



# CLEAN WATER EDUCATION PARTNERSHIP

## **Fiscal Year 2006 – 2007 Annual Report**

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**This Annual Report describes Fiscal Year 2006-2007 (FY07) activities of the North Carolina Clean Water Education Partnership (CWEP).**

Annual Reports are available online at  
[http://www.NCcleanwater.org/outreach/annual\\_reports.php](http://www.NCcleanwater.org/outreach/annual_reports.php).

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### **A Note about Definitions**

Media campaigns are described by special statistics and terminology, which may not be familiar to the reader. Definitions are therefore included in this report, which were paraphrased from the following:

Surmanek, Jim. Advertising Media A to Z: The Definitive Resource for Media Planning, Buying, and Research. New York, McGraw-Hill. 2003.

Webopedia. <http://www.webopedia.com>. August 10, 2006.

Online links to resources for media definitions can also be found on any of CWEP's Outreach web pages (<http://www.NCcleanwater.org/outreach/index.php>).

### **A Note about Radio and Television Markets and Statistics**

Media buyers use specialized compilations of market data, called "books," to target spots to specific demographic populations and generate post-campaign statistics. Vendors of ratings information (usually Arbitron for radio and Nielsen for TV) define a market based on population centers (e.g., the New Bern market).

The radio and TV station broadcast areas are usually not coterminous with these market regions. This creates so-called "fringe" markets (usually smaller towns located outside an urban area), whose broadcast stations may be listed in more than one market book. For example, the city of Rocky Mount falls into both the Raleigh-Durham and the New Bern markets. As a result, Arbitron ratings for Rocky Mount show up in both the Raleigh-Durham and the New Bern books. The values will differ between books; media sales staff typically use the book with the higher ratings for that particular buy.

Comparing campaigns over time can be problematic, because different media use different definitions, because the way that a given book defines its market may change, and because the way that campaign statistics are presented by the vendor may vary. Despite these challenges, CWEP's media buying and campaign analyses continue to become more sophisticated with time.



## FY07 CWEP Partners and Cost Shares

Local governments that have joined the Clean Water Education Partnership share in the costs of the program. Each of the partners' shares is the sum of a base rate and a proportionate rate. Each partner's base rate is the same (\$2,000 for FY07). Each partner's proportionate rate is the product of its jurisdiction's population and a per-capita rate (\$0.059 per person for FY07); the per-capita rate is the same for all partners. Partner populations are the latest estimates available from the NC State Demographics unit at the time that cost shares are calculated (FY07 used 2004 estimates).

Partners	FY 2007 Cost Shares			
	Base Rate Cost Share	Estimated 2004 Population (from NC State Demographics)	Proportionate Rate Cost Share	Total Cost Share
Town of Apex <sup>2</sup>	\$2,000	25,951	\$1,531	\$3,531
Town of Carrboro <sup>2</sup>	\$2,000	17,648	\$1,041	\$3,041
Town of Cary <sup>1,2</sup>	\$2,000	110,028	\$6,492	\$8,492
Town of Chapel Hill <sup>2</sup>	\$2,000	51,519	\$3,040	\$5,040
Chatham County <sup>2</sup>	\$2,000	44,469	\$2,624	\$4,624
City of Durham <sup>1,3</sup>	\$2,000	204,767	\$12,081	\$14,081
Durham County <sup>1</sup>	\$2,000	31,634	\$1,866	\$3,866
Town of Fuquay-Varina <sup>2</sup>	\$2,000	10,300	\$608	\$2,608
Town of Garner <sup>1,2</sup>	\$2,000	21,106	\$1,245	\$3,245
City of Goldsboro <sup>1,2</sup>	\$2,000	38,517	\$2,273	\$4,273
City of Havelock <sup>1</sup>	\$2,000	21,999	\$1,298	\$3,298
Town of Hillsborough <sup>2</sup>	\$2,000	5,671	\$335	\$2,335
Town of Holly Springs <sup>2</sup>	\$2,000	13,362	\$788	\$2,788
Johnston County <sup>1</sup>	\$2,000	100,346	\$5,920	\$7,920
City of Kinston <sup>1</sup>	\$2,000	23,093	\$1,362	\$3,362
Town of Knightdale <sup>2</sup>	\$2,000	6,660	\$393	\$2,393
Town of Morrisville <sup>2</sup>	\$2,000	12,126	\$715	\$2,715
Nash County <sup>2,4</sup>	\$2,000	37,368	\$2,205	\$4,205
City of New Bern <sup>1</sup>	\$2,000	23,765	\$1,402	\$3,402
Orange County <sup>1,2</sup>	\$2,000	47,413	\$2,797	\$4,797
City of Oxford <sup>4</sup>	\$2,000	8,562	\$505	\$2,505
City of Raleigh <sup>1,3</sup>	\$2,000	325,213	\$19,188	\$21,188
City of Rocky Mount <sup>2,4</sup>	\$2,000	56,309	\$3,322	\$5,322
Town of Smithfield <sup>1</sup>	\$2,000	11,893	\$702	\$2,702
Town of Spring Lake <sup>2</sup>	\$2,000	8,208	\$484	\$2,484
Town of Tarboro <sup>4</sup>	\$2,000	10,841	\$640	\$2,640
Wake County <sup>1,2</sup>	\$2,000	172,016	\$10,149	\$12,149
Town of Wake Forest <sup>2</sup>	\$2,000	17,235	\$1,017	\$3,017
Wayne County <sup>1,2</sup>	\$2,000	68,676	\$4,052	\$6,052
City of Wilson <sup>1</sup>	\$2,000	47,441	\$2,799	\$4,799
<b>Totals:</b>	<b>\$60,000</b>	<b>1,574,136</b>	<b>\$92,874</b>	<b>\$152,874</b>

