



# STORMWATER SMART

## FY22 MASS MEDIA ANNUAL REPORT SUMMARY

REPORTING PERIOD

JULY 1, 2021 - JUNE 30, 2022

PREPARED ON AUGUST 8, 2022 BY:

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### FY22 MASS MEDIA COMMUNITIES AND MEMBER DUES

Mass Media Member Community	Mass Media Dues	NPDES MS4 Permit Number	Jordan Lake Rules Adoption
City of Archdale	\$2,000	NCS000434	
City of Burlington	\$4,000	NCS000428	Yes
Village of Clemmons	\$2,000	NCS000410	
Forsyth County*	\$4,000		
City of Greensboro	\$7,500	NCS000248	
Guilford County*	\$4,000		
Town of Jamestown	\$2,000	NCS000400	
Town of Kernersville	\$2,000	NCS000483	
City of Mebane	\$2,000	NCS000402	Yes
City of Randleman	\$2,000		
Randolph County*	\$4,000		
City of Trinity	\$2,000	NCS000502	
City of Winston-Salem	\$7,000	NCS000247	

\*Unincorporated Areas



# FY21 MASS MEDIA SUMMARY: TV & RADIO

**Litter & Trash** prevention campaign (radio, TV, CTV):  
November 8, 2021 – January 2, 2022

**Pesticides & Lawn Care** campaign (radio only):  
January 31 – April 3, 2022

Mass Media is brokered by Media Placement Services and Spider Digital of High Point, NC

## TELEVISION (TV)

Number of TV Ads: **387**  
TV Networks: **WXII New 12, WFMY-TV, Spectrum**  
TV Impressions: **1,667,000**  
Reach: **30.1%**  
Frequency: **2.3**

## CONNECTED TV (CTV)

Connected TV Platforms: **Hearst Any Screen, Premion**  
Total CTV Impressions: **189,667**  
Video Completion Rate: **99%**

## RADIO

Spanish Station: **La Ley**  
English: **WSMW 98.7; WQMG 97.1**  
Spanish spots: **48**; English spots: **61**  
Spanish Impressions: **215,000**  
English Impressions: **474,000**  
Radio Reach for FY23: **6.73%**  
Frequency per listener: **2.63**

MEMBER COMMUNITY	TELEVISION IMPRESSIONS	CONNECTED TV IMPRESSIONS	RADIO IMPRESSIONS	
			Fall 2021	Spring 2022
Archdale	22,505	2,561	2,160	7,142
Burlington	95,686	10,887	9,184	30,365
Clemmons	33,340	3,793	3,200	10,580
Forsyth County*	112,356	12,784	10,784	35,655
Greensboro	530,106	60,314	50,880	168,222
Guilford County*	171,701	19,536	16,480	54,487
Jamestown	8,168	929	784	2,592
Kernersville	47,510	5,406	4,560	15,077
Mebane	25,672	2,921	2,464	8,147
Randleman	7,668	872	736	2,433
Randolph County*	160,032	18,208	15,360	50,784
Trinity	12,169	1,385	1,168	3,862
Winston-Salem	440,088	50,072	42,240	139,656

\*Unincorporated Areas

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# FY21 MASS MEDIA SUMMARY: BANNER ADS, WEB VIDEOS, WEBSITE

Fall campaign: November 8, 2021 – January 2, 2022

Spring campaign: January 31 – April 3, 2022

## GOOGLE DISPLAY NETWORK

**Ad Type:** Banner ads  
**Total Impressions:** 1,410,032  
**Engagement Type:** Click through to Stormwater SMART website

## YOUTUBE

**Ad Type:** Animated videos in English & Spanish, :15 & :30  
**Total Impressions:** 258,880  
**Engagement:** Video completion  
**Video Completion Rate:** 88%, 50.16%

## FACEBOOK & INSTAGRAM

**Ad Type:** Animated videos in English & Spanish, :15 & 30  
**Total Impressions:** 175,702  
**Engagement:** Video Completion  
**Video Completion Rate:** 53.55%

The Stormwater SMART website on ptrc.org saw **11,944** unique visitors to the website during the campaign period.

MEMBER COMMUNITY	GOOGLE DISPLAY IMPRESSIONS		YOUTUBE IMPRESSIONS		FACEBOOK/INSTAGRAM IMPRESSIONS	
	Fall 2021	Spring 2022	Fall 2021	Spring 2022	Fall 2021	Spring 2022
Archdale	7,213	11,822	1,545	1,950	667	1,705
Burlington	30,670	50,266	6,568	8,291	2,836	7,249
Clemmons	10,687	17,514	2,288	2,889	988	2,526
Forsyth County*	36,014	59,023	7,712	9,735	3,330	8,512
Greensboro	169,915	278,475	36,386	45,931	15,711	40,162
Guilford County*	55,035	90,198	11,785	14,877	5,089	13,008
Jamestown	2,618	4,291	561	708	242	619
Kernersville	15,228	24,958	3,261	4,116	1,408	3,599
Mebane	8,229	13,486	1,762	2,224	761	1,945
Randleman	2,458	4,028	526	664	227	581
Randolph County*	51,295	84,068	10,985	13,866	4,743	12,124
Trinity	3,901	6,393	835	1,054	361	922
Winston-Salem	141,062	231,187	30,207	38,132	13,043	33,342

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