



CLEAN WATER EDUCATION PARTNERSHIP

Fiscal Year 2010 – 2011 Annual Report

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This Annual Report describes Fiscal Year 2010-2011 (FY11) activities of the North Carolina Clean Water Education Partnership (CWEP).

Annual Reports, detailed campaign-specific summaries, outreach materials, and other resources are available online at <http://www.NCcleanwater.org/outreach/>.

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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.NCcleanwater.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 based on population centers (e.g., the New Bern market).

The radio and TV station broadcast areas are usually not coterminous with these market regions. This creates so-called “fringe” markets (usually smaller towns located outside an urban area), whose broadcast stations may be 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. The values will differ between books; media sales staff typically use the book with the higher ratings for that particular buy.

Comparing campaigns over time can be problematic, because different media use different definitions, because the way that a given book defines its market may change, and because the way that campaign statistics are presented by the vendor may vary. Despite these challenges, CWEP's media buying and campaign analyses continue to become more sophisticated with time.

CWEP FY11 Partners and Cost Shares

CWEP local government partners share the costs of the program. Each of the partners' shares is the sum of a base cost (\$2,000 for FY11) and a proportionate cost. Each partner's proportionate cost is the product of its population and a per-capita rate (\$0.041 per person for FY11; the Steering Committee continued the discount of the per-capita rate applied in FY10 due to the recession). Partner population estimates are the latest official estimates available from the NC State Demographics unit at the time that cost shares are calculated (FY11 used 2008 certified estimates).

Partner	FY11 Population	FY11 Cost Share
Town of Apex ²	31,250	\$3,281
Town of Butner ²	6,344	\$2,260
Town of Carrboro ²	19,479	\$2,799
Town of Cary ^{1,2}	141,167	\$7,788
Town of Chapel Hill ²	55,616	\$4,280
Chatham County ²	48,873	\$4,004
City of Durham ^{1,3}	228,480	\$11,368
Durham County ¹	28,915	\$3,186
Town of Fuquay-Varina ²	16,054	\$2,658
Town of Garner ^{1,2}	26,109	\$3,070
City of Goldsboro ^{1,2}	37,661	\$3,544
City of Havelock ¹	22,808	\$2,935
Town of Hillsborough ²	6,660	\$2,273
Town of Holly Springs ²	20,631	\$2,846
Town of Hope Mills ²	13,496	\$2,553
Johnston County ¹	115,591	\$6,739
City of Kinston ¹	22,675	\$2,930
Town of Knightdale ²	10,967	\$2,450
Town of Morrisville ²	14,954	\$2,613
Nash County ^{2,4}	37,921	\$3,555
City of New Bern ¹	26,153	\$3,072
City of Oxford ⁴	9,426	\$2,386
Town of Pittsboro	2,536	\$2,104
City of Raleigh ^{1,3}	377,353	\$17,471
City of Rocky Mount ^{2,4}	59,228	\$4,428
Town of Smithfield ¹	13,088	\$2,537
Town of Spring Lake ²	8,450	\$2,346
Town of Tarboro ⁴	10,383	\$2,426
Town of Wake Forest ²	27,496	\$3,127
Wayne County ^{1,2}	70,142	\$4,876
City of Wilson ¹	50,643	\$4,076
Totals:	1,560,549	\$125,981

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.

CWEP FY11 Program Budget

The CWEP Steering Committee (one representative from each partner) established CWEP FY11 program cost shares and draft budget in the Summer of 2010.

For its FY11 program, CWEP conducted a television campaign in fall 2010, a winter cinema pre-show campaign, a second television campaign in spring 2011, a second cinema pre-show campaign in summer 2011, and a radio campaign in summer 2011. In addition, CWEP maintained a website providing information to the public on stormwater issues and provided a booth for CWEP partners to take to local events to educate the public face-to-face. These activities are described in greater detail in the remainder of this report and in campaign-specific summaries available on the CWEP website under Outreach.