Per capita proportionate rate = 0.059

1. The local government is subject to the Neuse River Basin Nutrient Management Regulations.
2. The local government is subject to the NPDES Phase II Stormwater Regulations.
3. The local government is subject to the NPDES Phase I Stormwater Regulations.
4. The local government is subject to the Tar-Pamlico River Basin Nutrient Management Regulations.



## FY07 CWEP Budget

The CWEP Steering Committee (one representative from each partner) established its budget and cost shares at the March 17, 2006 meeting. The group decided not to allocate funds to print media through CWEP and to increase the TJCOG program management fee to \$30,000 because TJCOG was providing a higher level of support than in previous years.

FY06 Radio was paid for in FY07.

FY08 budget items were allocated funding to ease transition between fiscal years while cost shares are processed.

	Budget	Actual	Actual or Obligated <sup>a</sup>
Cost Share Revenue	\$ 152,874	\$ 152,874	\$ 152,874
Grant Revenue (FY07 TV)	\$ 21,370	\$ -	\$ 21,370
Additional Revenue (FY06 cost)	\$ 1,037	\$ 1,037	\$ 1,037
Revenue Carried Forward (FY06)	\$ 115,034	\$ 115,034	\$ 115,034
<b>Total Revenue</b>	<b>\$ 290,315</b>	<b>\$ 268,945</b>	<b>\$ 290,315</b>
Program Management	\$ 30,000	\$ 30,000	\$ 30,000
Travel, Supplies & Miscellaneous	\$ 300	\$ 254	\$ 254
Professional Development	\$ 1,300	\$ 1,310	\$ 1,310
Television, FY07 <sup>b</sup>	\$ 71,370	\$ 104,252	\$ 104,252
Television, FY08	\$ 25,000	\$ -	\$ 25,000
Buffer Spot	\$ 50,000	\$ 9,184	\$ 9,184
Radio, FY06	\$ 22,200	\$ 19,962	\$ 19,962
Radio, FY07	\$ 25,000	\$ 24,624	\$ 24,624
Print, FY08 (Postcards)	\$ 20,000	\$ -	\$ 20,000
Web Site	\$ 2,100	\$ 2,142	\$ 2,142
Outreach Tools	\$ 4,293	\$ 1,231	\$ 4,293
<b>Total Expenses</b>	<b>\$ 251,563</b>	<b>\$ 192,959</b>	<b>\$ 241,021</b>
<b>Balance</b>	<b>\$ 38,752</b>	<b>\$ 75,986</b>	<b>\$ 49,293</b>

<sup>a</sup> The “Actual/Obligated” column is included to show how much money CWEP would have remaining at the end of FY06 if all obligated funds were expended. (That is, the figure from the “Actual” column is used here if the line item is completed, and the figure from the “budgeted” column is used if the item is not completed.) The balance shown for the “Actual/Obligated” column (\$49,293), therefore, represents CWEP surplus to date (some of this surplus has been committed to FY08 budget items).

