



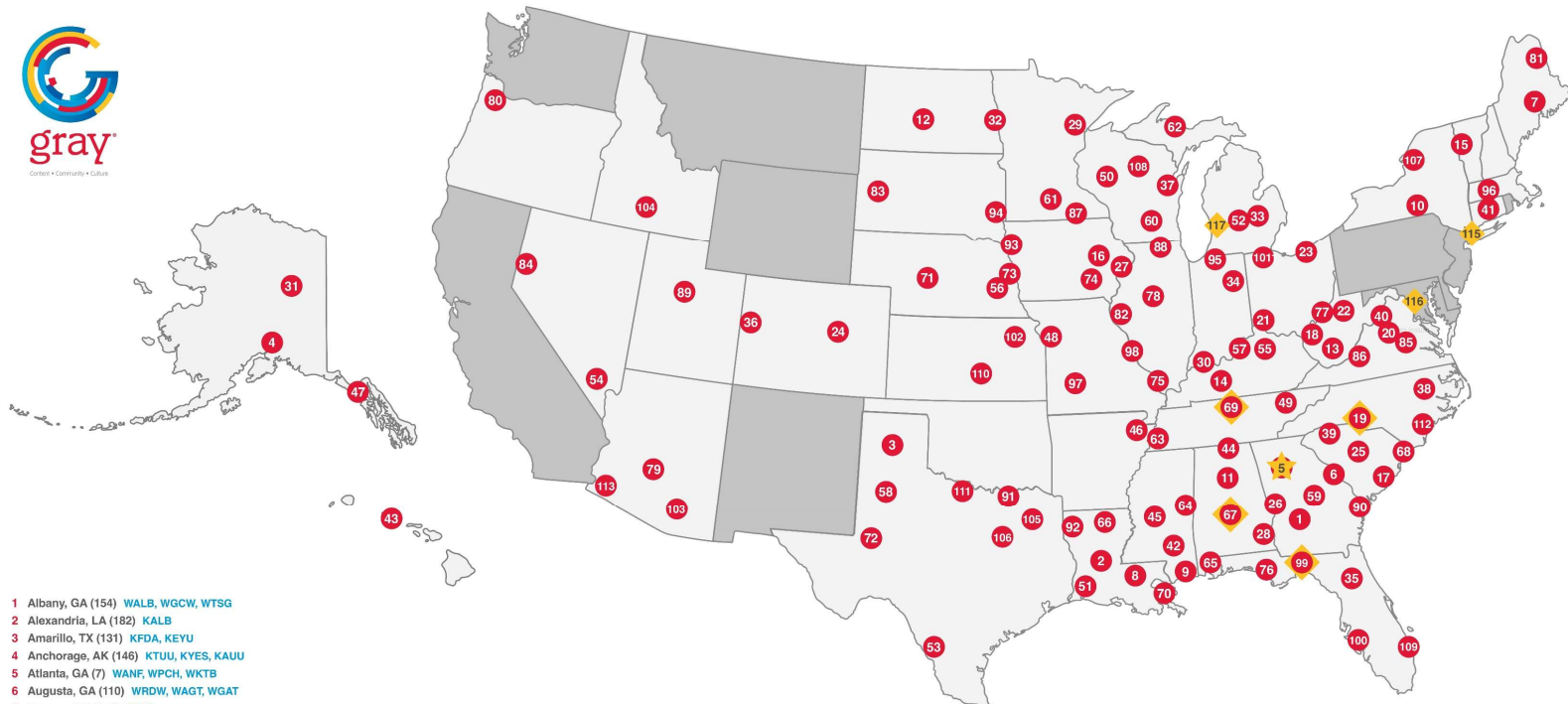
**2025 Media Kit**

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Charleston SC

# WCSC Parent Company is Gray Media

## National Station Footprint



- 1 Albany, GA (154) WALB, WGCW, WTSG
- 2 Alexandria, LA (182) KALB
- 3 Amarillo, TX (131) KFDA, KEYU
- 4 Anchorage, AK (148) KTUU, KYES, KAUU
- 5 Atlanta, GA (7) WANF, WPCH, WKTB
- 6 Augusta, GA (110) WRDW, WAGT, WGAT
- 7 Bangor, ME (156) WABI
- 8 Baton Rouge, LA (95) WAFB, WBXH
- 9 Biloxi-Gulfport, MS (157) WLOX, WTBL
- 10 Binghamton, NY (162) WBNG
- 11 Birmingham, AL (46) WBRC, WTBM
- 12 Bismarck, ND (145) KFVR, KMOT, KOCD, KUMV
- 13 Bluefield-Beckley, WV (166) WVVA
- 14 Bowling Green, KY (180) WBKO, WBGS
- 15 Burlington, VT (93) WCAX, WYCI
- 16 Cedar Rapids, IA (94) KCRG
- 17 Charleston, SC (88) WCSC
- 18 Charleston-Huntington, WV (79) WSAZ, WQWC
- 19 Charlotte, NC (21) WBTV
- 20 Charlottesville, VA (173) WVMR
- 21 Cincinnati, OH (37) WXIX, WBQC
- 22 Clarksburg, WV (172) WDTV, WVFV
- 23 Cleveland, OH (19) WOIO, WUAB, WTCL
- 24 Colorado Springs, CO (86) KKTV
- 25 Columbia, SC (75) WIS
- 26 Columbus, GA (126) WTMV, WCTA
- 27 Davenport, IA (104) KWQC
- 28 Dothan, AL (170) WTVY, WRGX
- 29 Duluth, MN (139) KBJR, KDLH, KRIL
- 30 Evansville, IN (107) WFIE

- 31 Fairbanks, AK (202) KTVF, KXDF, KFXB
- 32 Fargo, ND (114) KVLV, KXJB
- 33 Flint, MI (74) WNEM
- 34 Ft. Wayne, IN (108) WPTA, WISE
- 35 Gainesville, FL (158) WCJB, WTGB
- 36 Grand Junction, CO (187) KKCO, KJCT
- 37 Green Bay, WI (69) WBAY
- 38 Greenville, NC (102) WITN, WTGC
- 39 Greenville-Spartanburg, SC (36) WHNS
- 40 Harrisonburg, VA (174) WHSV, WSVF, WSVW
- 41 Hartford, CT (32) WFSB, WWAx
- 42 Hattiesburg, MS (168) WDMB, WLHA
- 43 Honolulu, HI (68) KHNL, KGMB, KFVE, KOGG, KSIX
- 44 Huntsville, AL (81) WAFF, WTHV
- 45 Jackson, MS (88) WLBT
- 46 Jonesboro, AR (183) KAIT, KIAT
- 47 Juneau, AK (207) KATH, KYEX, KSCT, KUBD
- 48 Kansas City, MO (34) KCTV, KSMO
- 49 Knoxville, TN (61) WVLT, WBXX
- 50 La Crosse-Eau Claire, WI (129) WEAU, WECX
- 51 Lake Charles, LA (177) KPLC
- 52 Lansing, MI (113) WILX
- 53 Laredo, TX (186) KGNS, KYLX, KXNU

