



CLEAN WATER EDUCATION PARTNERSHIP

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CWEP FY2006 (Fall 2005) TV Campaign

Flight: October 2005

Spots¹: 50:25:25 rotator (Ducky :30 and Grass :15 & Leaves :15); each includes CWEP tag

Target²: Adults 35–54, homeowners, spend less than \$500 per year on lawn care

Network	Cost	Number of Spots Run	CPP	Impressions	Frequency	Reach (%)
WTVD	\$15,338	49	\$12	1,575,000	3.0	30.9
WRAL	\$12,665	56	\$19	1,298,000	3.1	48.9
Cable (Ral - Dur)	\$7,580	293	\$7	352,122	3.5	46.8
Cable (New Bern)	\$1,203	238	\$7	39,536	2.8	45.9
WCTI	\$3,230	37	\$27	226,000	3.2	38.3
Total	\$40,016	673	\$16	3,490,658	3.1	40.9

CPP: cost per point. Each point represents one percent of the outlet's total viewing population within a specified demographic.

Frequency: how often the average viewer in the market saw the messages (3 is the magic number).

Impressions: how many times the message was seen in the market, total.

Reach: the percentage of the market's viewing audience that saw the messages.

1. Three spots were run in the Fall 2005 flight:

- Rubber Ducky (stormwater pollution awareness message adapted from the San Diego Stormwater Pollution Prevention Program)
- Grass: Footage from Charlotte/Mecklenburg Stormwater Services with narration by Chrystal Bartlett telling people not to blow grass clippings into the street or down storm drains.
- Leaves: Footage from Charlotte/Mecklenburg Stormwater Services with narration by Chrystal Bartlett telling people not to blow leaves into the street or down storm drains.

Grass and Leaves were put together to create one 30-second (":30") "action" spot, and Rubber Ducky was the "awareness" spot. The Grass/Leaves and Rubber Ducky spots were broadcast in even rotation.

2. Yard care was the issue that the Steering Committee determined to be of highest concern this summer (in addition to the perennial issue of stormwater not receiving treatment before it reaches surface waters). The target audience (adults between the ages of 35 and 54 who spend less than \$500 per year on yard care) was selected because research shows that this is the demographic most likely to do their own yard care (rather than hiring a service).