



**2024 Media Kit**

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Charleston SC

# Parent Company Gray TV

## National Station Footprint



113

*operating TV stations,  
and digital properties*

36%

*collective reach  
of U.S. TV Households*

Most #1

*ranked news stations  
in the country*

3<sup>rd</sup>

*largest broadcasting  
group in the nation*

# About WCSC

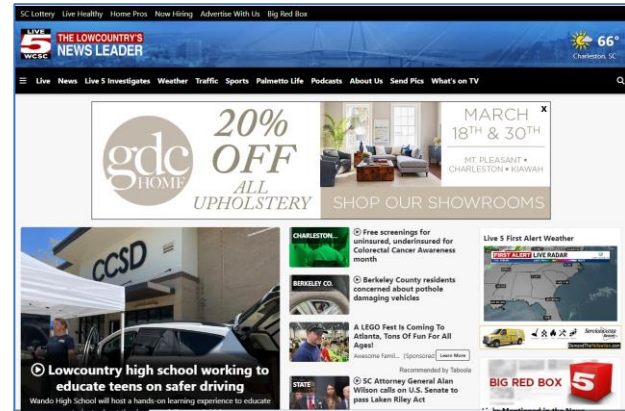


- WCSC produces --- 8½ hours of LIVE Local News per weekday
- Serving the Charleston SC market for 70+ Years as a local TV station
- WCSC wins Best Local TV Station, Best Website, Best Weather (Bill Walsh), Best Sports (Kevin Bilodeau) from Charleston City Paper, 2023.
- Nominated for (15) awards, WCSC wins 1<sup>st</sup> Place in (9) categories from RTDNAC (Radio Television Digital News Association of the Carolinas), 2023.
- WCSC has the most engaged local social media following\*
- Over 100,000 combined monthly users on our local digital apps\*

# Where to Find Us



On Air (OTA, BBO, Cable, Satellite)



Online Website & Videos

Social Media



Mobile Apps

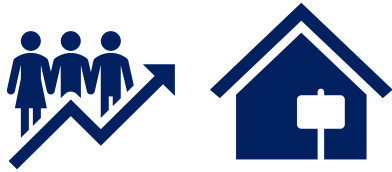


Streaming Apps





# Charleston's Growth Continues!



**+20%**

10-year population  
growth rate,  
within the Charleston  
Region

30+ New residents  
moving to the region  
each day

33<sup>rd</sup> Fastest growing  
metro area 2010-2019

Source: American Community Survey 2015-2019 via Charleston County Economic Development website:  
<https://www.charlestoncountyeconomicdevelopment.org/data-center/population-data/>

Charleston SC  
DMA has  
jumped +2  
market ranks in  
the past 4 years.

The number of TV  
households has increased  
by +26% (+79,590 TV HH) in  
that four-year period.



Source: Nielsen Universe Estimates 2019/2020 vs. 2023/2024  
(BBO homes included in both UE).



"Charleston Employment  
Gains: High Demand For  
Workers Still Needed  
Across Industries..."

Employment in the  
Charleston and North  
Charleston metro area saw  
a 6.6% increase last year.  
That's the second highest in  
the nation, according to the  
Bureau of Labor Statistics."

Source: [www.live5news.com/2023/01/13/charleston-metro-area-sees-second-highest-job-growth-nation-2022-data-shows/](https://www.live5news.com/2023/01/13/charleston-metro-area-sees-second-highest-job-growth-nation-2022-data-shows/)



# The Charleston SC DMA

## DMA Map & Market Rankings

### 2024 Charleston, SC Market

Market Rank	<b>#88</b>	388,840	TV HH
African American Rank	<b>#53</b>	98,350	TV HH
Hispanic Rank	<b>#101</b>	22,060	TV HH
Asian Rank	<b>#83</b>	9,090	TV HH

### Race/Ethnic Composition

Caucasian	<b>67%</b>	TV HH
African American	<b>25%</b>	TV HH
Hispanic	<b>6%</b>	TV HH
Asian	<b>2%</b>	TV HH

