their local news outlets.

CWEP’s slicks were originally courtesy of DENR; Amy Hathaway of the City of Raleigh customized them for CWEP.

Slicks are available online as PDFs in various column sizes at <http://www.nccwep.org/outreach/print.php>.