- 54 Las Vegas, NV (40) KVVU
- 55 Lexington, KY (63) WKYT, WYMT
- 56 Lincoln, NE (106) KOLN, KSNB, KGIN, KCWH, KNHL
- 57 Louisville, KY (48) WAVE
- 58 Lubbock, TX (141) KCBQ, KLCW, KXTQ, KMYL
- 59 Macon, GA (120) WPGA, WTMH
- 60 Madison, WI (77) WMTV
- 61 Mankato, MN (199) KEYC, KMNF
- 62 Marquette, MI (181) WLUC
- 63 Memphis, TN (50) WMC, WTME
- 64 Meridian, MS (192) WTOK, WOOK
- 65 Mobile, AL (57) WALA, WMBP
- 66 Monroe, LA (142) KNOE, KCWL
- 67 Montgomery, AL (121) WSAF, WTMU
- 68 Myrtle Beach, SC (99) WMBF, WXIV
- 69 Nashville, TN (125) WSMN, WTVF
- 70 New Orleans, LA (51) WVUE
- 71 North Platte, NE (209) KNOP, KNPL, KIIT
- 72 Odessa, TX (147) KOSA, KCWO, KTLK, KWWT
- 73 Omaha, NE (71) WOWT
- 74 Ottumwa, IA (200) KYOU
- 75 Paducah, KY-Cape Girardeau, MO (90) KFVS, WQWQ
- 76 Panama City, FL (148) WJHG, WPCP

- 77 Parkersburg, WV (193) WTAP, WIYE, WOVA
- 78 Peoria, IL (123) WEEK
- 79 Phoenix, AZ (11) KPHO, KTVK, KPHE, KAZF
- 80 Portland, OR (23) KPVT, KPDX
- 81 Presque Isle, ME (206) WAGM, WWPI
- 82 Quincy, IL (176) WGEM
- 83 Rapid City, SD (169) KOTA, KEVN, KQME
- 84 Reno, NV (103) KOLQ, KXNV
- 85 Richmond, VA (56) WWBT, WUPV
- 86 Roanoke, VA (70) WDBJ, WZB3
- 87 Rochester, MN-Mason City, IA (152) KTTC
- 88 Rockford, IL (137) WIFR, WSLN
- 89 Salt Lake City, UT (27) KCBU (permit)
- 90 Savannah, GA (85) WTOG, WPHU
- 91 Sherman, TX (160) KXII, KXIP, KAGI
- 92 Shreveport, LA (92) KSLA, KTSH
- 93 Sioux City, IA (150) KTVI
- 94 Sioux Falls, SD (111) KSFY, KDLT, KPRY, KDLY
- 95 South Bend, IN (100) WNDU, WJSV
- 96 Springfield, MA (115) WGBB, WSHM
- 97 Springfield, MO (73) KYTV, KSPR, K17DL, KYCW
- 98 St. Louis, MO (24) KMOV
- 99 Tallahassee, FL (105) WCTV, WFXU, WTFL

- 100 Tampa-St. Pete (Sarasota), FL (12) WWSB
- 101 Toledo, OH (80) WTVG
- 102 Topeka, KS (140) WIBW
- 103 Tucson, AZ (65) KOLD
- 104 Twin Falls, ID (189) KMYT, KSVT
- 105 Tyler, TX (109) KLTU, KTRE
- 106 Waco, TX (83) KWTX, KBTX, KNCT
- 107 Watertown, NY (179) WWNW, WNYF
- 108 Wausau, WI (132) WSAW, WZAW, WYOW
- 109 West Palm Beach, FL (39) WFLX
- 110 Wichita, KS (72) KWCH, KSCW, KBSD, KBSL, KBSH
- 111 Wichita Falls, TX (149) KSWO, KKTU
- 112 Wilmington, NC (128) WECT
- 113 Yuma, AZ (164) KAZS
- 19 Charlotte, NC Operations, Raycom Sports
- 67 Montgomery, AL Operations, Shared Services
- 99 Tallahassee, FL Operations, Shared Services
- 69 Nashville, TN PowerNation Studios
- 115 New York, NY Tupelo Media
- 116 Washington, DC Gray DC Bureau
- 117 Grand Rapids, MI Dynamic Captioning
- ★ Atlanta, GA Gray Corporate Headquarters, Assembly Atlanta, Assembly Studios, Third Rail Studios, Swirl Films

113

operating TV stations, and digital properties

37%

Collective reach of US TV HH

#1

Strong commitment to local news makes Gray top rated in many of its markets

3rd

largest broadcasting group in the nation



# About WCSC



- Serving the Charleston SC market for **73+ Years** as a local TV station
- WCSC produces --- **8½ hours of LIVE Local News** per weekday
- WCSC wins **1<sup>st</sup> Place** in (5) categories from RTDNAC: **Best Newscast (6am), Best News Website, Best Consumer/Electronics Story, TV News Producer of the Year, Special Projects Producer.** (Radio Television Digital News Association of the Carolinas, 2024)
- WCSC wins **Best Local TV Station, Best Website, Best Weather (Bill Walsh), Best Sports (Kevin Bilodeau)** from Charleston City Paper, 2023.
- WCSC- Live 5 has the **most users** on local social media platforms.
- Over **5.6+ million users** on our digital platforms in **1<sup>st</sup> Quarter 2025.**



# Charleston's Growth Continues!



**+21%**

10-year population growth rate, within the Charleston Region

40+ New residents moving to the region each day

Among top 10% fastest growing metros from 2020-2024

Source: American Community Survey 2019-2023 via Charleston County Economic Development website:  
<https://www.charlestoncountydevelopment.org/data-center/population-data/>

## Charleston SC DMA jumped +3 market ranks from last year.

The number of TV households has increased by +3% (+11,120 TV HH) from prior year.



Source: Nielsen Universe Estimates 2023/2024 vs. 2024/2025 (BBO homes included in both UE).