<sup>b</sup> FY07 TV is a unique situation; we received a \$21,370 grant from DENR to augment our usual TV budget of \$50,000. We also decided to roll the surplus from developing the buffer spot into broadcast time, bringing the grand total available for TV broadcast to \$112,186, of which \$104,252 was spent on broadcast and production.

# FY07 Radio Outreach

## Definitions

- Campaign:** The combined flights of all of the broadcast outlets.
- Cost per point:** The cost of the flight divided by the number of points.
- Flight:** The period of time the advertising campaign was broadcast on a given station.
- Frequency:** The number of times the message was heard by an average listener of the population in the market specified.
- Impressions:** How many times the spot was heard in the market.
- Point:** Each point represents one percent of the outlet's total viewing population within a specified demographic.
- Reach:** The percent of the viewing audience that saw/heard the spots the number of times shown under "Frequency," on average.
- Spot:** A particular advertisement or public service announcement (PSA).
- Tag:** Spoken tagline, organization name, and URL

## FY07 Radio Campaign Information

### Introduction

CWEP ran its FY07 radio campaign in June of 2007 at a total cost of \$24,623.76. Curtis Media Group/Southern Farm Network provided broadcasting and production services. The campaign addressed motor oil disposal, car washing, and storm drains flowing untreated to surface waters.

### Flight

Three weekends in June 2007: 6/1 through 6/3, 6/8 through 6/10, and 6/15 through 6/17.

### Spots

Basically, there are two radio spots:

1. POWER (awareness message): People have the power to prevent stormwater pollution. Included tips and the message that storm drains flow untreated to streams.
2. WHEELS (action message): What's good for vehicles is bad for the water, never dump auto fluids down storm drains, and wash cars over grass or gravel.

There are three versions of each spot: Spanish, Urban, and Other. The announcer and the background music differ for each version. The version run depended on the listener demographics of the broadcasting radio station. All spots are 60 seconds long.

CWEP updated the four English 60-second radio versions from the FY05 and FY06 summer radio campaigns with our new NCcleanwater.org URL. Curtis Media Group provided production services at no cost to us. The URL in the two Spanish versions remained NCcwep.org.

All CWEP radio spots are available with descriptions on the CWEP website at <http://www.NCcleanwater.org/outreach/radio.php>.

### Target

Young men, the demographic most likely to change their own oil and wash their own cars, were targeted for this campaign.

### Campaign Performance

See next page. Campaign statistics are broken out by market into the smallest unit possible. Counties included in each market are listed. *(continued)*



## FY07 Radio Outreach, continued

For regulatory reporting, the statistics for the market's adult population (the right-hand set) are appropriate. Statistics on the target demographic ("Demo" statistics) are presented for campaign performance evaluation purposes.

<u>Chatham, Durham, Franklin, Johnston, Orange, and Wake Market</u>									
Station	Spots	Demo: Men 18-34 (Pop: 187,300)				Total Adults 18+ (Pop: 1,071,200)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WBBB	57	34,400	18.4%	3.2	108,900	81,300	7.6%	3.1	248,700
WFXC/K <sup>1</sup>	78	7,700	4.1%	4.1	31,800	66,800	6.2%	3.9	261,900
WQDR	57	17,100	9.1%	3.1	52,800	133,300	12.4%	3.3	443,700
WYMY	57	21,100	11.2%	3.8	80,700	42,900	4.0%	4.6	196,500
<b>Total</b>	<b>249</b>	<b>69,100</b>	<b>36.9%</b>	<b>4.0</b>	<b>274,200</b>	<b>291,100</b>	<b>27.2%</b>	<b>4.0</b>	<b>1,150,800</b>

<u>Cumberland Market</u>									
Station	Spots	Demo: Men 18-34 (Pop: 138,000)				Total Adults 18+ (772,100)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WKML	39	13,500	9.8%	3.8	51,000	70,800	9.2%	3.7	264,000
WYMY	57	8,800	6.4%	5.4	47,700	21,500	2.8%	6.7	143,700
<b>Total</b>	<b>96</b>	<b>21,400</b>	<b>15.5%</b>	<b>4.6</b>	<b>98,700</b>	<b>90,300</b>	<b>11.7%</b>	<b>4.5</b>	<b>407,700</b>