### Market Penetration

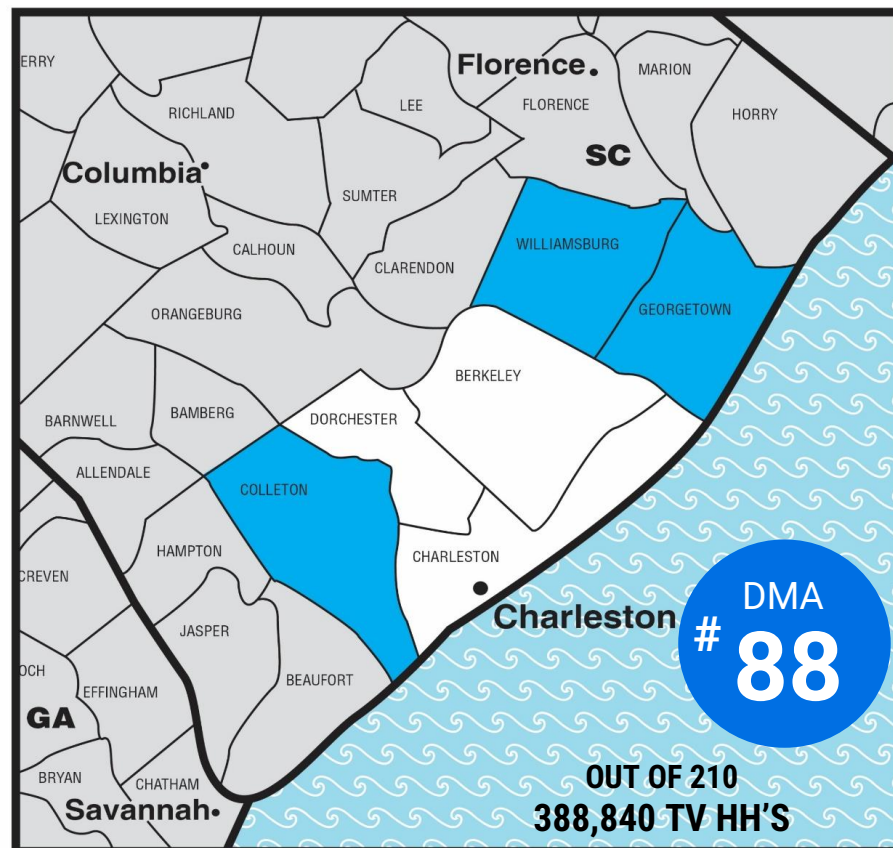
BBO Homes (Streaming Only)	<b>33%</b>	TV HH
Cable	<b>30%</b>	TV HH
ADS (Satellite)	<b>14%</b>	TV HH
OTA (Over The Air)	<b>23%</b>	TV HH

### DMA County Breakdown

Charleston, SC DMA Total	<b>6 counties</b>	TV HH
Metro	<b>3 counties</b>	TV HH
Remainder DMA	<b>3 counties</b>	TV HH

SOURCE: 2023-2024 NIELSEN UNIVERSE ESTIMATES

### CHARLESTON, SC



Nielsen TV DMA® Region

• City

— State Line

□ Metro/Central DMA Area

■ Remainder DMA

# The Charleston SC DMA

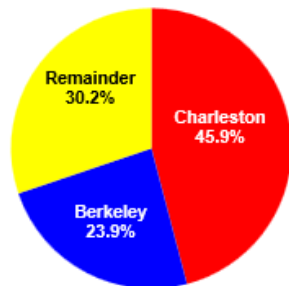
## DMA Map & Market Rankings

County	TV HH	% DMA
<b>Charleston DMA</b>		
Berkeley	92,750	23.9%
Charleston	178,510	45.9%
Colleton	15,640	4.0%
Dorchester	62,170	16.0%
Georgetown	27,820	7.2%
Williamsburg	11,950	3.1%

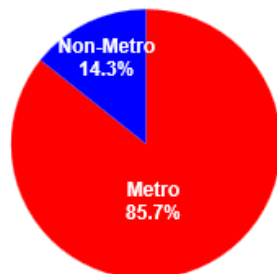
**Total TV Households: 388,840**

Two counties represent nearly 70% of the TV Households in the Charleston, SC DMA.

The remainder includes all counties with 16.0% or less of the DMA TV Households.

