



CWEP SUMMER 2008 (FY2008) RADIO CAMPAIGN STATISTICS

www.NCcleanwater.org

Introduction

CWEP ran its FY08 radio campaign in April, May, and June of 2008 at a total cost of \$24,815. Curtis Media Group/Southern Farm Network ("CMG") and WUNC-FM provided broadcasting services. The campaign addressed oil changing/disposal, car washing, and storm drains flowing untreated to surface waters.

Flight Duration

The WUNC flight ran 4/19 through 7/4 on weekend mornings. The CMG flight ran three weekends in June: 6/6 through 6/8, 6/13 through 6/15, and 6/20 through 6/22.

Radio Spots (Commercials & PSAs)

On WUNC, we broadcast the following Public Service Announcement during Car Talk: "[Programming on WUNC is brought to you by...] The North Carolina Clean Water Education Partnership, reminding drivers that fixing auto leaks prevents water pollution. Information on protecting local water supplies available at: N-C-Clean-Water dot ORG."

With CMG network stations, we ran two basic 60-second 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. The spots are available with descriptions on the CWEP website at <http://www.NCcleanwater.org/outreach/radio.php>.

Target Audience

Men 18-49, the demographic most likely to change their own oil and wash their own cars, were targeted for this campaign.

Campaign Performance

Jurisdiction-specific statistics (impression counts) are presented first. Campaign statistics are then broken out by market (this is the information provided by the vendors); counties included in each market are listed. Statistics are presented for total population and sometimes for the target audience if that information was available.

Definitions for Campaign Metrics:

- Gross Ratings Points (GRPs): The sum of the ratings for all our spots on that station
- Frequency: The number of times the message was heard by an average listener in the market
- Net reach: The number of audience members who heard our messages three or more times.
- Reach (%): The percentage of the audience who saw or heard the at least three times.
- Impressions: The number of times our messages were heard, total. (A given listener may hear the message multiple times.)
- Persons: The number of people who heard our message(s)

Campaign Performance, CONTINUED

The table below shows figures for each CWEP partner. Impressions are shown because they are easy to understand and to compare over time, space, and medium. See following pages for base data provided by radio vendors; intermediate calculations to calculate jurisdiction-specific data are available upon request. Impressions for each jurisdiction were estimated by multiplying reach (%) and frequency for each flight by the jurisdiction's population and adding the impressions together for a count of total impressions for the flights combined.

Population figures are 2006 Certified Population figures from the Office of State Budget and Management's State Demographics branch. These figures are the most recent certified figures currently available, and they were the same used to calculate CWEP FY08 cost shares.

Jurisdiction	Population	WUNC Impressions	CMG Impressions	Combined Impressions
Chatham County	46,619	9,358	29,868	39,226
Havelock	22,772	4,571	19,281	23,852
New Bern	25,456	5,110	126,536	131,646
Hope Mills	12,536	2,516	55,339	57,855
Spring Lake	8,227	1,651	48,297	49,949
Durham	214,492	43,055	222,214	265,268
Durham County	29,540	5,930	30,603	36,533
Tarboro	10,585	2,125	13,378	15,503
Rocky Mount	56,364	11,314	24,353	35,667
Oxford	9,184	1,843	43,768	45,612
Johnston County	107,840	21,647	7,572	29,218
Smithfield	12,456	2,500	6,465	8,965
Kinston	22,962	4,609	17,783	22,392
Nash County	38,132	7,654	6,660	14,315
Carrboro	18,611	3,736	111,722	115,458
Chapel Hill	53,416	10,722	7,635	18,357
Hillsborough	6,240	1,253	8,983	10,236
Orange County	46,829	9,400	13,987	23,387
Apex	28,830	5,787	39,467	45,254
Cary	122,139	24,517	8,464	32,981
Fuquay-Varina	12,913	2,592	48,515	51,107
Garner	23,507	4,719	16,443	21,162
Holly Springs	17,165	3,445	365,624	369,070
Knightdale	8,671	1,741	58,337	60,077
Morrisville	13,501	2,710	12,904	15,614
Raleigh	352,919	70,841	4,371	75,212
Wake County	176,717	35,472	10,955	46,428
Wake Forest	22,628	4,542	183,079	187,621
Goldsboro	37,396	7,506	23,443	30,949
Wayne County	69,621	13,975	81,484	95,459
Wilson	48,316	9,698	56,549	66,247
Totals:	1,676,584	336,538	1,704,080	2,040,618

WUNC Campaign Performance

WUNC is simultaneously broadcast at 91.5 FM from Chapel Hill, 88.9 FM from Manteo, and 90.9 FM from Rocky Mount, thereby giving good coverage of the CWEP member government area. Unfortunately, WUNC is only able to provide statistics for the Raleigh-Durham Metro Market (they don't purchase Arbitron-Tapscan analysis capabilities for the other markets).

