



CWEP SUMMER 2011 (FY2011) RADIO CAMPAIGN SUMMARY

www.NCcleanwater.org

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 Campaign 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