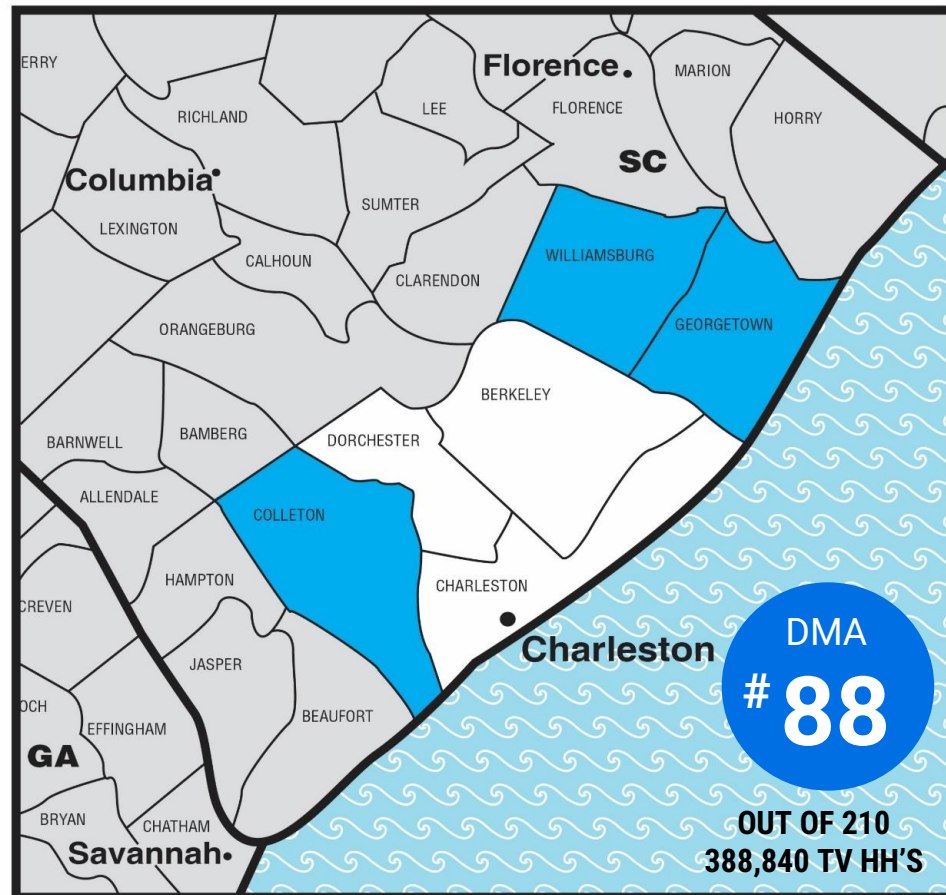


**Metro TV Households: 333,430**



Of the 388,840 TV HH in the Charleston, SC DMA, there are 333,430 TV HH in the 3 metro counties making up 85.7% of the DMA.

### CHARLESTON, SC

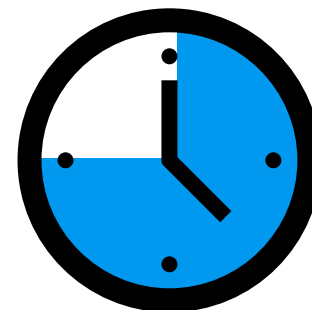


Nielsen TV DMA® Region

• City — State Line □ Metro/Central DMA Area  
■ Remainder DMA

# WCSC Program Schedule

TIME	MON-FRI SCHEDULE	TIME	MON-FRI SCHEDULE
4:00am	CBS Morning News	4:00pm	Live 5 News- 4pm
4:30am	Live 5 News- 430am	4:30pm	
5:00am	Live 5 News- 5am	5:00pm	Live 5 News- 5pm
5:30am	Live 5 News- 530am	5:30pm	
6:00am	Live 5 News- 6am	6:00pm	Live 5 News- 6pm
6:30am		6:30pm	CBS Evening News
7:00am	CBS Mornings	7:00pm	Live 5 News- 7pm
7:30am		7:30pm	
8:00am		8:00pm	CBS Prime
8:30am		8:30pm	
9:00am	Palmetto Life	9:00pm	
9:30am		9:30pm	
10:00am	Let's Make a Deal	10:00pm	
10:30am		10:30pm	
11:00am	The Price Is Right	11:00pm	Live 5 News- 11pm
11:30am		11:30pm	The Late Show
12:00pm	Live 5 News- 12pm	12:00am	
12:30pm	Young & Restless	12:30am	After Midnight
1:00pm		1:00am	
1:30pm	Bold & Beautiful	1:30am	Investigate TV+
2:00pm	The Talk	2:00am	CBS News Overnight
2:30pm		2:30am	
3:00pm	Live 5 News- 3pm	3:00am	
3:30pm	Investigate TV+	3:30am	



**8.5 HOURS**  
OF DAILY LOCAL  
PROGRAMMING DAILY





# Local News Program Ranker | HH

Viewing Source	Program	HH IMP
WCSC (CBS)	LIVE 5 NEWS-6	34,664
WCSC (CBS)	LIVE 5 NEWS-5	27,081
WCSC (CBS)	LIVE 5 NEWS-7	26,924
WCBD (NBC)	NEWS 2 AT 6 PM	26,740
WCSC (CBS)	LIVE5NW-MN@6AM	24,918
WCSC (CBS)	LIVE 5 NEWS-11	23,004
WCSC (CBS)	LIVE5 NWS-NOON	22,703
WCSC (CBS)	LIVE 5 NEWS-4	19,981
WCBD (NBC)	NEWS 2 AT 5 PM	17,897
WCBD (NBC)	NEWS 2 MIDDAY	14,712
WCBD (NBC)	NWS2 MDDY NOON	14,254
WCBD (NBC)	NEWS 2 AT 4 PM	12,466
WCSC (CBS)	LIVE5NW-MN@5AM	12,304
WCBD (NBC)	NEWS 2 TODAY	11,964
WCBD (NBC)	NEWS 2 AT 11PM	11,342
WCSC (CBS)	LIVE 5 NEWS-3	9,724
WTAT (FOX)	NEWS AT 10	9,464
ECIV (ABC)	ABC NEWS 4 @ 6	8,485
WCSC (CBS)	LIVE5 NWS@430A	8,326
ECIV (ABC)	ABC NEWS 4 @ 7	8,139