In order to calculate impressions for each jurisdiction outside of this market for WUNC, I assumed that listening habits in the other markets are similar to the Raleigh-Durham Metro. That is, I used the reach (listenership as a percentage of population) and frequency (number of times the spot was heard by the average listener) for the Raleigh-Durham Metro as provided by the WUNC Tapscan analysis to calculate impressions for jurisdictions outside of that market. The results of this calculation are presented on the previous page with the combined statistics. The calculations are available upon request.

The population for the Metro differs from the population for CMG because a different set of "books" was used to do the calculations. The difference this produces in statistics is negligible.

Chatham, Durham, Johnston, Orange, and Wake Counties

Total Adults 18+ (pop: 1,071,100)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions
WUNC	13	19.8	5	43,500	4.0	214,900

CMG Campaign Performance by Radio Market

The following pages show campaign statistics for each station in each market. Markets are listed by County for CWEP purposes. Not all information is available in all markets.

Chatham, Durham, Johnston, Orange, and Wake Counties

All Men 18-49 (pop: 362,500)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WBBB fm	51	40.5	3.4	43,100	11.9	148,200	59,600
WFXC/WFXK fm	66	13.8	2.9	17,500	4.8	51,600	25,800
WQDR fm	57	48.9	3.9	45,500	12.5	176,700	60,200
WYMY fm	57	45.3	5.1	31,700	8.8	162,000	38,800
TOTAL:	231	148.5	4.5	119,900	33.3	538,500	152,900

Total Adults 18+ (pop: 1,092,500)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WBBB fm	51	21.6	3.1	75,600	6.9	233,100	109,700
WFXC/WFXK fm	66	16.5	3.3	55,100	5	180,600	76,800
WQDR fm	57	44.7	3.7	133,400	12.2	492,300	179,800
WYMY fm	57	22.2	4.8	48,900	4.5	237,000	60,500
TOTAL:	231	105	4	282,700	25.9	1,143,000	371,400

Craven and Lenoir Counties

All Men 18-49 (pop: 156,350)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WRNS am/fm	66	33	3.6	14,300	9.1	51,600	19,200

Total Adults 18+ (pop: 461,050)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WRNS am/fm	66	33.3	3.5	43,700	9.5	153,000	59,200

CMG Campaign Performance by Radio Market, continued

Cumberland County

All Men 18-49 (pop: 108,100)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WKML fm	42	44.4	3.2	14,900	13.8	47,400	21,100

Total Adults 18+ (pop: 310,000)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WKML fm	42	52.5	3.3	50,000	16.1	162,900	70,400

Edgecombe and Nash Counties

All Men 18-49 (pop: 30,700)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WBBB fm	51	27.9	4.3	2,000	6.6	8,700	2,700
WFXC/WFXK fm	66	18.3	3	1,800	5.8	5,400	2,600
WQDR fm	57	84.6	5.7	4,600	15	26,100	5,500
WYMY fm:	57	50.7	6.8	2,200	7.2	15,000	2,500
TOTAL:	231	181.5	5.9	9,400	30.6	55,200	11,300

Total Adults 18+ (pop: 109,900)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WBBB fm	51	10.8	4	2,700	2.4	10,800	3,500
WFXC/WFXK fm	66	26.7	3.4	8,800	8	30,000	12,000
WQDR fm	57	40.5	3.9	11,100	10.1	43,500	14,700
WYMY fm:	57	27.6	7	4,300	3.9	30,000	4,900
TOTAL:	231	105.6	4.6	24,700	22.5	144,300	31,500

Granville County

Total Adults 18+ (pop: 41,400)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WBBB fm	51	36.3	5.3	1,000	6.2	5,100	6,600
WFXC/WFXK fm	66	54	4.3	5,300	12.7	22,800	1,300
WQDR fm	57	85.8	4.2	8,500	20.5	35,700	2,700
TOTAL:	231	176.1	4.8	15,400	37.3	73,800	19,100

* Figures for the target demographic are not available due to small sample size.

Wayne and Wilson Counties

All Men 18-49 (pop: 42,300)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WBBB fm	51	1.8	2	400	1.1	900	900
WFXC/WFXK fm	66	19.8	5.4	1,600	3.8	8,700	1,900
WQDR fm	57	18	2.2	3,700	8.7	8,100	6,600
WYMY fm:	57	174.9	7.1	10,500	24.8	74,100	12,000
WRNS fm	33	15.6	1.7	3,900	9.1	6,600	9,000
TOTAL:	264	230.1	5.7	17,200	40.6	98,400	23,500

Total Adults 18+ (pop: 141,400)

Stations	Commercials	GRPs	Frequency	Net Reach	Reach (%)	Impressions	Persons
WBBB fm	51	2.1	2.4	900	0.6	2,100	1,500
WFXC/WFXK fm	66	16.8	3.9	6,300	4.4	24,600	8,200
WQDR fm	57	26.1	3	13,200	10.1	43,500	14,700
WYMY fm:	57	58.8	6.4	12,800	9	81,900	14,800
WRNS fm	33	12.3	1.9	8,800	6.2	17,100	17,700
TOTAL:	264	111.6	4.4	37,600	26.6	164,700	52,500