<u>Craven &amp; Lenoir Market</u>									
Station	Spots	Demo: Men 18-44 (Pop: 27,000)				Total Adults 18+ (Pop: 458,500)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WRNS <sup>1</sup>	33	4,000	14.8%	3.1	12,600	53,700	11.7%	3.6	191,100
WFXC	39	1,300	4.6%	5.3	6,600	7,000	1.5%	4.7	33,000
<b>Total</b>	<b>105</b>	<b>5,100</b>	<b>18.8%</b>	<b>3.8</b>	<b>19,200</b>	<b>59,900</b>	<b>13.1%</b>	<b>3.7</b>	<b>224,100</b>

<u>Edgecombe &amp; Nash Market</u>									
Station	Spots	Demo: Men 18-49 (Pop: 31,200)				Total Adults 18+ (Pop: 108,000)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WBBB <sup>2</sup>	57	0	0.0%	0	0	1,800	1.7%	1.8	3,300
WFXC/K <sup>1</sup>	78	4,100	13.3%	12.1	50,100	14,400	13.4%	6.8	97,800
WQDR	57	1,500	4.8%	1.8	2,700	6,000	5.6%	2.4	14,700
WYMY	57	800	2.7%	2.5	2,100	1,100	1.0%	1.9	2,100
<b>Total</b>	<b>249</b>	<b>6,100</b>	<b>19.7%</b>	<b>8.9</b>	<b>54,900</b>	<b>2,200</b>	<b>20.4%</b>	<b>5.3</b>	<b>117,900</b>

<u>Granville Market</u>									
Station	Spots	Demo: Men 12+ (Pop: 25,600)				Total Adults 12+ (Pop: 47,000)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WBBB	57	900	3.5%	5.3	4,800	900	1.9%	5.3	4,800
WFXC/K <sup>1</sup>	78	900	3.5%	4.7	4,200	5,300	11.2%	5.4	28,500
WQDR	57	1,800	6.9%	1.9	3,300	4,500	9.6%	2.7	12,000
WYMY	57	3,100	12.0%	6.3	19,500	3,100	6.6%	6.3	19,500
<b>Total</b>	<b>249</b>	<b>6,100</b>	<b>23.7%</b>	<b>5.2</b>	<b>31,800</b>	<b>12,400</b>	<b>26.5%</b>	<b>5.2</b>	<b>64,800</b>

<u>Wayne &amp; Wilson Market</u>									
Station	Spots	Demo: Men 18-44 (Pop: 33,000)				Total Adults 18+ (Pop: 139,900)			
		Net Reach	Reach %	Frequency	Impressions	Net Reach	Reach %	Frequency	Impressions
WBBB	57	3,600	10.9%	3	10,800	7,500	5.4%	3.2	24,300
WFXK <sup>2</sup>	39	0	0.0%	0	0	8,700	6.2%	4.8	41,400
WQDR	57	3,700	11.2%	2.9	10,800	17,900	12.8%	2.4	43,500
WYMY	57	2,000	6.1%	2.1	4,200	4,800	3.4%	4.2	20,400
<b>Total</b>	<b>210</b>	<b>8,500</b>	<b>25.7%</b>	<b>3.0</b>	<b>25,800</b>	<b>35,300</b>	<b>25.3%</b>	<b>3.7</b>	<b>129,600</b>

<sup>1</sup> WFXC and WFXK are "simulcasts" (the station is broadcast on two frequencies); their performance is provided as a combined figure in all places where both frequencies are available. The same is true of WRNS, which broadcasts on both an AM and an FM frequency.

<sup>2</sup> Information about the listening habits of the demographic is insufficient. (Not enough diary responses were received for the demographic specified.)

# FY07 Television Outreach

## Definitions

- Campaign: The combined flights of all of the broadcast outlets.
- Cost per point: The cost of the flight divided by the number of points.
- Flight: The period of time the advertising campaign is broadcast on a particular channel; also called a “run.”
- Frequency: How often the average viewer saw the spot.
- Impressions: How many times the spot was viewed in the market.
- Point: Each point represents one percent of the outlet’s total viewing population within a specified demographic.
- Reach: The percent of the viewing audience that saw the spot.
- Spot: A single advertisement or public service announcement (PSA).
- Tag: Spoken tagline, visual logo, written URL (“*NCcleanwater.org*”), and written phone number.