**"Largest Investment Year in [Charleston] County History..."**

Charleston County's Economic Development Office is boasting a year-end total of \$1.28 billion in capital investment creating 1,029 jobs in the county."

Source: <https://www.live5news.com/2024/12/19/charleston-county-celebrates-year-record-breaking-economic-developments/>



# The Charleston SC DMA

## DMA Map & Market Rankings

### 2025 Charleston, SC Market

Market Rank	<b>#85</b>	399,960 TV HH
African American Rank	<b>#53</b>	99,180 TV HH
Hispanic Rank	<b>#99</b>	23,450 TV HH
Asian Rank	<b>#81</b>	9,670 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

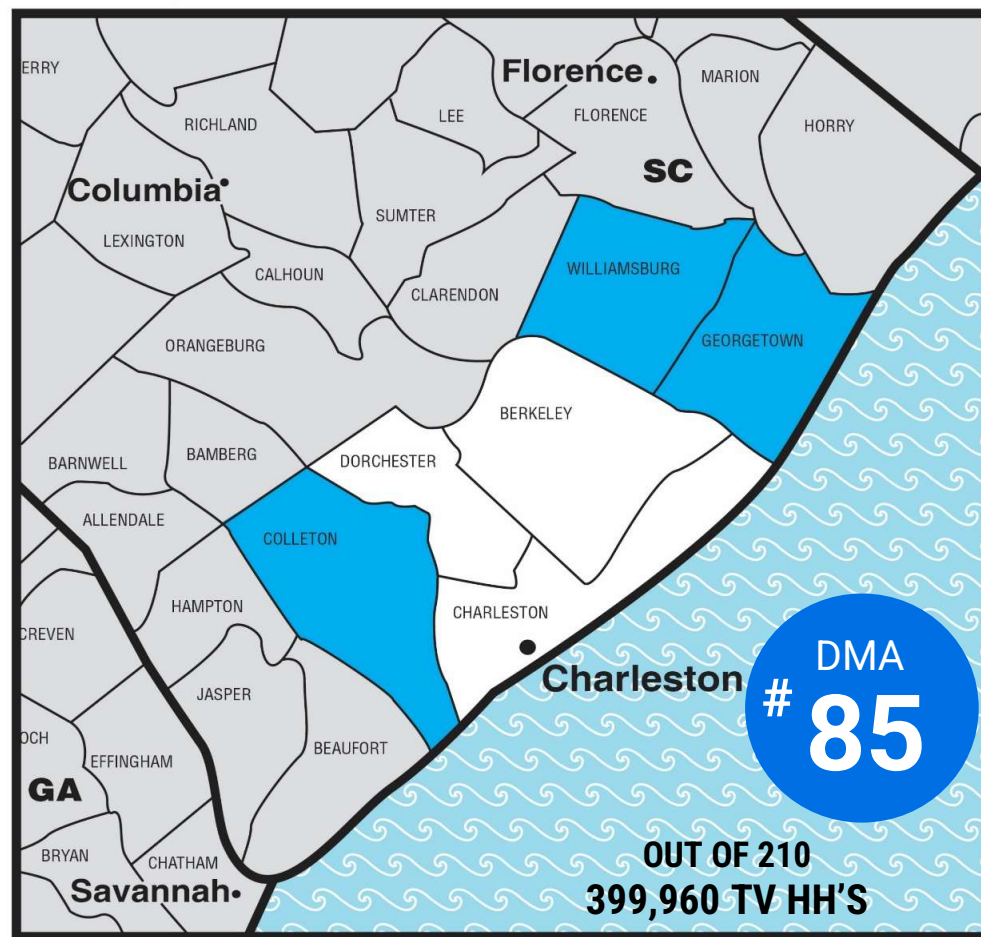
BBO Homes (Streaming Only)	<b>29%</b>	TV HH
Cable	<b>21%</b>	TV HH
ADS (Satellite)	<b>29%</b>	TV HH
OTA (Over The Air)	<b>21%</b>	TV HH

### 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: 2024-2025 NIELSEN UNIVERSE ESTIMATES  
Nov'24 Quarterly MRUE

### CHARLESTON, SC



Nielsen TV DMA® Region

• City

— State Line

□ Metro/Central DMA Area

■ Remainder DMA



# The Charleston SC DMA

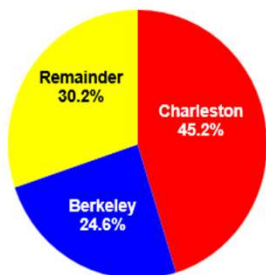
## DMA Map & Market Rankings

County	TV HH	% DMA
<b>Berkeley</b>	<b>98,360</b>	<b>24.6%</b>
<b>Charleston</b>	<b>180,930</b>	<b>45.2%</b>
<b>Colleton</b>	<b>15,940</b>	<b>4.0%</b>
<b>Dorchester</b>	<b>64,060</b>	<b>16.0%</b>
<b>Georgetown</b>	<b>28,710</b>	<b>7.2%</b>
<b>Williamsburg</b>	<b>11,960</b>	<b>3.0%</b>
<b>South Carolina</b>	<b>399,960</b>	<b>100.0%</b>

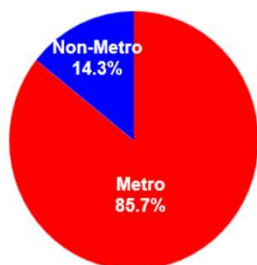
**Total TV Households: 399,960**

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.