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**WCSC TAKES**  
**50%**  
**OF THE TOP 20**  
**MON-FRI LOCAL**  
**NEWS PROGRAMS**  
**IN CHARLESTON**  
**MARKET**

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Stations included in ranker:  
WCSC, WCBD, ECIV, WTAT, ECBD, WCIV



# Local News Program Ranker | A35-64

Viewing Source	Program	A35-64 IMP
WCSC (CBS)	LIVE 5 NEWS-6	19,895
WCSC (CBS)	LIVE 5 NEWS-7	17,052
WCSC (CBS)	LIVE5NW-MN@6AM	16,232
WCSC (CBS)	LIVE 5 NEWS-5	16,000
WCBD (NBC)	NEWS 2 AT 6 PM	14,692
WCSC (CBS)	LIVE 5 NEWS-11	12,721
WCSC (CBS)	LIVE 5 NEWS-4	11,677
WCSC (CBS)	LIVE5 NWS-NOON	10,895
WCBD (NBC)	NEWS 2 AT 5 PM	10,758
WCBD (NBC)	NEWS 2 MIDDAY	10,012
WCBD (NBC)	NWS2 MDDY NOON	9,443
WCBD (NBC)	NEWS 2 TODAY	8,432
WCBD (NBC)	NEWS 2 AT 4 PM	7,987
WCSC (CBS)	LIVE5NW-MN@5AM	7,118
WTAT (FOX)	NEWS AT 10	6,774
ECIV (ABC)	ABC NEWS 4 @ 7	5,240
WCBD (NBC)	NEWS 2 AT 11PM	5,082
WCSC (CBS)	LIVE5 NWS@430A	4,941
WCSC (CBS)	LIVE 5 NEWS-3	4,770
WCBD (NBC)	NEWS2 TDAY@5	3,117

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**WCSC TAKES**  
**50%**  
**OF THE TOP 20**  
**MON-FRI LOCAL**  
**NEWS PROGRAMS**  
**IN CHARLESTON**  
**MARKET**

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Stations included in ranker:  
WCSC, WCBD, ECIV, WTAT, ECBD, WCIV



# Market Demographics | WCSC Viewer Profile



54% Women  
46% Men



58% Caucasian  
39% African American  
3% Asian



26% have children living in  
the home



30% \$50K-\$100K HHI  
22% \$100K+ HHI



67% Own residence  
33% Rent



## WCSC Audience Composition

P18-24	2%
P25-54	28%
P55-64	30%
P65+	40%



25% live in Berkeley County  
50% live in Charleston County  
3% live in Colleton County  
16% live in Dorchester County  
5% live in Georgetown County  
2% live in Williamsburg County

Source: Nielsen and Comscore.

Nielsen: NLTV Program – Custom Analysis. WCSC's Viewer (M-Su 3a-3a). Report period: 10/26/23-1/31/24. Demo A18+. Live+SD. (Gender, Race/Ethnicity, Geography, Age breakdown)

Comscore: Station/Program: WCSC's Viewer (M-Su 3a-3a). Report Period 11/27/2023 - 2/25/2024. Live. (Homeownership, HHI, Children in HH)