Final FY11 CWEP Financial Report

CLEAN WATER EDUCATION PARTNERSHIP		
Approved* FY11 Budget	8/2/2010	8/3/2011
*July 28, 2010 StCom Mtg		
	Budget	Actual
Cost Share Revenue	\$ 125,981	\$ 125,981
FY10 Revenue Carried Forward	\$ 179,529	\$ 179,529
Total Revenue	\$ 305,510	\$ 305,510
TJCOG Staff & Intern Costs	\$ 35,000	\$ 24,469
Travel, Supplies & Miscellaneous	\$ 300	\$ 84
Professional Development	\$ 2,000	
Outreach Tools, Booths, Giveaways	\$ 5,000	\$ 3,550
Television, FY11	\$ 55,000	\$ 51,298
Cinema, FY11	\$ 22,000	\$ 22,000
Radio, FY10	\$ 30,000	\$ 30,003
Radio, FY11	\$ 30,000	\$ 35,982
Focus Groups for New Radio Spots	\$ 5,000	\$ -
Media Production Work	\$ 5,000	\$ 223
Web Site Maintenance	\$ 5,000	\$ 675
Total Expenses	\$ 194,300	\$ 168,285
Balance	\$ 111,210	\$ 137,225



CWEP Fall 2010 TV Campaign Summary

(1 of 2 FY11 TV Campaigns)

Introduction

CWEP ran a TV campaign in Fall 2010 as part of its Fiscal Year 2010-2011 program (a second television campaign ran in Spring 2011). A total of **\$21,354.34** was spent by the Partnership on production work and broadcasting/cablecasting for the Fall 2010 campaign.

Spots

One 30-second television spot (advertisements) ran, CWEP's 2007 "Buffer Improvement" spot. The spot was tagged with the CWEP spoken tagline ("Clean water begins with you and me!") and written URL for the CWEP homepage, which was updated to direct visitors to information about home yard care.

Campaign

Flights ran in the Triangle on WRAL and Time Warner Cable and at the Coast on WCTI and Time Warner Cable from November 23 through December 12.

Target Audience

Adults ages 35–54, homeowners, who spend less than \$500 per year on lawn care. Research shows that this is the demographic most likely to do their own yard care (rather than hiring a service) and because our Buffer Improvement spot was designed to communicate yard care stewardship concepts to this demographic.

Campaign Performance

Television campaign performance statistics are reported here for the television market's population as a whole, not for the target demographic. This is important to note because buys are set up to reach a particular demographic, so statistics describing campaign efficiency are generally higher and impressions are generally lower for the target audience than population figures. Figures for the target demographic are available on request (contact Sarah Bruce) and are used for internal purposes to evaluate the effectiveness of buys over time and across vendors. For local government and/or regulatory reporting purposes, figures on the population as a whole are more readily understood and compared.

CWEP also deploys a small poll on our website asking visitors to the home page during campaigns what brought them to our site. During the Fall TV campaign, 15 people took the poll, and 9 of those responded that they had seen one of our commercials on television. (Of the remainder, 3 used a search engine and 3 responded "Other.")

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CWEP Fall 2010 TV Campaign Summary

(continued)

Figures Estimated by Jurisdiction for CWEP Partners to Report

Jurisdiction	FY11 Population	Impressions	Average Market Reach	Average Market Frequency
Town of Apex	31,250	37,028	45.7%	2.6
Town of Butner	6,344	7,517	45.7%	2.6
Town of Carrboro	19,479	23,081	45.7%	2.6
Town of Cary	141,167	167,269	45.7%	2.6
Town of Chapel Hill	55,616	65,899	45.7%	2.6
Chatham County	48,873	57,910	45.7%	2.6
City of Durham	228,480	270,726	45.7%	2.6
Durham County	28,915	34,261	45.7%	2.6
Town of Fuquay-Varina	16,054	19,022	45.7%	2.6
Town of Garner	26,109	30,937	45.7%	2.6
City of Goldsboro	37,661	44,625	45.7%	2.6
City of Havelock	22,808	28,424	48.2%	2.6
Town of Hillsborough	6,660	7,891	45.7%	2.6
Town of Holly Springs	20,631	24,446	45.7%	2.6
Town of Hope Mills	13,496	15,991	45.7%	2.6
Johnston County	115,591	136,964	45.7%	2.6
City of Kinston	22,675	28,258	48.2%	2.6
Town of Knightdale	10,967	12,995	45.7%	2.6
Nash County	37,921	44,933	45.7%	2.6
Town of Morrisville	14,954	17,719	45.7%	2.6
City of New Bern	26,153	32,592	48.2%	2.6
City of Oxford	9,426	11,169	45.7%	2.6
Town of Pittsboro	2,536	3,005	45.7%	2.6
City of Raleigh	377,353	447,126	45.7%	2.6
City of Rocky Mount	59,228	70,179	45.7%	2.6
Town of Smithfield	13,088	16,310	48.2%	2.6
Town of Spring Lake	8,450	10,012	45.7%	2.6
Town of Tarboro	10,383	12,303	45.7%	2.6
Town of Wake Forest	27,496	32,580	45.7%	2.6
Wayne County	70,142	83,111	45.7%	2.6
City of Wilson	50,643	60,007	45.7%	2.6