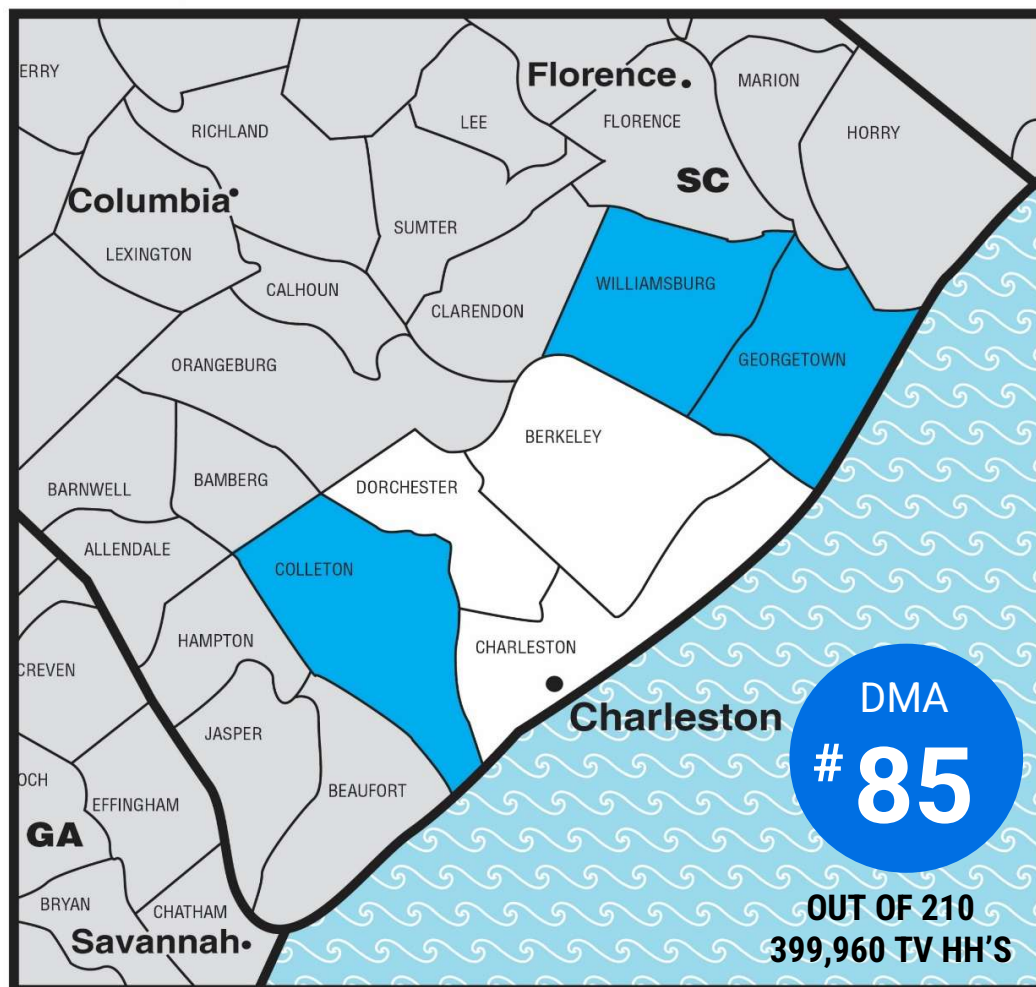


**Metro TV Households: 343,350**



Of the 399,960 TV HH in the Charleston, SC DMA, there are 343,350 TV HH in the 3 metro counties making up 85.8% of the DMA.

### CHARLESTON, SC



Nielsen TV DMA® Region

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

DMA  
# **85**

**OUT OF 210**  
**399,960 TV HH'S**



# Local News Program Ranker | HH

Station	Program	HH IMP
WCSC (CBS)	LIVE 5 @ 6P	25,057
WCSC (CBS)	LIVE5NW-MN@6AM	19,461
WCSC (CBS)	LIVE5 NWS-NOON	19,295
WCSC (CBS)	LIVE 5 @ 5P	17,203
WCSC (CBS)	LIVE 5 @7P	15,132
WCSC (CBS)	LIVE 5 @ 11P	14,766
WCBD (NBC)	NEWS 2 AT 6 PM	14,056
WCSC (CBS)	LIVE5NW-MN@5AM	10,572
WCSC (CBS)	LIVE 5 @ 4P	10,284
WCBD (NBC)	NEWS 2 AT 5 PM	10,046
WCBD (NBC)	NEWS 2 MIDDAY	9,595
WCBD (NBC)	NWS2 MDDY NOON	8,587
WCBD (NBC)	NEWS 2 TODAY	8,366
WCBD (NBC)	NEWS 2 AT 4PM	7,876
WCSC (CBS)	LIVE5 NWS@430A	7,716
WTAT (FOX)	NEWS AT 10	6,583
WCBD (NBC)	NEWS 2 AT 11PM	6,455
ECIV (ABC)	ABC NEWS 4 @ 6	6,347
WTAT (FOX)	FOX MORN NWS-7	5,616
ECIV (ABC)	ABC NEWS 4 @ 7	5,398

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**WCSC DELIVERS**

**80%**

**OF THE TOP 10**

**MON-FRI LOCAL**

**NEWS PROGRAMS**

**IN THE**

**CHARLESTON DMA**

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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 @ 6P	12,818
WCSC (CBS)	LIVE5NW-MN@6AM	11,496
WCSC (CBS)	LIVE5 NWS-NOON	8,568
WCSC (CBS)	LIVE 5 @ 5P	8,497
WCBD (NBC)	NEWS 2 AT 6 PM	7,946
WCSC (CBS)	LIVE 5 @ 7P	7,908
WCBD (NBC)	NEWS 2 AT 5 PM	6,069
WCBD (NBC)	NEWS 2 TODAY	5,669
WCSC (CBS)	LIVE 5 @ 11P	5,478
WCSC (CBS)	LIVE5NW-MN@5AM	4,956
WCBD (NBC)	NEWS 2 MIDDAY	4,508
WCBD (NBC)	NWS2 MDDY NOON	4,501
WCSC (CBS)	LIVE 5 @ 4P	4,450
WTAT (FOX)	NEWS AT 10	4,321
WCBD (NBC)	NEWS 2 AT 4 PM	4,306
ECIV (ABC)	ABC NEWS 4 @ 7	3,822
WCSC (CBS)	LIVE5 NWS@430A	3,755
WTAT (FOX)	FOX MORN NWS-7	3,556
WCBD (NBC)	NEWS 2 AT 11PM	3,360
ECIV (ABC)	ABC NEWS 4 @ 6	2,938

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**WCSC DELIVERS**

**60%**

**OF THE TOP 10**

**MON-FRI LOCAL**

**NEWS PROGRAMS**

**IN THE**

**CHARLESTON DMA**

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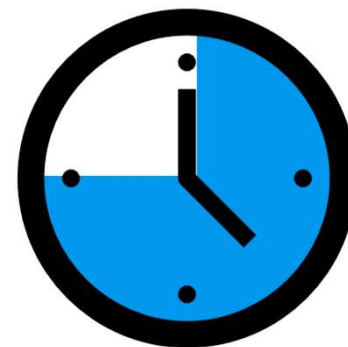
Stations included in ranker:  
WCSC, WCBD, ECIV, WTAT, ECBD, WCIV





# 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	Beyond The Gates	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



