



Piedmont Triad Water Quality Partnership Annual Report Fiscal Year 2003-2004

Television Advertising

Almost \$40,000 was spent on a television campaign on channels 2, 8, and 12, and Time Warner Cable. The campaign aired during April and May of 2004. The two commercials that were developed focused on proper use of **fertilizers and pesticides**, and **litter prevention**. Commercials were developed free of charge by Greensboro's in-house TV station.



Cost of television advertising to each partner determined by population:

0 – 24,999	\$1,500.00
25,000 – 99,999	\$3,000.00
100,000 – 199,999	\$5,000.00
200,000 and up	\$7,500.00

Television Campaign Effectiveness

Measurement Definitions:

Reach: The percentage of different people between the ages of 25-54 who were exposed at least once to one of the commercials.

Frequency: The average number of times a person between the ages of 25-54 was exposed to a commercial.

	# of Ads	\$	Reach	Frequency
WGHP – FOX 8	153	\$14,895.00	73.6%	4.8
WFMY – CBS 2	81	\$ 9,310.00	61.7%	3.7
WXII – NBC 12	103	\$ 9,260.00	45.2%	5.5
Time Warner Cable Greensboro/Winston-Salem	1330	\$ 6,405.00	50.7%	3.7
TOTAL	1667	\$39,870.00		

There are 600,090 adults between the ages of 25-54 in the Piedmont Triad Media Market. To determine the number of them that saw one of the commercials on a particular station, you would take the reach and multiply it by 600,090. For example, 441,666 adults (25-54) saw one of the ads on Fox 8 WGHP.



Watershed Signs

146 Watershed Signs were installed by members of the PTWQP. One possible measurement technique would be to obtain traffic counts for major streets where signs are installed. For example in 2003, the average number of cars per day that passed Greensboro's watershed sign on Wendover Avenue was 71,496. Cost to members: \$60 per sign (Cost for Greensboro's sign shop to make the sign only – no administrative fees). Members determined the number of signs they needed, and installed them.

Brochures

178,790 brochures were printed by members of the PTWQP. Topics covered in the brochure include **proper chemical, pet waste, and trash disposal, septic tank maintenance, car care to protect water quality, and responsible landscaping to protect water quality**. It also features a word scramble for **kids**. To measure effectiveness, member cities monitor distribution numbers and locations. Cost to members: \$0.06 per brochure (Cost for printing only – no administrative fee). Quantity determined by each member. Distribution was the members' responsibility.



Website – www.piedmontwaterquality.org

Between March and June of 2004, we received 158 hits on our website. Website was advertised on the TV ads and in the brochure. Website cost per member: \$22.

Cape Fear River Assembly Grant

The Partnership was awarded a grant for \$9,700 to help cover the costs of the watershed signs and brochures. (\$7,000 for brochures, \$2,700 for watershed signs)

FY 03-04–Stormwater Education Cost (per member)

Member:	Brochures		Watershed Signs		TV Ads	Website Hosting	TOTAL
	Qty.	Balance	Qty.	Balance	Balance		
Forsyth	39290	\$1,015.56	0	\$ -	\$4,978.00	\$22.00	\$6,015.56
Guilford	60000	\$1,550.88	20	\$734.48	\$4,978.00	\$22.00	\$7,285.36
Randolph	2500	\$64.62	20	\$734.48	\$4,978.00	\$22.00	\$5,799.10
High Point	45000	\$1,163.16	22	\$807.93	\$2,978.00	\$22.00	\$4,971.09
Jamestown	3000	\$77.54	6	\$220.34	\$1,478.00	\$22.00	\$1,797.88
Randleman	3500	\$90.46	4	\$146.90	\$1,478.00	\$22.00	\$1,737.36
Archdale	4000	\$103.39	2	\$73.45	\$1,478.00	\$22.00	\$1,676.84
Kernersville	1000	\$25.85	2	\$73.45	\$1,478.00	\$22.00	\$1,599.30
Greensboro	20000	\$521.03	40	\$1,468.97	\$7,478.00	\$22.00	\$9,490.00
Winston-Salem	0	\$ -	30	\$1,800.00	\$7,478.00	\$22.00	\$9,300.00
PTRWA	500	\$12.92	0	\$ -	\$458.00	\$22.00	\$492.92
PTRWA Grant		\$7,000.00		\$2,700.00			\$9,700.00
							\$59,865.41