



CLEAN WATER EDUCATION PARTNERSHIP

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FY 2006/Summer 2006 Radio Summary

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

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

Edgecombe/Nash Market includes: Rocky Mount, Tarboro

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