# WCSC - About Us



THE LOWCOUNTRY'S  
NEWS LEADER

Mornings



Abby Walton, Katie Kamin, Joey Sovine, Shelby Rogers, Nick Reagan



Evenings



Bill Walsh, Raphael James, Ann McGill, Michal Higdon, Justin Kollar





# WCSC - About Us



Dorien Minor, Joey Sovine, Bill Walsh, Lexie Horvath, Chris Holtzman



Kevin Bilodeau, Summer Huechtker





# WCSC - CBS Affiliate



## CBS NEWS



## CBS PRIME



## CBS SPORTS



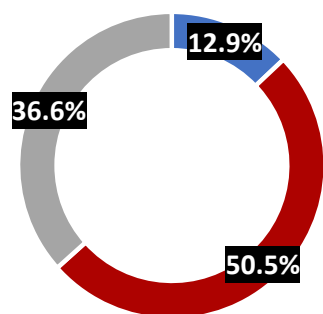
## CBS SPECIALS



# WCSC Viewer Profile

## DEMOGRAPHICS

Local market adults that have watched WCSC

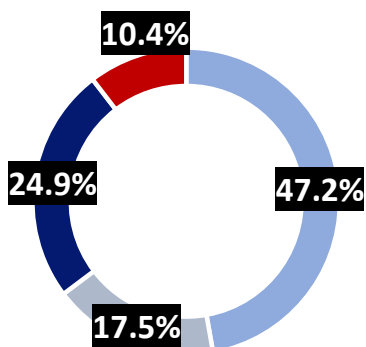


### VIEWER AGE

- HH w/ Adults 18-34
- HH w/ Adults 35-64
- HH w/ Adults 65+

## INCOME

- \$50K or Less
- \$50K-\$75K
- \$75K-\$150K
- \$150K or More



## MONTHLY HOUSEHOLD REACH

186,000

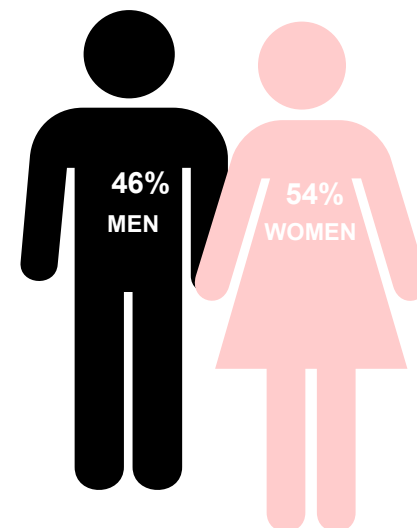


69%



OWN THEIR HOMES

## GENDER



## EDUCATION

34% HOLD A COLLEGE DEGREE OR HIGHER

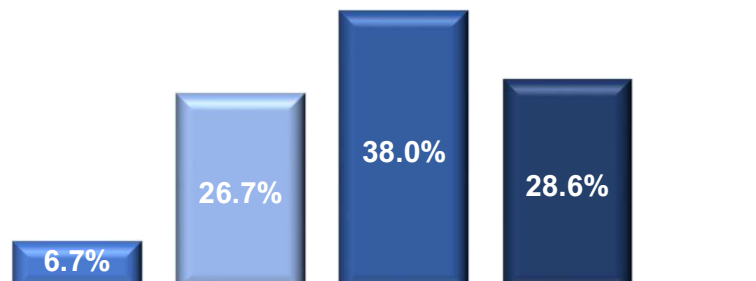
