

**Clean Water Education Partnership
Annual Report, FY 2004
Summary
7/30/2004**

Television

	Fall 2003		Spring 2004		FY 2003-2004	
	Number of Spots	Total Cost	Number of Spots	Total Cost	Number of Spots	Total Cost
WNCN	132	\$13,320	88	\$13,320	220	\$26,640
WRAL	66	\$13,060	60	\$12,900	126	\$25,960
WTVD	73	\$12,975	71	\$13,350	144	\$26,325
WCTI	54	\$6,290	110	\$13,710	164	\$20,000
Total	325	\$45,645	329	\$53,280	654	\$98,925

1. The Fall 2003 television campaign was concentrated in the months of August-October, with a small number of spots preempted to the months of November and December.
2. The Spring 2004 television campaign was concentrated in the months of April-June, with a small number of spots at the very end of March.
3. WNCN, WRAL and WTVD are located in Raleigh.
4. WCTI is located in New Bern.
5. The Partnership used two different television spots borrowed with permission from the State of Washington, each of which was 30 seconds in duration.

Radio

	Fall 2003		Spring 2004		FY 2003-2004	
	Number of Spots	Total Cost	Number of Spots	Total Cost	Number of Spots	Total Cost
Que Pasa	0	\$0	48	\$1,469	48	\$1,469
La Ley	0	\$0	48	\$1,632	48	\$1,632
La Nueva	0	\$0	72	\$612	72	\$612
NCNN	0	\$0	1782	\$15,875	1782	\$15,875
Total	0	\$0	1950	\$19,588	1950	\$19,588

1. The Spring 2004 radio campaign was concentrated during the months of April and May.
2. Que Pasa and La Ley are located in Raleigh.
3. La Nueva is located in Fayetteville
4. NCNN includes 33 radio station affiliates across Eastern North Carolina.
5. The Partnership developed two different radio spots with the assistance of NCNN, each of which was 30 seconds in duration. NCNN translated the two radio spots into Spanish.

Print

No printed materials were produced during FY 2003-2004.

Web Site

No statistics are available for FY 2003-2004.

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WNCN-TV (NBC-17)

	Number of Spots		
	6:00AM-Midnight	Midnight-6:00AM	Total
Aug-03	25	19	44
Sep-03	28	22	50
Oct-03	21	17	38
Apr-04	5	2	7
May-04	22	17	39
Jun-04	21	21	42
Total	97	79	220

WCTI-TV12 (UPN-48)

	Number of Spots		
	6:00AM-Midnight	Midnight-6:00AM	Total
Sep-03	28	0	28
Oct-03	26	0	26
Mar-04	32	0	32
Apr-04	24	0	24
May-04	29	0	29
Jun-04	23	2	25
Total	162	2	164

WRAL-TV (CBS-5)

	Number of Spots		
	6:00AM-Midnight	Midnight-6:00AM	Total
Aug-03	18	5	23
Sep-03	17	6	23
Oct-03	13	7	20
Apr-04	12	4	16
May-04	18	6	24
Jun-04	15	5	20
Total	75	28	126

WTVD-TV (ABC-11)

	Number of Spots		
	6:00AM-Midnight	Midnight-6:00AM	Total
Aug-03	14	5	19
Sep-03	13	10	23
Oct-03	10	10	20
Nov-03	6	4	10
Dec-03	0	1	1
Mar-04	2	3	5
Apr-04	14	10	24
May-04	9	5	14
Jun-04	21	7	28
Total	75	50	144

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Que Pasa (WFTK AM)

Number of Spots			
	6:00AM-Midnight	Midnight-6:00AM	Total
Apr-04	24	0	24
May-04	24	0	24
Total	48	0	48

NC News Network (33 radio stations)

Number of Spots			
	6:00AM-Midnight	Midnight-6:00AM	Total
Apr-04	891	0	891
May-04	891	0	891
Total	1782	0	1782

La Ley (WYMY FM)

Number of Spots			
	6:00AM-Midnight	Midnight-6:00AM	Total
Apr-04	24	0	24
May-04	24	0	24
Total	48	0	48

La Nueva (WCIE AM)

Number of Spots			
	6:00AM-Midnight	Midnight-6:00AM	Total
Apr-04	36	0	36
May-04	36	0	36
Total	72	0	72

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Printed Materials
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Brochure

1. The Partnership did not produce any printed materials during FY 2003-2004.
2. The Partnership budgeted \$10,000 to design and print posters and brochures.
3. The Partnership intended to develop posters and brochures depicting four images developed by the Washington Department of Ecology that would reinforce the television spots.
4. The brochures will also include text providing nonpoint source educational information.
5. The posters and brochures would be developed and produced by Wake County staff.
6. The Partnership decided to take more time designing the brochure, and carried the \$10,000 budget item forward to FY 2004-2005.

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Web Site
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www.nccwep.org

1. We do not have any way to determine the number of hits that www.nccwep.org received during FY 2003-2004.
2. The NC Office of Information Technology Services hosts the CWEP web site.
3. When ITS shifted platforms last November, they did not continue to provide hits counts on the new platform.
4. ITS did recently enable some rough web analysis, but those tools are lacking, and the data is incomplete.
5. There is some coding within the homepage that enables a counter, but that code was invalidated when the platform shifted.
6. TJCOG reimplemented the counter on the home page of nccweps.org on July 30, 2003. We will track the numbers of hits on the CWEP web site during the FY 2004-2005 program.