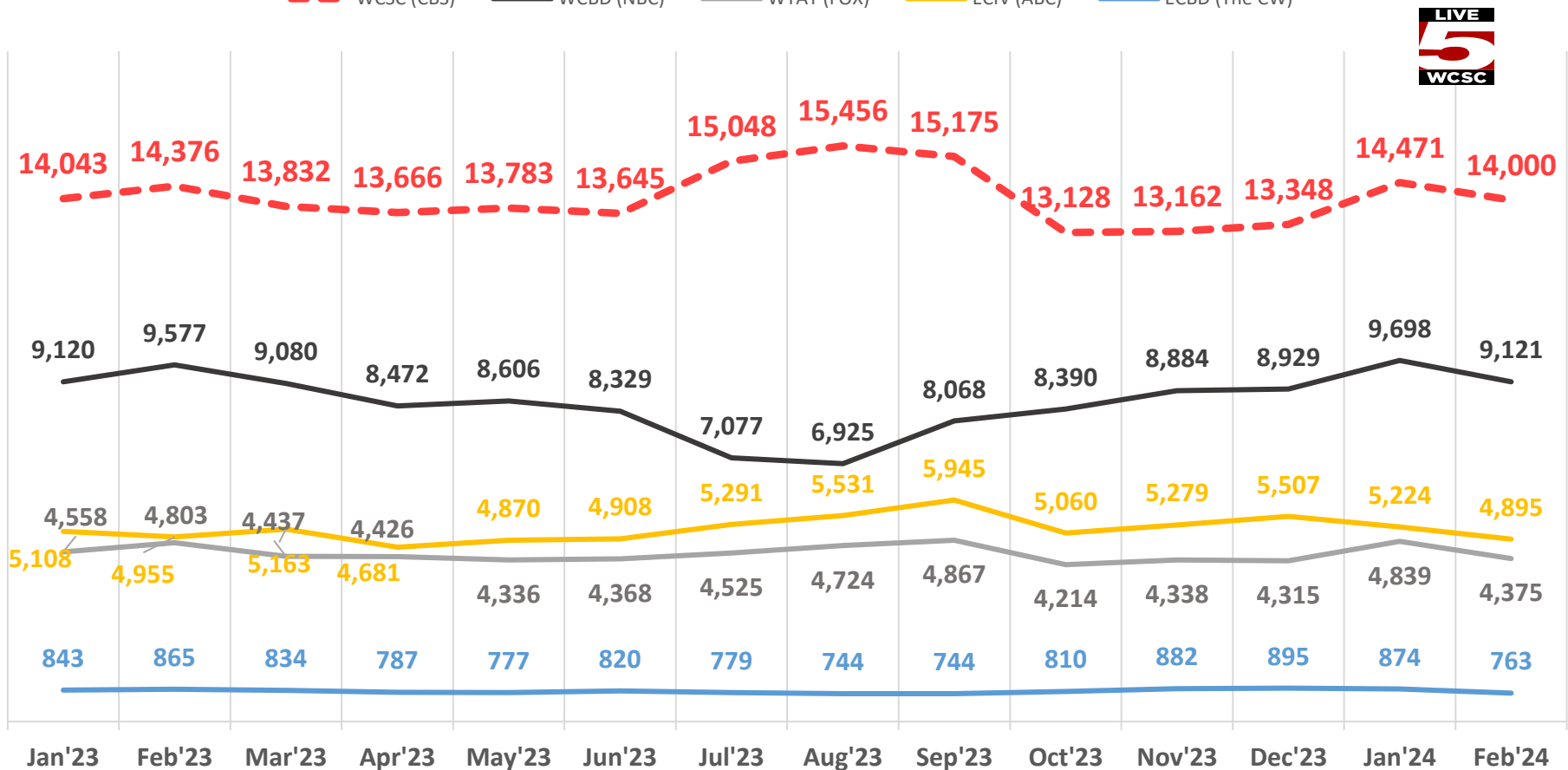


# WCSC - Charleston SC

## THE Low Country Local News Leader

### Overall Local News | HH w/Adults 18+ Impressions | M-Su 3a-3a

WCSC (CBS) WCBD (NBC) WTAT (FOX) ECIV (ABC) ECBD (The CW)



SOURCE: COMSCORE. Report: Program-based Trender. Dates: January 2023- February 2024. Dayparts: M-Su 3a-3a. Program Type: Local News. Stations: Noted Above. Metric: Average Audience (Impressions). Live.