## CHILDREN

27% HAVE CHILDREN UNDER 18 PRESENT IN THE HOME



■ \$99,999 or Less ■ \$100K-\$249K ■ \$250K-\$499,99K ■ \$500K or More

## HOME VALUE

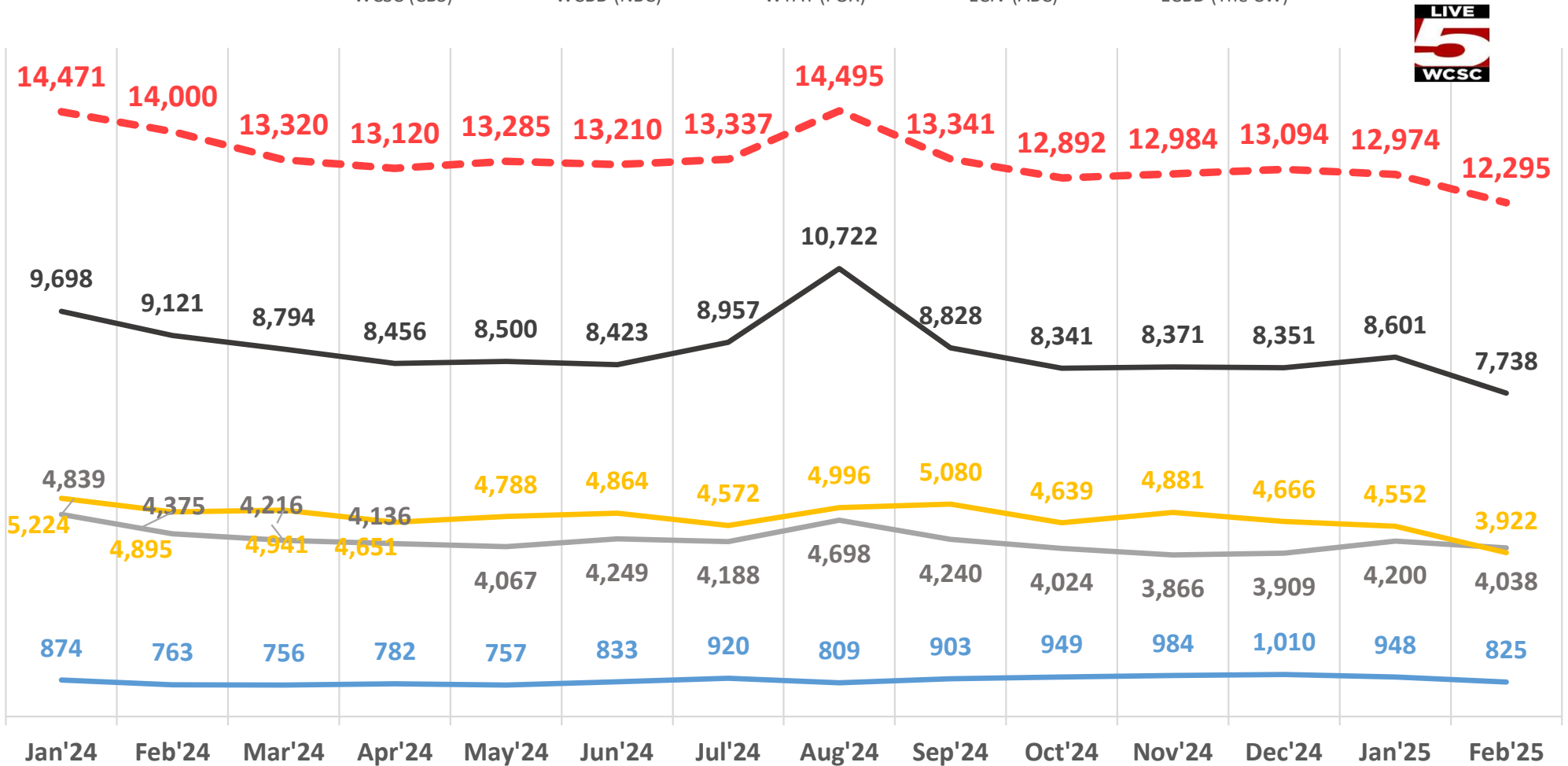


# WCSC - Charleston SC

## 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 2024- February 2025. Dayparts: M-Su 3a-3a. Program Type: Local News. Stations: Noted Above. Metric: Average Audience (Impressions). Live.

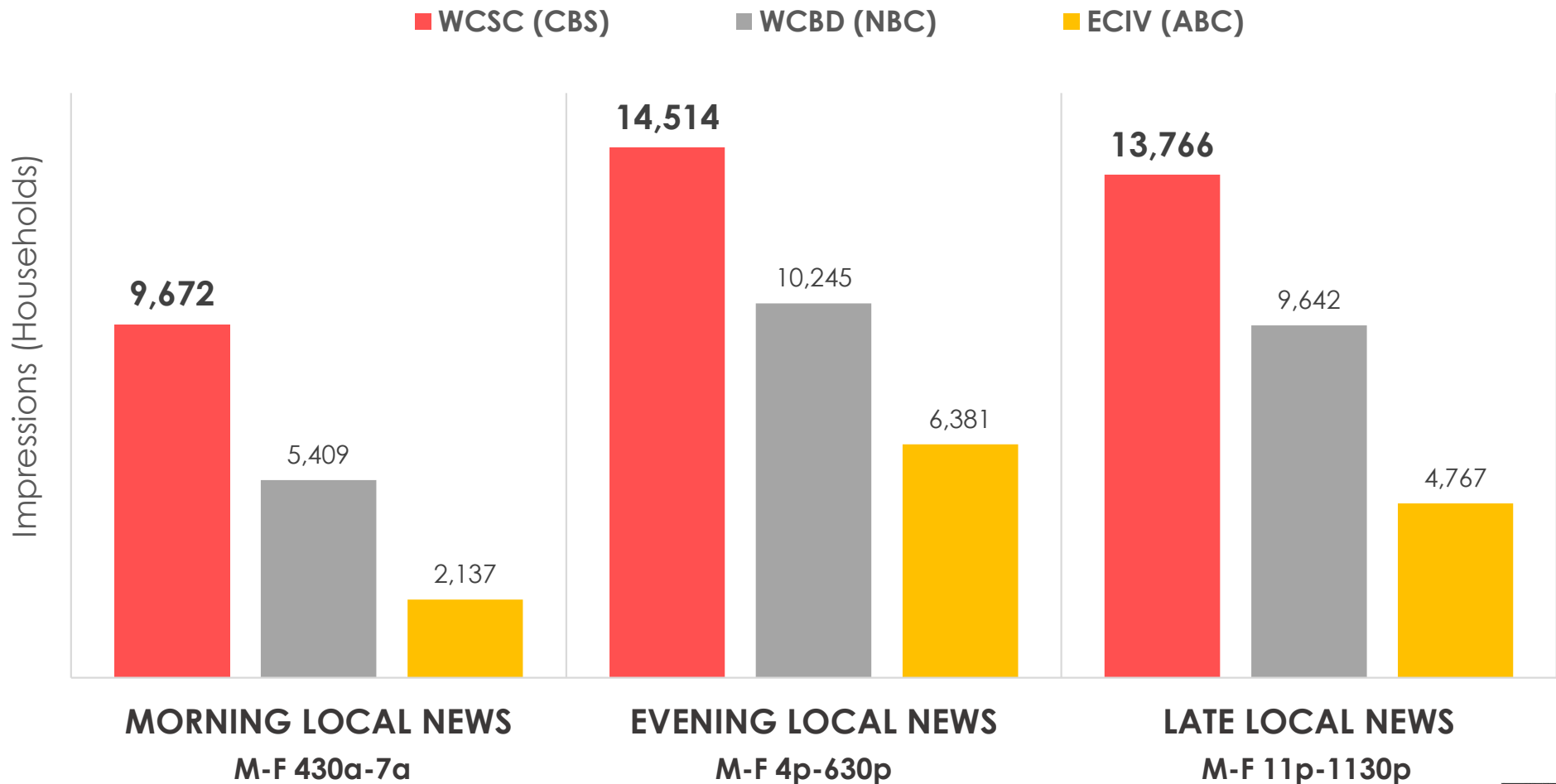




# WCSC - Live 5 News

## THE Low Country Local News Leader

### Local News Impressions by Daypart | Household



SOURCE: COMSCORE. Report: Time Based Grid. Dates: 12/30/24-2/23/25. 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.



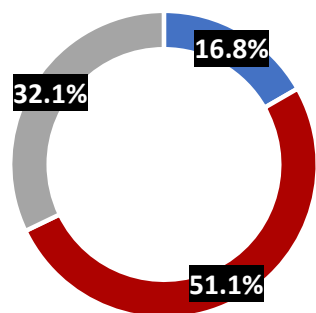


# Palmetto Life

## Viewer Profile

### DEMOGRAPHICS

**Local market adults that have watched Palmetto Life**

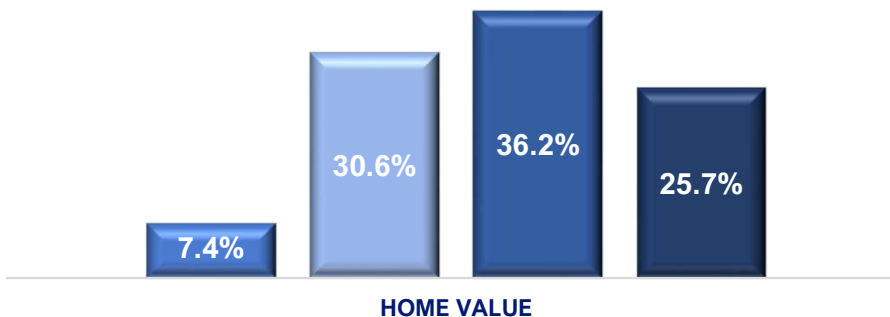
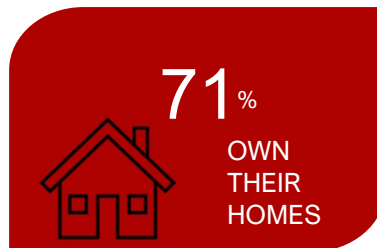
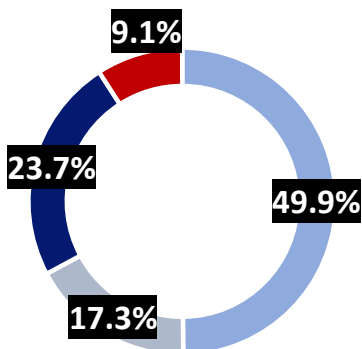


