



Piedmont Triad Water Quality Partnership Annual Report Fiscal Year 2004-2005

Television

We spent \$40,142 on a television campaign on channels 2, 8, and 12, and Time Warner Cable. The campaign aired during May and June 2005. The two commercials that were developed focused on **illicit discharge** and proper disposal of **pet waste**. Commercials were developed free by Greensboro's in-house TV station. On CBS 2 WFMY, 335,450 adults (25-54) saw one of the ads during the campaign.

Television Campaign Effectiveness

	# of Ads	\$	Reach	Frequency
WGHP – FOX 8	78	\$15,070.00	71.7%	4.2
WFMY – CBS 2	37	\$9,420.00	55.9%	2.9
WXII – NBC 12	67	\$9,120.00	47.1%	4.3
Time Warner Cable Greensboro/Winston-Salem	576	\$6,532.00	96.0%	12.5
TOTAL	758	\$40,142.00		

Construction Site Flyer

The Partnership printed 17,000 full color flyers for distribution at local government building permit counters at a cost of \$0.07 each (Cost for printing only – no administrative fee). The flyer describes Best Management Practices that should be used on **construction sites** to protect water quality.

Translation of Original PTWQP Brochure

The original brochure was translated to Spanish to **target the Hispanic community**. Cost of translation was \$181.65.

Website-www.piedmontwaterquality.org

The website was advertised on the TV ads. The number of hits per month increased averaging between 500-1500.

FY 04-05–Stormwater Education Cost (per member)

Member	BEP	Brochures	Total
Forsyth	\$5,000.00	\$ -	\$ 5,000.00
Guilford	\$5,000.00	\$ -	\$ 5,000.00
Randolph	\$5,000.00	\$ -	\$ 5,000.00
High Point	\$3,000.00	\$ -	\$ 3,000.00
Jamestown	\$1,500.00	\$ -	\$ 1,500.00
Randleman	\$1,500.00	\$ -	\$ 1,500.00
Archdale	\$1,500.00	\$ -	\$ 1,500.00
Kernersville	\$1,500.00	\$ -	\$ 1,500.00
Greensboro	\$7,500.00	\$ -	\$ 7,500.00
Winston-Salem	\$7,500.00	\$ -	\$ 7,500.00
PTRWA	\$ 500.00	\$ -	\$ 500.00
Rural Hall	\$1,500.00	\$ -	\$ 1,500.00
Clemmons	\$1,500.00	\$1,258.00	\$ 2,758.00
Walkertown	\$1,500.00	\$ -	\$ 1,500.00
Lewisville	\$1,500.00	\$ -	\$ 1,500.00
		Total:	\$46,758.00
BEP (Baseline Education Program) - Website, television advertising, existing brochure translation, and construction site brochure			