## FY07 Television Campaign Information

### Introduction

CWEP ran a heavy TV campaign this Spring for two reasons:

- 1) CWEP received a 319 grant from DENR to conduct television outreach, in the amount of \$35,370 (\$21,370 for broadcasting)
- 2) CWEP had money left over from developing its “Buffer Improvement” television spot and decided to spend it on broadcasting.

A total of \$104,252 was spent on television broadcasting and production, approximately 2/3 of which was paid by the Partnership.

### Flight

Late February through early April 2007. Two full campaigns were run approximately one month apart (one in late February and one in early April) with some spots run in the interim during the ACC Basketball Tournament on WCTI and WRAL.

### Spots

Two 30-second television spots were run in even rotation. Both featured the CWEP tag.

- CWEP’s new “Buffer Improvement” spot: Shows two neighbors chatting over the back fence. The older neighbor advises the younger neighbor to plant some trees near the water to keep his fertilizer from getting into the creek and to prevent erosion.
- DENR’s new “Johnny Fishpatrick” spot: Shows a man in a fish suit “delivering” the pollutants contributed by one family back to their house, explaining that what they put in the yard and street ends up in the water, and that they need to be careful, now that they know where it goes.

### Target

Men ages 35–54, homeowners, who spend less than \$500 per year on lawn care were targeted for this campaign because research shows that this is the demographic most likely to do their own yard care (rather than hiring a service) and because our Buffer Improvement spot was designed with this demographic target group in mind.



## FY07 Television Outreach, continued

### Campaign Performance

#### TRIANGLE MARKET:

Apex, Carrboro, Cary, Chapel Hill,  
Chatham County, Durham, Durham  
County, Fuquay-Varina, Garner,  
Goldsboro, Hillsborough, Holly  
Springs, Johnston County, Knightdale,  
Morrisville, Nash County, Orange  
County, Oxford, Raleigh, Rocky  
Mount, Smithfield, Spring Lake,  
Tarboro, Wake County, Wake Forest,  
Wayne County, Wilson

Vendor	Impressions	Spots	Cost
<b>WTVD / abc11</b>	4,981,000	88	\$24,628.75
<b>WRAL/cbs5</b>	16,485,000	95	\$38,965.00
<b>Time Warner Cable</b>	1,519,458	803	\$13,282.70
<b>MARKET TOTALS:</b>	<b>22,985,458</b>	<b>1,118</b>	<b>\$76,876.45</b>

#### COASTAL MARKET:

Havelock, Kinston, New Bern

Vendor	Impressions	Spots	Cost
<b>Time Warner Cable</b>	129,196	489	\$2,113.40
<b>WCTI / abc12</b>	4,288,000	132	\$24,420.00
<b>MARKET TOTALS:</b>	<b>4,417,196</b>	<b>621</b>	<b>\$26,533.40</b>

# FY07 Website Outreach

<http://www.NCcleanwater.org>

## Definitions

Hits: The retrieval of any single item, such as a web page or graphic, from a Web server. When a user calls up a web page that has four graphics on it, a total of five “hits” is counted, one for the web page itself and one for each of the four graphics.

Unique visitors: Because they are measured according to their unique IP (Internet Protocol) addresses, unique visitors are counted only once no matter how many times they visit the site. However, some Internet Service Providers, such as AOL and cable modem providers, use a protocol that issues different Internet addresses (IPs) for every file requested, making one visitor look like many.

## FY07 CWEP Website

CWEP redesigned its website in the Summer of 2005. The site was designed to be understandable to a layperson; it also has content specifically targeted to children, businesses, teachers, and others. Educational content is included on yard care, pet waste, hazardous household and automobile waste, riparian buffer maintenance, and litter.

The website is updated regularly as well as in anticipation of traffic from CWEP television and radio campaigns. For example, if the summer radio campaign focuses on vehicle maintenance, a sidebar is placed on the homepage directing visitors to the web page with additional information on that subject.