See following page for additional details and notes about methodology.

CWEP Fall 2010 TV Campaign Summary *(continued)*

Impressions: How many times the spot was viewed in the market by members of the population. (Spots may have been seen more than once by the same person; the impression count is based on total views regardless of duplication among members of the audience.)

GRPs (Gross Ratings Points): The sum of all ratings delivered by the vendor (broadcast or cablecast outlet). Each point represents 1% of the viewing audience. GRPs are commonly added with GRPs for other shows and other outlets, but note that then some viewership is double-counted (i.e., GRPs do not account for the fact that the spot was probably seen more than once by a single viewer), so GRPs may total more than 100.

Reach: The percentage of different (unduplicated) individuals in the population exposed to the spots at least once. Average reach was weighted by GRPs.

Frequency: The average number of times persons viewed the spot. This number is derived by dividing the Gross Rating Points (GRP) by the total non-duplicated audience (cume). Average frequency was weighted by GRPs.

Bonus spots: Advertisements that the vendor distributed pro bono because they are public service announcements. Bonus spots are not included in Impressions, Gross Ratings Points, and Frequency figures shown.

TRIANGLE MARKET – POPULATION (ADULTS 12 AND UP) SUMMARY

Vendor	Total Spent	No. Paid Spots	Actual/Gross Impressions	GRPs	Reach	Frequency	No. Bonus Spots
WRAL	\$6,821.68	82	2,282,000	96.4	41.8%	2.3	
TWC – Triangle (“IRAL”)	\$6,642.00	319	1,498,826	133.3	61.1%	2.8	129
Market Total or Average	\$13,463.68	401	3,780,826	229.7	45.7%	2.6	129

TRIANGLE MARKET: Apex, Carrboro, Cary, Chapel Hill, Chatham County, Durham, Durham County, Fuquay-Varina, Garner, Goldsboro, Hillsborough, Holly Springs, Hope Mills, Johnston County, Knightdale, Nash County, Oxford, Raleigh, Rocky Mount, Smithfield, Spring Lake, Tarboro, Wake Forest, Wayne County, Wilson

COASTAL MARKET – POPULATION (ADULTS 12 AND UP) SUMMARY

Vendor	Total Spent	No. Paid Spots	Actual/Gross Impressions	GRPs	Reach	Frequency	No. Bonus Spots
WCTI	\$4,200.00	38	690,800	115.8	47.3%	2.45	
TWC – Coast (“MOR”)	\$3,528.00	328	147,005	136.0	49.0%	2.7	
Market Total or Average	\$7,728.00	366	837,805	251.8	48.2%	2.6	

COASTAL MARKET: Havelock, Kinston, New Bern, Smithfield

CWEP Spring 2011 TV Campaign Summary

(2 of 2 FY11 TV Campaigns)

Introduction

CWEP ran a Spring TV campaign as part of its Fiscal Year 2010-2011 program (a previous television campaign ran in Fall 2010). A total of \$30,157.56 was spent by the Partnership on dubs and airtime in this campaign. The total CWEP spent on television in FY11 was \$51,511.90.