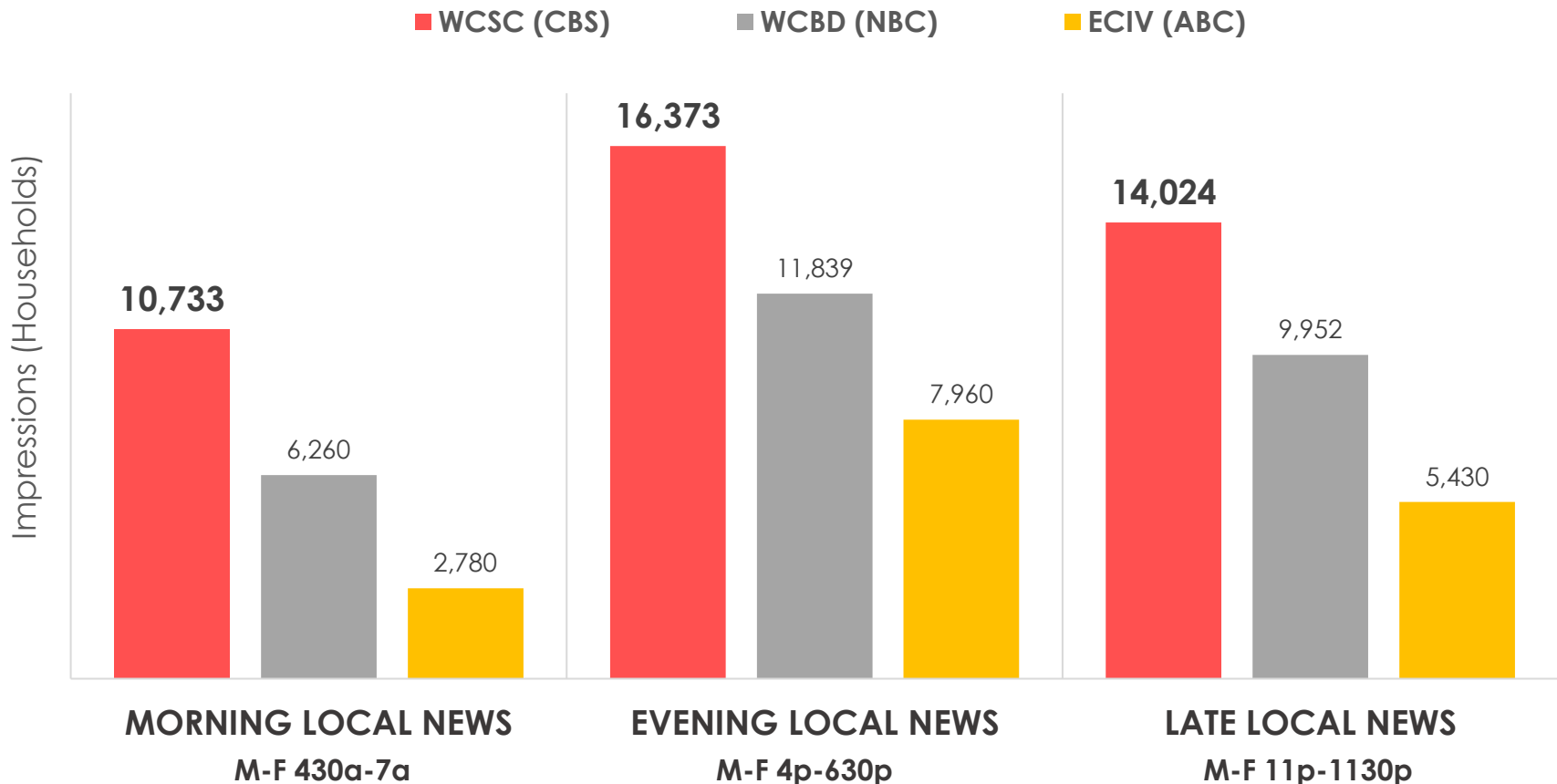




# WCSC - Live 5 News

## THE Low Country Local News Leader

### Local News Impressions by Daypart | Household



SOURCE: COMSCORE. Report: Time Based Grid. Dates: 11/27/23-2/25/24. Dayparts: M-F 3a-3a, where WCSC goes head-to-head in local news programming with competitors, WCBS & ECIV. Program Type: Local News. Stations: Noted Above. Metric: Average Audience (Impressions). Live.



# About Palmetto Life

Charleston SC's #1 Lifestyle Show



**PALMETTO LIFE**



**52% Women**  
**48% Men**



**55% Caucasian**  
**43% African American**  
**2% Asian**



**28% have children living in the home**



**30% \$50K-\$100K HHI**  
**18% \$100K+ HHI**



**65% Own residence**  
**33% Rent**

## Palmetto Life Audience Composition



P18-24	2%
P25-54	29%
P55-64	36%
P65+	33%



**24% live in Berkeley County**  
**54% live in Charleston County**  
**5% live in Colleton County**  
**11% live in Dorchester County**  
**4% live in Georgetown County**  
**1% live in Williamsburg County**

Source: Nielsen and Comscore.

Nielsen: NLTV Program – Custom Analysis. WCSC's Palmetto Life Viewer (M-F 9a-10a). Report period: 10/26/23-1/31/24. Demo A18+. Live+SD. (Gender, Race/Ethnicity, Geography, Age breakdown)

Comscore: Station/Program: WCSC's Palmetto Life Viewer (M-F 9a-10a). Report Period 11/27/2023 - 2/25/2024. Live. (Homeownership, HHI, Children in HH)