### VIEWER AGE

- HH w/ Adults 18-34
- HH w/ Adults 35-64
- HH w/ Adults 65+

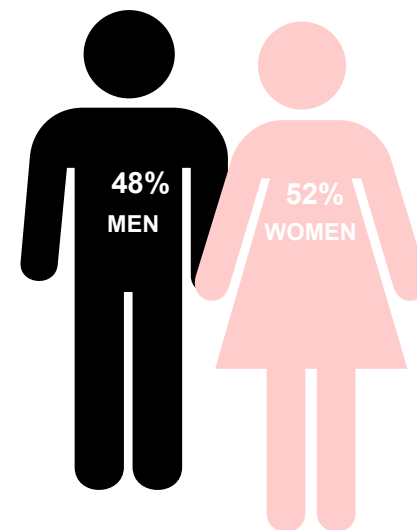
### INCOME

- \$50K or Less
- \$50K-\$75K
- \$75K-\$150K
- \$150K or More



■ \$99,999 or Less ■ \$100K-\$249K ■ \$250K-\$499,99K ■ \$500K or More

### GENDER



### EDUCATION

31% HOLD A  
COLLEGE DEGREE  
OR HIGHER

### CHILDREN

29% HAVE  
CHILDREN  
UNDER 18  
PRESENT IN THE  
HOME

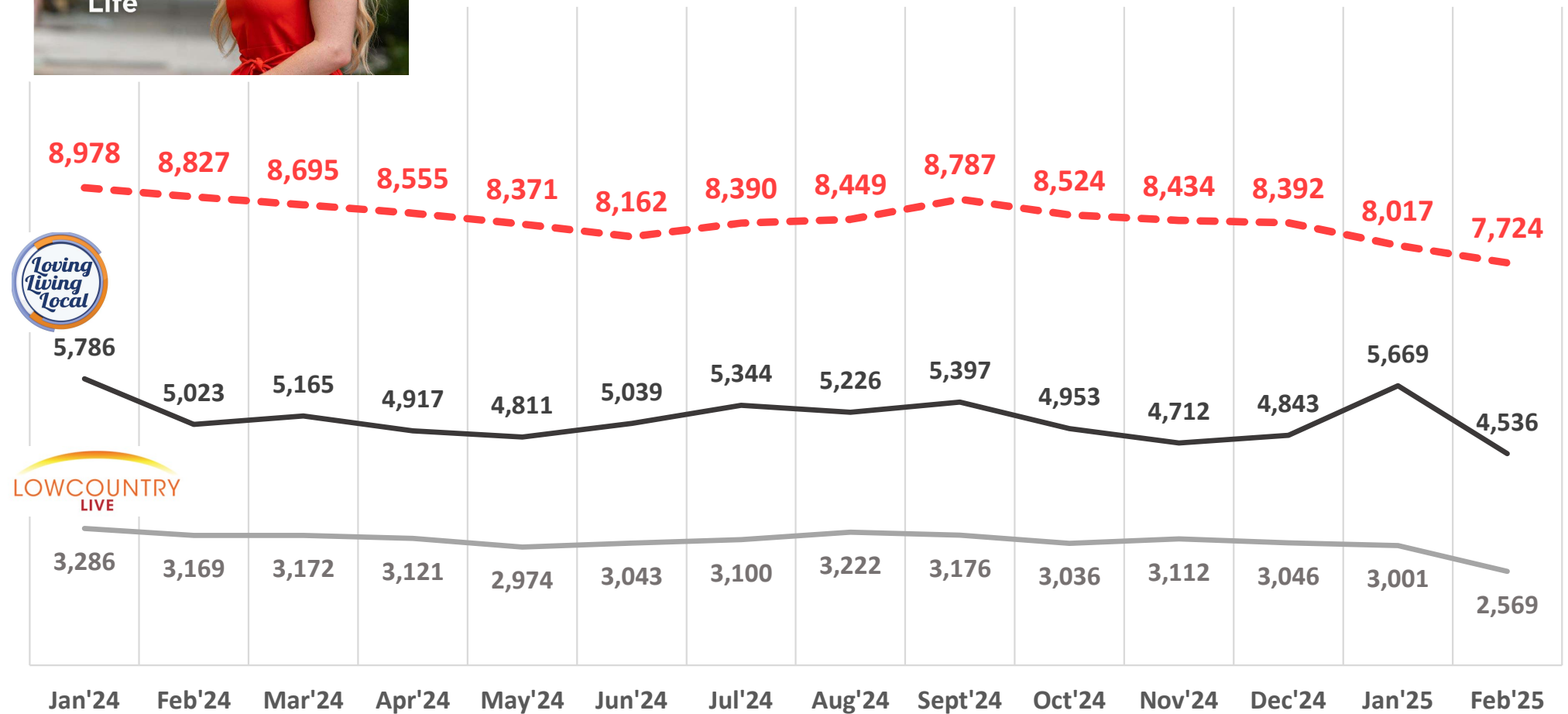


# Palmetto Life—Charleston SC #1 Lifestyle Show



## Local Lifestyle Shows | Household Impressions

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



SOURCE: COMSCORE. Report: Program-based Trender. Dates: January 2024- February 2025.  
Dayparts: WCSC M-F 9a-10a; WCBD M-F 12:30p-1p; ECIV M-F 10a-11a.  
Metric: Average Audience (Impressions) HH Live







# 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**, The founders of Bounce are iconic American figures: Ambassador Andrew Young and Martin Luther King, III.
- The **Charleston SC DMA has 99,180 African American households.**



# BOUNCE Program Schedule

**Talk Show Block:  
5AM-8AM**



**Court Show Block:  
8AM-1PM**



**Drama/Afternoon Movie Block:  
1PM-6PM**



**Evening Movie Block:  
6PM-1030PM**



**Late Night Movie Block:  
1030PM-330AM**

**Jennifer Hudson Show:  
4AM-5AM**



Palmetto Sports & Entertainment, Gray Media's newest South Carolina sports broadcast channel, launched in October 2024.