Spots

One 30-second television spot (advertisement) ran, CWEP's 2009 "Overfertilizing" spot. The spot was tagged with a spoken tagline ("Clean water begins at home") and written/spoken URL for the CWEP homepage, which was updated to direct visitors to information about home yard care.

Campaign

Flights ran in the Triangle on WRAL and WRAZ and at the Coast on WCTI from March 12 to April 10, 2011.

Target Audience

Adults ages 35–54, homeowners, who spend less than \$500 per year on lawn care. Research shows that this is the demographic most likely to do their own yard care (rather than hiring a service) and because our Overfertilizing spot was designed to communicate yard care stewardship concepts to this demographic. The Impressions are given for the jurisdiction's and the market's population as a whole.

Campaign Performance

Spot count is a very gross measure not typically used in media because it does not account for the effectiveness of the campaign. The impression count for the jurisdiction is a simple measure that does account for the reach (audience penetration) and frequency (number of times members of the audience saw the spot). Impressions are simply the number of times the spot was seen by a member of the audience. Additional media metrics for each buy are available upon request. See table on following page for spot and impression counts by jurisdiction.

CWEP also deploys a poll on our website during campaigns asking visitors to the CWEP "home page" what brought them to our site. During the Spring TV campaign, 23 people took the poll, and 11 of those responded that they had seen one of our commercials on television. (Of the remainder, 3 used a search engine, 3 clicked links on other websites, 0 had visited before, and 6 responded "Other.") This is a fairly typical response for a CWEP television campaign, and is in fact higher than might be expected, considering we split our TV budget into two separate campaigns.

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CWEP Fall 2010 TV Campaign Summary (continued)

Estimated Campaign Performance by Jurisdiction

Impressions for each CWEP jurisdiction were calculated by multiplying the reach and frequency for each market's campaign ("buy") by the jurisdiction's population. If the jurisdiction was covered by more than one buy, the impression and number of spots for each buy were added together to arrive at the jurisdiction's total. These counts can be added to counts for previous campaigns and campaigns run using other mass media as needed.

Jurisdiction	FY11 Population	No. of Spots Run	Jurisdiction's Impressions
Town of Apex	31,250	166	43,911
Town of Butner	6,344	166	8,914
Town of Carrboro	19,479	166	27,371
Town of Cary	141,167	166	198,360
Town of Chapel Hill	55,616	166	78,148
Chatham County	48,873	166	68,674
City of Durham	228,480	166	321,047
Durham County	28,915	166	40,630
Town of Fuquay-Varina	16,054	166	22,558
Town of Garner	26,109	166	36,687
City of Goldsboro	37,661	166	52,919
City of Havelock	22,808	86	62,056
Town of Hillsborough	6,660	166	9,358
Town of Holly Springs	20,631	166	28,990
Town of Hope Mills	13,496	166	18,964
Johnston County	115,591	166	162,422
City of Kinston	22,675	86	61,694
Town of Knightdale	10,967	166	15,410
Town of Morrisville	14,954	166	21,013
Nash County	37,921	166	53,284
City of New Bern	26,153	86	71,157
City of Oxford	9,426	166	13,245
Town of Pittsboro	2,536	166	3,563
City of Raleigh	377,353	166	530,235
City of Rocky Mount	59,228	166	83,224
Town of Smithfield	13,088	86	35,610
Town of Spring Lake	8,450	166	11,873
Town of Tarboro	10,383	166	14,590
Town of Wake Forest	27,496	166	38,636
Wayne County	70,142	166	98,560
City of Wilson	50,643	166	71,161

CWEP FY11 Summer Radio Campaign

Introduction

CWEP ran its FY11 radio campaign from May 9 to June 14, 2011 at a total cost of \$35,982. Curtis Media Group/Southern Farm Network (“CMG”) provided broadcasting services. The campaign addressed oil changing/disposal, car washing, and storm drains flowing untreated to surface waters.

Radio Spots

We evenly rotated two basic 60-second spots, BIG DIFFERENCE and WHEELS, with the messages that people have the power to prevent stormwater pollution and that washing cars over grass and gravel reduces pollution. The spots also tells listeners that storm drains flow untreated to streams.

