



CLEAN WATER EDUCATION PARTNERSHIP

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CWEP Spring 2005 TV Campaign

| Network | Target Audience ¹ | Number of Spots Run | Impression Count ² |
|--------------------|------------------------------|---------------------|-------------------------------|
| WTVD | Males, 25–54 | 123 | 1,369,000 |
| WRAL – first run | “ | 73 | 1,217,000 |
| WRAL – make-goods | “ | 66 | 1,315,000 |
| Cable (Ral - Dur) | “ | 165 | 87,645 |
| Cable (Wilmington) | “ | 64 | 10,752 |
| WCTI | “ | 82 | 291,000 |
| Total | | | |

1. The target audience of males between the ages of 25 and 54 was selected because research shows that this is the demographic most likely to change their own motor oil and fertilize their lawns, the issues that the Steering Committee determined to be of highest concern this summer (in addition to the perennial issue of untreated storm drains).

2. Impressions are a standard measurement in the mass media industry; the term refers to the number of times your targeted audience heard or saw the message.

Impressions = Gross Ratings Points x Universe

Universe: number of households in target.

Gross Ratings Points: number of all ratings points accrued throughout buy (each show delivers a certain number of points); it is the sum of all the points.

3. Two spots were run in the Spring 2005 flight:

- Rubber Ducky (stormwater pollution awareness message adapted from the San Diego Stormwater Pollution Prevention Program)
- Fertilizing the Lake (action/persuasion message adapted from the Washington State Dept. of Ecology)

Each spot had 5 versions, which the television networks rotated, and each version featured a subset of CWEP partners. The subset of partners was decided upon as the best way to evenly credit the partners without taking too much time/space at the end of each spot.

4. WRAL failed to sufficiently rotate the spots (running only the two spots with the #1 subset of CWEP partners), and so a make-good series of each of the spots numbered 2 through 5 was undertaken in March to provide the proper impression count for those spots.