Airing on Digital 5.3, featuring such fan favorite sporting events like Atlanta Braves Baseball, Charleston RiverDogs and the Charleston Battery.





# Other WCSC Platforms ...

The logo for Bounce, featuring the word "BOUNCE" in a stylized, orange and yellow font.

**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.

The logo for Palmetto Sports & Entertainment, featuring the word "PALMETTO" in blue and "SPORTS & ENTERTAINMENT" in smaller blue text, with a palm tree icon.

**Palmetto Sports & Entertainment, Gray Media's newest South Carolina sports broadcast channel,** launched in October 2024. It airs on WCSC Digital 5.3, featuring such sporting events as Atlanta Braves Baseball, Charleston RiverDogs and the Charleston Battery.



**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.



# WCSC brings the power of a National Agency to your Business.



**Partners  
Business**



## 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.



# ONE STOP – Multiple Capabilities = ONE SOLUTION

## Live 5 (Core) Products

- Live 5 Streaming
- Pre-Roll Video
- Display Ads (Desktop/Apps)
- App Opens
- App Interstitials
- HomePage Takeovers
- Pencil Pushdown Ads
- Site Wraps
- Native Ads
- Specialty Ads
- Sponsored Sections
- Countdown Clock
- Dashboard Insights



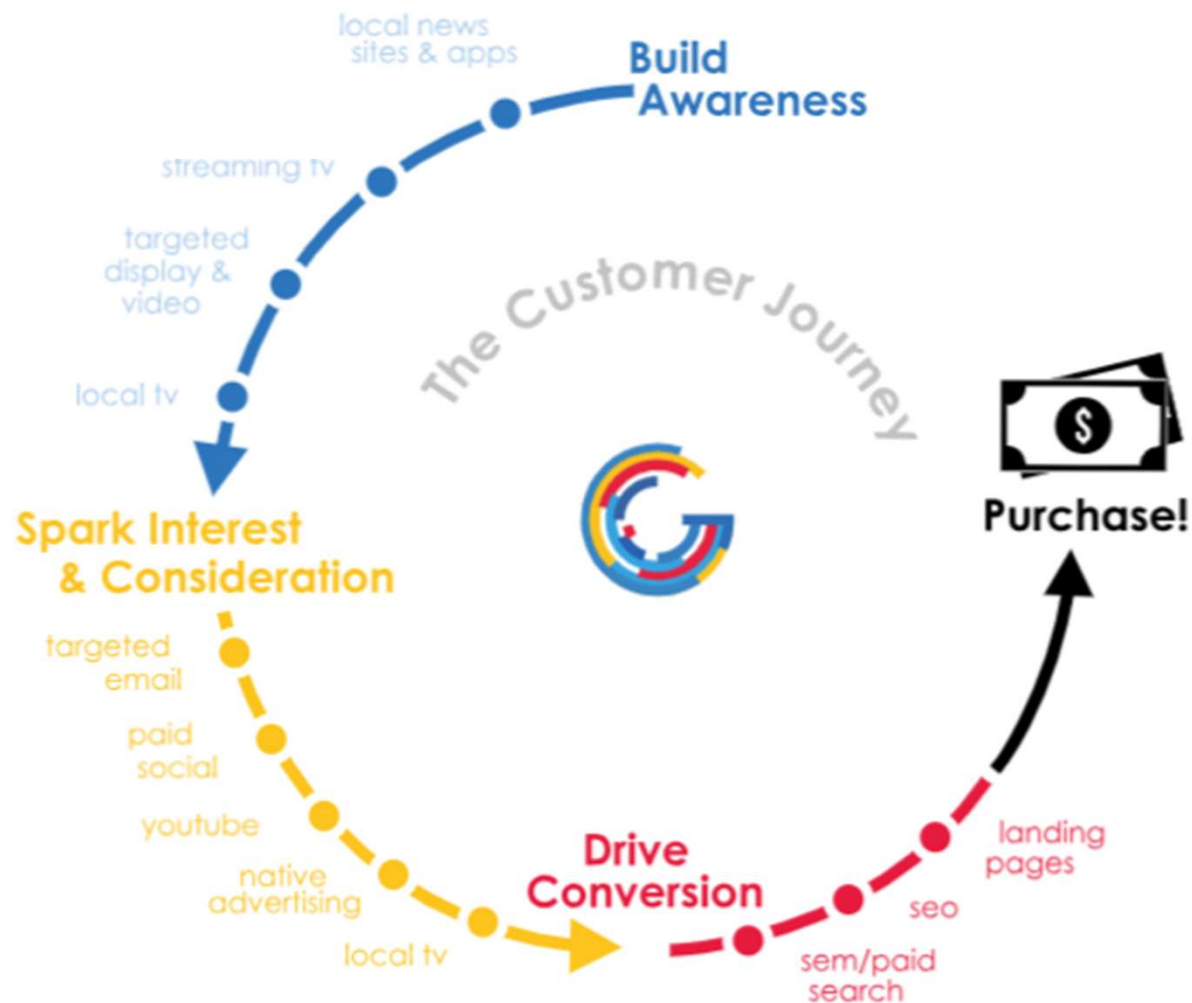
## GDM (Extended) Products

- Streaming TV
- Targeted Emails
- Targeted Display Ads
- Targeted Video
- Streaming Audio
- Gaming
- Landing Pages
- Social Advertising
- YouTube Advertising
- Paid Search & SEO
- Automotive Solutions
- GDM 360
- Dashboard Insight



# 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 (1Q25)

## STREAMING

Total Livestream  
Sessions

**831,602K**

*(Desktop, News App & CTV)*

Source: Google Analytics GA4, 12/30/24-3/29-25.



## DIGITAL

Website  
Page Views

**19,499,445**

News App  
Unique Users  
**75,606**

Weather App  
Unique Users  
**85,705**

Source: Google Analytics GA4, 12/30/24-3/29-25.



## SOCIAL

Meta/Facebook:  
**588K Followers**  
**462K Page Likes**

X/Twitter:  
**153K Followers**

Instagram:  
**73.4K Followers**

YouTube:  
**5.78K Subscribers**

Updated: 4/25/25.