There are three versions of each 60-second spot: Spanish, Urban, and Other. The announcer and the background music differ for each version. The version we broadcasted depended on the listener demographics of the broadcasting radio station. CWEP radio spots are available with descriptions on the CWEP website at www.NCcleanwater.org/outreach/radio.php.

Target Audience

This campaign was targeted to reach men age 18 and older.

Campaign Performance

Campaign statistics are then broken out by County (this is the information provided by the vendor). Partners can report the figures for the county in which they are located or for the nearest county and note that the figures are countywide. If you prefer to estimate the impressions for your specific jurisdiction, simply multiply your population (adults 12+ if possible) times the “% reach” for your county, and then multiply THAT times the frequency for your county.

Definitions for Campaign Metrics:

- Frequency: The AVERAGE number of times the spot was heard by someone who was at all reached by the campaign (see Reach)
- Reach (%): The percentage of the target audience that was exposed to the spot at least once
- [Gross] Impressions: The number of times the spot was heard, total. (A given listener may hear the spot multiple times.)

Impressions are the best metric to report and compare as they can be added across different media (e.g., television). Every effort is made to cover jurisdictions equally, however, due to overlap among station broadcast areas, complete equality in coverage is not possible.

32 Spanish spots were run on WYMY, which is heard in Chatham, Durham, Edgecombe, Granville, Johnston, Nash, Orange, Wake, Wayne, and Wilson Counties. These spots are included in the statistics below as appropriate.

FY11 CWEP Radio Summer Campaign (continued)

Statistics by County

Area	Pop 12+	% Reach	Frequency	Gross Impressions	Total # of Spots
Chatham	56,200	38%	2.7	59,200	228
Craven	79,800	43%	2.1	72,800	200
Cumberland	255,300	38%	2.0	196,800	340
Durham	223,300	54%	2.3	279,600	268
Edgecombe	43,900	49%	2.1	45,600	228
Johnston	139,400	57%	2.5	200,000	268
Lenoir	47,400	63%	2.9	88,000	236
Nash	79,500	56%	2.4	106,800	356
Orange	112,200	38%	2.0	82,400	268
Wake	748,400	53%	2.3	915,200	424
Wayne	93,900	61%	2.8	159,200	344
Wilson	65,300	59%	2.5	95,600	344

CWEP FY11 Winter Cinema Pre-Show Campaign

(1 of 2 FY11 Cinema Pre-Show Campaigns)

Introduction

CWEP Steering Committee budgeted \$11,000 to run DENR's Johnny Fishpatrick spot in CWEP area movie theaters in winter 2010-2011. The buy was handled through The Velocity Group, which purchases advertising with multiple theater networks, thereby increasing the efficiency and the reach of our buy. The Velocity buy cost included \$600 for digitization of our spot for theaters showing digital content. This was the first of two cinema pre-show campaigns planned for FY11.

Spot

The 30-second Johnny Fishpatrick spot from the NC Department of Environment and Natural Resources was run in all theaters. This spot conveys general messages about sources of stormwater pollution and the public's role in preventing it.

Campaign

Spots were run on numerous theaters in the CWEP partner area on several networks or "circuits": Carmike, Marquee, AccessIT, and Consolidated Theaters. Several networks had changes in their participating theaters, so the list of cinemas used in the buy varies from past cinema campaigns.

Theaters bought in Winter 2010/FY11 cinema pre-show run:

Theater	Address	City	ZIP
Cinema I-VI	500 McCotter Blvd. Hwy 70	Havelock	28532
Premiere Theatres	1176 Hillfarm Rd.	Kinston	28504
Crossroads 20	501 Caitboo Avenue	Cary	27511
Southpoint Cinemas	8030 Renaissance Parkway	Durham	27713
White Oaks Ville 14	1205 Timber Drive East	Garner	27529
Premiere Theatres 12	105 Tenth Place	Goldsboro	27534
Wakefield 12	10600 Common Oaks Dr	Raleigh	27614
Premiere Theatres	821 Benvenue Rd.	Rocky Mount	27804
Carmike 10	1501 Ward Blvd.	Wilson	27893
Market Fair 15	1916 Skibo Road	Fayetteville	28314

Cinema flights usually start on Fridays and end on Thursdays. There may be some minor variation in the actual days that theaters ran spots.

