



CLEAN WATER EDUCATION PARTNERSHIP

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FY 2005/Summer 2005 Radio Summary

Curtis Media Group/Southern Farm Network provided broadcasting services
 (Sales Representative: Barbara Price).

CWEP ran **473** 60-second radio spots between Aug 12 and Aug 28 at a total cost of \$19,866. 29 of these were bonus spots, which had an estimated total value of \$3,246.

60-second spots were rotated evenly between Action (don't dump auto fluids down storm drains) and Awareness (storm drains flow untreated to streams).

Geographic Summary

City and County refer to the location of the broadcast tower. "Market" refers to the areas where the spot could have been heard (see key below table).

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

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