



CLEAN WATER EDUCATION PARTNERSHIP

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CWEP 2002 (FY2002 and FY2003) TV Activity Summary

Network – Market	Cost of Run	Number of Spots ¹ Run	Dates of Runs	Impressions for Adults (18+) ²
WRAL (CBS) – Triangle	\$60,000	159	Apr. thru Nov. 2002	12,000,000
WCTI (ABC) – Coast	\$11,000	262	Apr. thru Sep. 2002	2,673,000
WCTI-DT (UPN) – Coast	Bonus	300	Apr. thru Sep. 2002	unknown
Total	\$71,000	721		At least 14,673,000

- Two spots were run in even rotation: Oil Leaks (30 seconds) and Fertilizer (30 seconds). Each spot had 5 versions, which the television networks rotated equally, and each version featured a subset of CWEP partners. Dividing partners into groups for the tag was decided to be the best way to evenly credit the partners without taking too much time/space at the end of each spot. Both spots were customized for CWEP from spots provided courtesy of the Washington State Department of Ecology.
- Impressions: how many times the messages was seen in the market, total. These impression counts are conservative because a few bonus (unpaid) spots were included in both buys and impression counts were based on paid ad placements.