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CWEP FY11 Winter Cinema Pre-Show Campaign (cont.)

(1 of 2 FY11 Cinema Pre-Show Campaigns)

Target

Movie theaters are bought as a unit; spots and campaigns cannot be targeted to individual movies or demographics.

Theater Performance

Please report the statistics for the theater(s) closest to or in your jurisdiction.

Impressions represent how many times the spot was viewed. The impression count is based on total views and may include some duplication among the audience if moviegoers attended more than one movie during the campaign.

Impressions were estimated by the vendor based on the number of weeks the spot ran in the theater and an estimated average number of viewers per screen per week for the time of year.

Theater	City	No. of Screens	Start Date	End Date	No. of Spots	Impressions
Cinema I-VI	Havelock	6	12/31/10	1/13/11	420	6,600
Premiere Theatres	Kinston	7	12/30/10	1/26/11	980	9,684
Crossroads 20	Cary	20	12/31/10	1/13/11	1,400	24,000
Southpoint Cinemas	Durham	16	12/31/10	1/13/11	1120	22,400
White Oaks Ville 14	Garner	14	12/31/10	1/13/11	980	16,800
Premiere Theatres 12	Goldsboro	12	12/30/10	1/26/11	1,680	27,917
Wakefield 12	Raleigh	12	12/28/10	1/24/11	1,680	39,433
Premiere Theatres	Rocky Mount	12	1/11/11	2/7/11	1,680	27,516
Carmike 10	Wilson	10	12/31/10	1/13/11	700	11,000
Market Fair 15	Fayetteville	15	12/31/10	1/13/11	1,050	16,500
Total					11,690	201,850

Campaign Performance

Cost for media time (cost of Velocity buy, less production): \$10,400

Cost per spot: \$0.90

Cost per impression: \$0.05

Cost per thousand (CPM) impressions or audience members: \$51.49



CWEP FY11 Summer Cinema Pre-Show Campaign

(2 of 2 FY11 Cinema Pre-Show Campaigns)

Introduction

CWEP Steering Committee budgeted \$11,000 to run the Rubber Ducky spot in CWEP area movie theaters in Summer 2011. The buy was handled through The Velocity Group, which purchases advertising with multiple theater networks, thereby increasing the efficiency and the reach of our buy. We did not incur production costs for this buy. This was the second of two cinema pre-show campaigns planned for FY11.

Spot

The 30-second Rubber Ducky spot (adapted from the City of San Diego) was run in all theaters. This spot conveys general messages about sources of stormwater pollution and the public's role in preventing it.

Campaign

Spots were run on numerous theaters in the CWEP partner area on several networks or "circuits": Carmike, Marquee, AccessIT, and Consolidated Theaters. Several networks had changes in their participating theaters, so the list of cinemas used in the buy varies from past cinema campaigns.

Theaters bought in the second FY11 / Summer 2011 cinema pre-show run:

Theater	Address	City	ZIP
Cinema I-VI	500 McCotter Blvd. Hwy 70	Havelock	28532
Premiere Theatres	1176 Hillfarm Rd.	Kinston	28504
Durham Wynnsong 15	1807 Martin Luther King Pkwy	Durham	27717
Carmike 15	5501 Atlantic Springs Rd.	Raleigh	27616
Southgate Cinema 6	2806 Trent Road	New Bern	28562
Premiere Theatres 12	105 Tenth Place	Goldsboro	27534
Wakefield 12	10600 Common Oaks Dr.	Raleigh	27614
Premiere Theatres	821 Benvenue Rd.	Rocky Mount	27804
Carmike 10	1501 Ward Blvd.	Wilson	27893
Market Fair 15	1916 Skibo Road	Fayetteville	28314

Cinema flights usually start on Fridays and end on Thursdays. There may be some minor variation in the actual days that theaters ran spots.