CWEP obtained a new URL in FY07: *NCcleanwater.org*. This domain name is easier to recognize and remember than “C-W-E-P” formerly used in our spot’s tags. We obtained *NCcleanwater.com* as well. Both the new URLs will also improve our rankings in search engine results for terms including the phrase “clean water.” We will continue to maintain *NCcwep*, partially because “NC-clean-water” is English, whereas some of our materials are in Spanish.

## FY07 CWEP Website Performance

The table below shows information on visits to the 3 CWEP URLs in aggregate for FY07. To evaluate the performance of the website, it is appropriate to track average visit duration, the percent of visitors staying more than 30 seconds, and percent of visitors that added one of CWEP’s pages to their “Favorites” or bookmarks.

Average visit duration and percent of visitors staying longer than 30 seconds tend to be low. This is because people find the site through search engines (primarily Google Images), visit it, decide it’s not what they are looking for, and leave. As more interested visitors visit our website, and if we can retain chance visitors more successfully, these metrics should increase, as will the proportion of visitors who add a CWEP page to their Favorites or bookmarks and the number of “Visits per Visitor.” A discernible increase in the latter two metrics is apparent over the duration of the fiscal year (see Figure 2 on page 10).

(continued)



## FY07 Website Outreach, continued

Viewed Traffic	Unique Visitors	Number of visits	Visits per visitor	Mean Visit Duration	Visitors Staying > 30 seconds	Add to Favorites
July 2006	983	1,158	1.17	80 seconds	15.4%	6.5%
August 2006	1,284	1,465	1.14	96 seconds	14.0%	5.2%
September 2006	1,861	2,218	1.19	106 seconds	15.2%	7.2%
October 2006	1,983	2,279	1.14	93 seconds	13.8%	9.8%
November 2006	2,080	2,365	1.13	96 seconds	14.5%	11.3%
December 2006	1,559	1,820	1.16	123 seconds	13.8%	17.1%
January 2007	1,826	2,104	1.15	100 seconds	13.8%	25.0%
February 2007	2,011	2,377	1.18	102 seconds	13.3%	24.6%
March 2007	2,446	2,987	1.22	88 seconds	13.9%	28.0%
April 2007	1,472	1,825	1.23	107 seconds	16.3%	30.6%
May 2007	1,951	2,425	1.24	102 seconds	14.4%	35.6%
June 2007	1,428	1,747	1.22	88 seconds	16.3%	31.7%

CWEP's website ranks moderately well in search engine results for some key stormwater-related terms; however, rankings could be improved if more web pages contained links to CWEP ([www.NCcleanwater.org](http://www.NCcleanwater.org)).

CWEP Partners: Please ensure that a link to the CWEP website is featured on your local governments' websites **and** that the link is accompanied by text clearly stating that the CWEP website provides valuable information to the public about stormwater/polluted runoff and the significant impact it has on water quality.