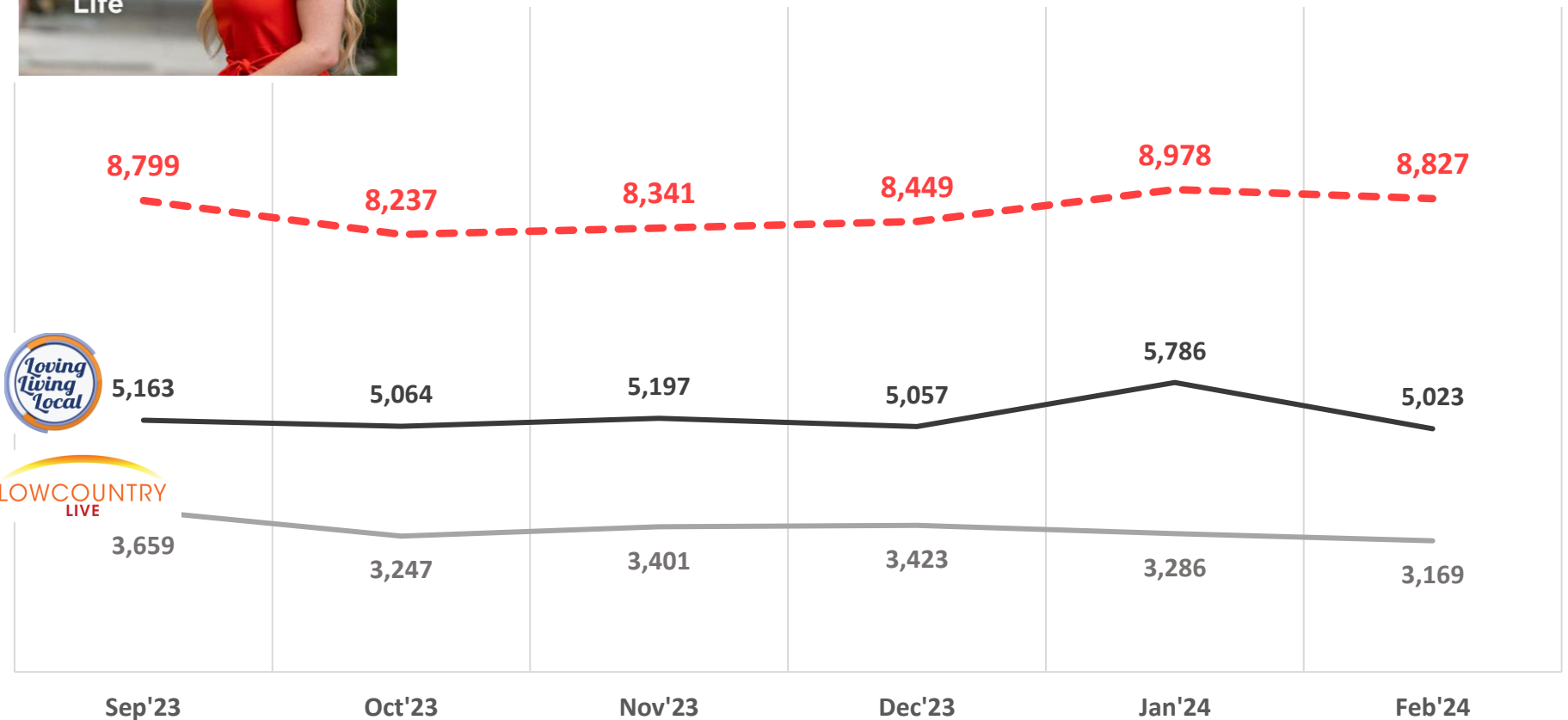


# Palmetto Life—Charleston SC #1 Lifestyle Show



## Local Lifestyle Shows | Household Impressions

WCSC (CBS)    WCBD (NBC)    ECIV (ABC)



SOURCE: COMSCORE. Report: Program-based Trender. Dates: September 2023- February 2024.  
Dayparts: WCSC M-F 9a-10a; WCBD M-F 12:30p-1p; ECIV M-F 10a-11a.  
Metric: Average Audience (Impressions) HH Live



# Other Platforms ...



**Bounce is the first African American broadcast network.** It airs on WCSC Digital 5.2 and features a programming mix of original series, theatrical motion pictures, specials, off-network series and more.



**Live5+ is the WCSC streaming app available for download on Roku, Apple TV, or Amazon Fire TV.** Watch news live or on demand. Plus the weather, breaking updates, investigative reports, and featured content.







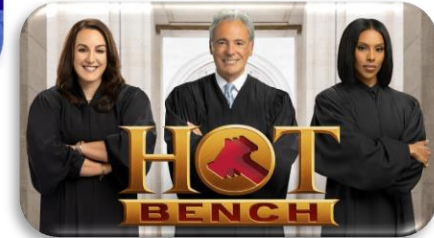
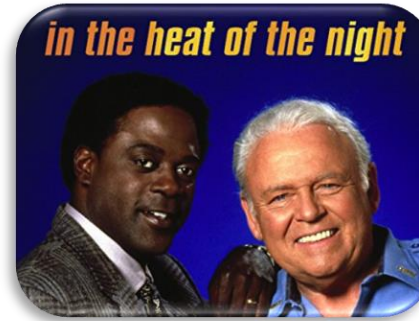
# GCSC- Digital 5.2

- Bounce TV is the **first African American broadcast network**
- It's a **24/7 digital multicast (diginet) network** that features a mix of original and acquired programming.
- The network is dedicated to **inspiring, empowering, and entertaining** viewers.
- **Founded in 2011.** Among the founders of Bounce are iconic American figures: Ambassador Andrew Young and Martin Luther King, III
- The **Charleston SC DMA has 98,350 African American households!**



# Bounce Program Ranker

Program	HH IMP
IN THE HEAT OF THE NIGHT	4,217
PATERNTY COURT	3,780
HOT BENCH	3,349
SUN MOV 1P	3,143
WED MOV 10P	3,081
KARAMO	3,009
TUE MOV 10:30P	2,591
WED MOV 4P	2,574
THU MOV 4P	2,450
IN THE HEAT OF THE NIGHT	2,436
COUPLES COURT W/THE CUTLERS	2,150
FRI MOV 11:30P	2,036
MON MOV 8:30P	1,965
PERSONAL INJURY COURT	1,854



Source: Nielsen, Charleston SC DMA, Jan'24, HH, L+SD

# WCSC brings the power of a national agency to your business.

**Partnering  
with WCSC**



**Personal attention  
of an exceptional  
local sales team**

We understand  
Charleston and the  
growth potential for  
your industry.