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Cinema Pre-Show Campaign Summary (continued)

CWEP Summer 2011 (2 of 2 FY2011 Cinema Campaigns)

Target

Movie theaters are bought as a unit; spots and campaigns cannot be targeted to individual movies or demographics.

Theater Performance

Please report the statistics for the theater(s) closest to or in your jurisdiction.

Impressions represent how many times the spot was viewed. The impression count is based on total views and may include some duplication among the audience if moviegoers attended more than one movie during the campaign.

Impressions were estimated by the vendor based on the number of weeks the spot ran in the theater and an estimated average number of viewers per screen per week for the time of year.

Theater	City	No. of Screens	Start Date	End Date	No. of Spots	Impressions
Cinema I-VI	Havelock	6	5/6/11	5/19/11	420	6,600
Premiere Theatres	Kinston	7	4/28/11	5/26/11	980	9,684
Durham Wynnsong 15	Durham	15	5/6/11	5/19/11	1,050	16,500
Carmike 15	Raleigh	15	5/6/11	5/19/11	1050	16,500
Southgate Cinema 6	New Bern	6	4/28/11	5/26/11	840	14,167
Premiere Theatres 12	Goldsboro	12	4/28/11	5/26/11	1,680	27,917
Wakefield 12	Raleigh	12	4/26/11	5/24/11	1,680	39,433
Premiere Theatres	Rocky Mount	12	5/10/11	6/6/11	1,680	27,516
Carmike 10	Wilson	10	5/6/11	5/19/11	700	11,000
Market Fair 15	Fayetteville	15	5/6/11	5/19/11	1,050	16,500
Total					11,130	185,817

Campaign Performance

Cost for media time (cost of Velocity buy): \$11,000

Cost per spot: \$0.99

Cost per impression: \$0.06

Cost per thousand (CPM) impressions or audience members: \$59.20



CWEP FY11 Website Outreach

<http://www.ncCleanWater.org>

CWEP's website is hosted and maintained by Design Hammer, LLC, an independent and locally owned web service provider that also handled our website redesign in FY2005-FY2006. The web language coding protocol is PHP. CWEP currently owns three domains: nccwep.org, nccleanwater.com, and ncCleanWater.org (preferred).

CWEP tracks several web metrics to evaluate traffic on our website (i.e., on-site web analytics). Design Hammer uses a program called NetTracker to measure these web analytics. The figures below represent traffic on all three domains in total. Wikipedia has a good explanation of web analytics terms used below (due to calculation methodologies, metrics that may seem like they should sum may not).

Month	Unique visitors	Number of visits	Visits per visitor	Pages	Pages per visit	Hits	Bandwidth (MB)	Average Visit Duration (sec)
July 2010	1,506	2,525	2	12,733	5	27,841	352	87
Aug. 2010	1,453	2,478	2	14,535	6	29,444	295	101
Sep. 2010	1,850	2,946	2	16,336	6	33,255	379	86
Oct. 2010	2,065	3,344	2	17,089	5	41,884	386	110
Nov. 2010	2,110	3,497	2	20,091	6	44,628	525	99
Dec. 2010	1,808	2,995	2	17,594	6	36,376	366	117
Jan. 2011	2,493	3,811	2	19,900	5	38,310	404	92
Feb. 2011	2,078	3,172	2	16,229	5	38,356	424	96
Mar. 2011	2,136	3,457	2	17,119	5	40,009	383	98
Apr. 2011	2,152	3,441	2	16,803	5	44,194	467	120
May 2011	2,063	3,201	2	15,036	5	38,349	447	96
June 2011	1,911	3,052	2	14,367	5	31,401	401	100
All Year:	23,625	37,919	N/A	197,832	N/A	444,047	4,828	N/A



CWEP FY11 Print Outreach

CWEP Brochure

The CWEP brochure is available in PDF format on the CWEP website under “Outreach” and then under “Print.” CWEP has a few extra brochures available for small distributions. Additional reprints are available upon request.

CWEP Slicks

CWEP provides “slicks” (see right), 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 slicks to their local news outlets. Slicks are available in various column sizes at <http://www.NCcleanwater.org/outreach/print.php>.