*(continued)*

# FY07 Website Outreach, continued

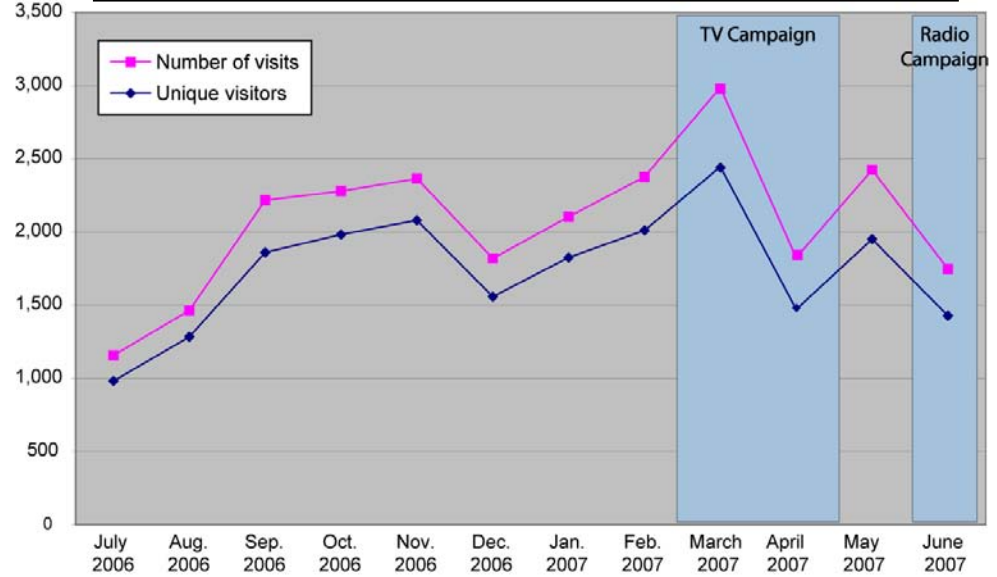
## Web Traffic and Mass Media Campaigns

There was a discernible spike in web traffic associated with our TV campaign (however, it was followed by an unexplainable drop in traffic). Traffic during the radio campaign was low overall, probably because web traffic is generally lower in the summer anyway. One explanation for why there was an increase with television and not with radio is that people were inside and near their computers when they are watching TV, whereas radio listening tends to be associated more with outdoor activities and driving. Also, it is possible that TV viewers have an easier time remembering a URL than might radio listeners.

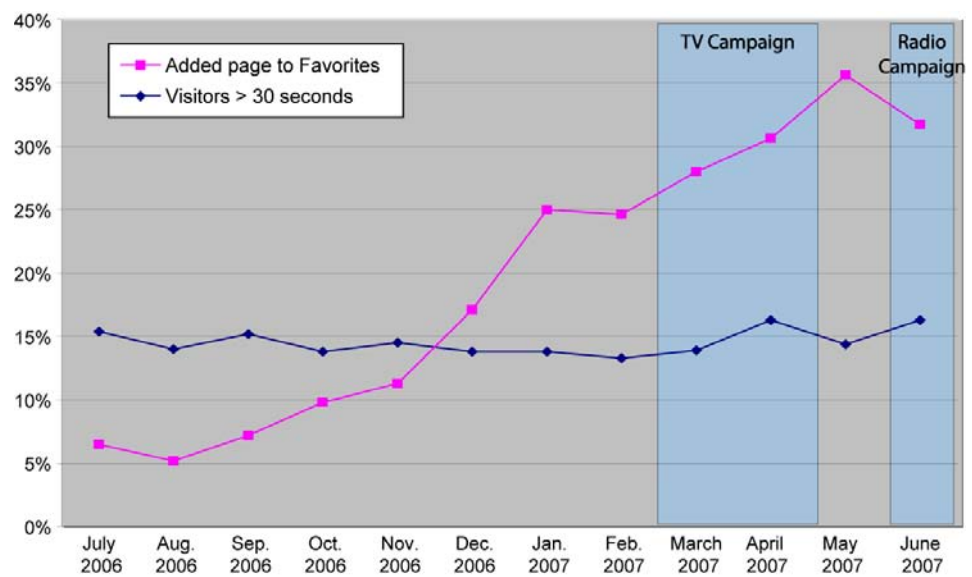
Some springtime web traffic may also be attributable to the “tile” (small sidebar advertisement) we ran on WTVD during our TV campaign linked to our website. At a cost of \$1,000, CWEP’s tile was shown 90,319 times (\$.011 per impression). 130 WTVD website visitors “clicked-through” the tile to our website while the tile was online.

Traffic on the CWEP website tends to be high during the week and business hours and low on the weekends and evenings.

**Figure 1: Number of overall visits and number of visitors for FY07.**



**Figure 2: Percentages of visitors adding page to favorites and staying more than 30 seconds**



# FY07 Print Outreach

## CWEP Brochure

The CWEP brochure is still available online at our website. CWEP did not allocate funding to print this year; the Steering Committee felt that individual partners could customize the many existing materials available and that CWEP should focus its efforts on radio and television campaigns in FY07.

## CWEP Slicks

CWEP provides “slicks,” or pre-made newspaper advertisements that promote our website and remind citizens that what they put on their yards ends up in our waterways. Slicks are generally run simply as filler when a newspaper has a little extra space. Any CWEP Partner is welcome to submit the slicks to their local news outlets.

CWEP’s slicks were originally courtesy of DENR; Amy Hathaway of the City of Raleigh customized them for CWEP in FY06.

Slicks are available online as PDFs in various column sizes at <http://www.NCcleanwater.org/outreach/print.php>.