**Expertise of a  
national digital  
marketing team**

We craft compelling  
creative, powerful  
campaigns, and  
measurable results in  
an easy-to-  
understand and  
meaningful way.

# The Marketing FUNNEL.

## AWARENESS

WCSC Broadcast TV  
WCSC's Digital Properties (Website & Apps)  
Premion Streaming TV (OTT)  
Targeted Display & Video

## INTEREST + CONSIDERATION

Targeted Email  
Paid Social  
YouTube Advertising

## CONVERSION

SEM/Paid Search (PPC)  
SEO  
Landing Pages

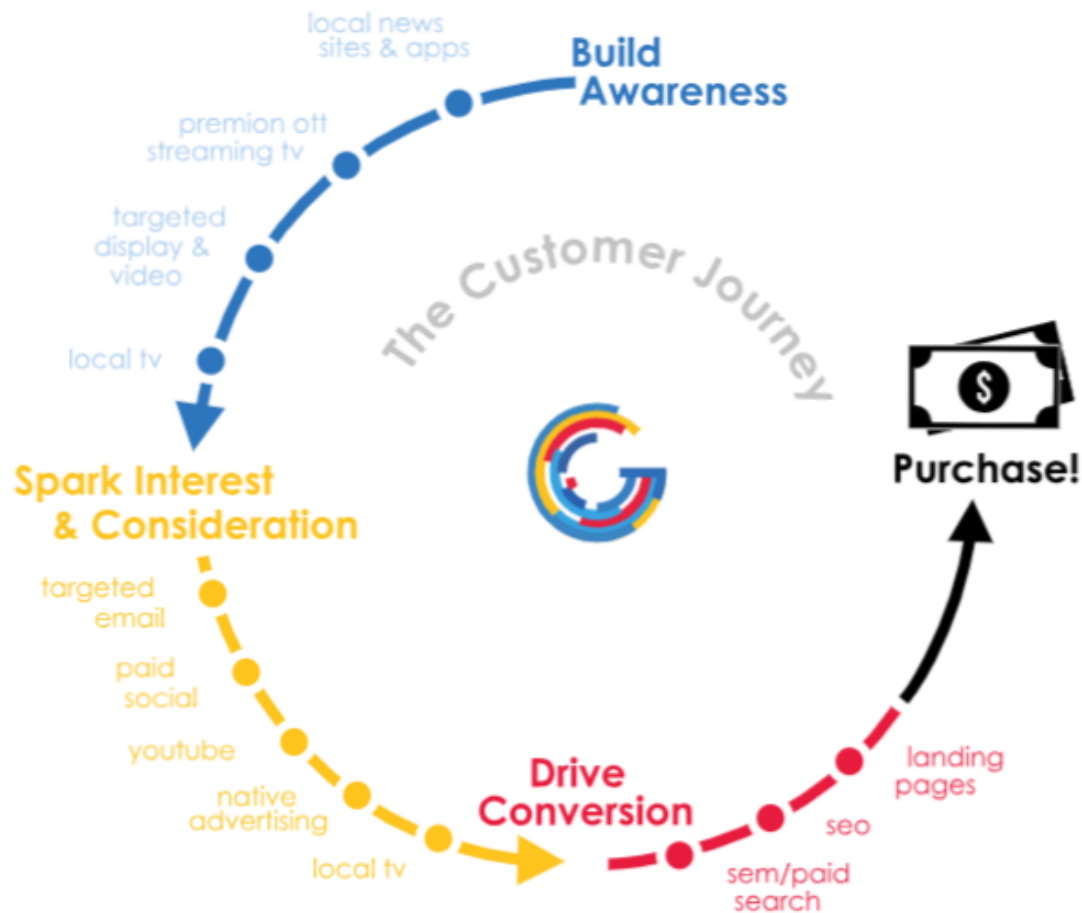
WCSC offers a full suite of digital tactics that are strategically deployed into a cohesive solution that drives results.





# The Customer Journey

**WCSC offers a full suite of digital tactics that are strategically deployed into a cohesive solution that drives results.**



# WCSC Streaming & Digital Stats

## OTT/CTV

**Total Livestream  
sessions in 2023**

**450+K**

*(CTV, Desktop, Mobile &  
Apps))*

*Devices: CTV (connected TV) Only - Roku,  
Apple TV & Amazon Fire TV  
Source: Google Analytics, 2023*



## DIGITAL

**Website  
Page Views**

**158M**

**News App  
Unique Users**

**117K**

**Weather App  
Unique Users**

**108K**

*Devices: News App, Weather App, Website.  
Source: Google Analytics, 2023*



## SOCIAL

**Meta/Facebook:**

**566K Followers**

**463K Page Likes**

**X/Twitter:**

**146.9K Followers**

**Instagram:**

**70.3K Followers**

**YouTube:**

**2.7K Subscribers**

*Updated: 3/14/24.*





# WCSC in the Community