CWEP Booth Outreach

CWEP has an outreach booth and accessories for partners to check out for local events.

- ❑ Display – includes banner, pop-up display, blue background panels, and table to put display on
- ❑ Display panels – four topics (two can be displayed at any given time)
 - ❑ Litter
 - ❑ Hazardous Household Waste
 - ❑ Pet Waste
 - ❑ Yard Care
- ❑ **CWEP Booth Display, Table, and Tent**



- ❑ Giveaways
 - ❑ Litter bags (for use with Litter display panels)
 - ❑ Soil test kits (for use with Yard Care display panels)
 - ❑ Mutt Mitts (for use with Pet Waste display panels)
 - ❑ Fat Trapper Bags (for use with Hazardous Household Waste display panels)
 - ❑ Used oil disposal magnets (for use with Hazardous Household Waste display panels)

- ❑ Enviroscope Watershed Model showing how stormwater gets polluted

For indoor booth use, CWEP also has:

- ❑ Light hardware to backlight banner
- ❑ Extra bulbs for banner backlights
- ❑ Grounded extension cord for display header
- ❑ Tablecloth

For outdoor booth use, CWEP also has:

- ❑ 10' x 10' tent
- ❑ Tent leg extenders
- ❑ Tent walls in case of rain
- ❑ Bucket of sand and string to weigh down tent and/or display



CWEP Enviroscope

In Fiscal Year 2010-2011, the CWEP display, Enviroscape, or both were checked out 10 times for a total of 29 days.

1. To access the calendar and check availability of the booth materials, go to this website: <http://tungle.me/CWEP>
2. From this website, you may propose a "meeting" (Booth Checkout) based on the availability shown on the calendar. Available times will be listed as "available" on the calendar. You do not need to be a member of the tungle.me website to request a meeting.
3. To begin, click "Organize a Meeting with Cleanwater" at the top of the page.

4.

The screenshot shows the tungle.me website interface. At the top, there is a navigation bar with the tungle.me logo, the text 'Clean Water Education', a search bar, and a 'Sign In' link. Below this is a green banner with a purple button that says 'Organize a meeting with Clean Water'. A red box with an arrow points to this button, containing the text 'Click to begin checkout process'. To the right of the button, it says '(GMT-05:00) Eastern Time (US & Canada) Change'. Below the banner is a calendar for 'August 1 - 7, 2010'. The calendar grid shows days from Sunday to Saturday. Availability is indicated by green text 'Available' in the cells. A sidebar on the left contains the Clean Water Education Partnership logo, contact information (919-558-9319, cleanwater@tcog.org, http://nccleanwater.org), and an 'Add to My Contacts' button. At the bottom of the calendar, it says '5-day week | 7-day week'.

5. A "Meeting Details" form will pop up at the top of the page. Fill in the required information for Meeting Subject and Location.
6. Select time: In the "Meeting Details" tab, choose the duration of the meeting by selecting from the drop-down "Meeting Duration" field. To select the whole day, choose "8 hours." Once you have done this, click on the calendar image to select the appropriate date and time based on availability. **Note you can only book one day at a time - do not highlight more than one day!**
 - a. **NOTE – if you wish to check out the booth for multiple days, you will need to complete a separate meeting request for each day. Simply repeat the process for each subsequent day.**

In this example, 8 hours (all day) of Wednesday, August 4, have been selected.

7. Fill in the other required information at the top of the screen, i.e. Meeting Subject may be listed as "Booth Checkout by City of Durham." Select the appropriate number of hours you will be in possession of the booth materials.
8. Click "Step 2: Participants" to move to the next screen. Fill in your name and contact email address. This email will be used to send you confirmation of the checkout request approval.
9. Click "Step 3: Propose Meeting Times."
10. To complete the process, click "Create Invitation" in the Propose Meeting Times tab. You will be notified that a confirmation email has been sent to your submitted email address. Open this email and confirm your email. When these steps are complete, it will automatically email Heather for confirmation. You will receive email confirmation when the request is approved.

Click to submit booth checkout request

Please contact Heather Saunders at hsaunders@tjcog.org or 919-558-9319 with any questions or concerns.