

CBS 19



Broadcast TV and the community it serves...

- The primary purpose of broadcasting media is to engage and communicate with the public.
- It informs our viewers about everything that happens around the world, nationally, regionally and locally as well as entertaining people.
- Simply put, broadcast provides important information, entertainment, and education to our viewers.



Broadcast TV and the community it serves...

- Broadcast TV can reach 100% of your potential customers in the Charlottesville market;
- It is available over-the-air and on multiple platforms including satellite, cable, and live-streaming;
- Broadcast TV is FREE!;
- The audience is increasing due to cable-cutters and a reduction in streaming subscriptions.
- We know that local news is important in keeping the Charlottesville community informed.



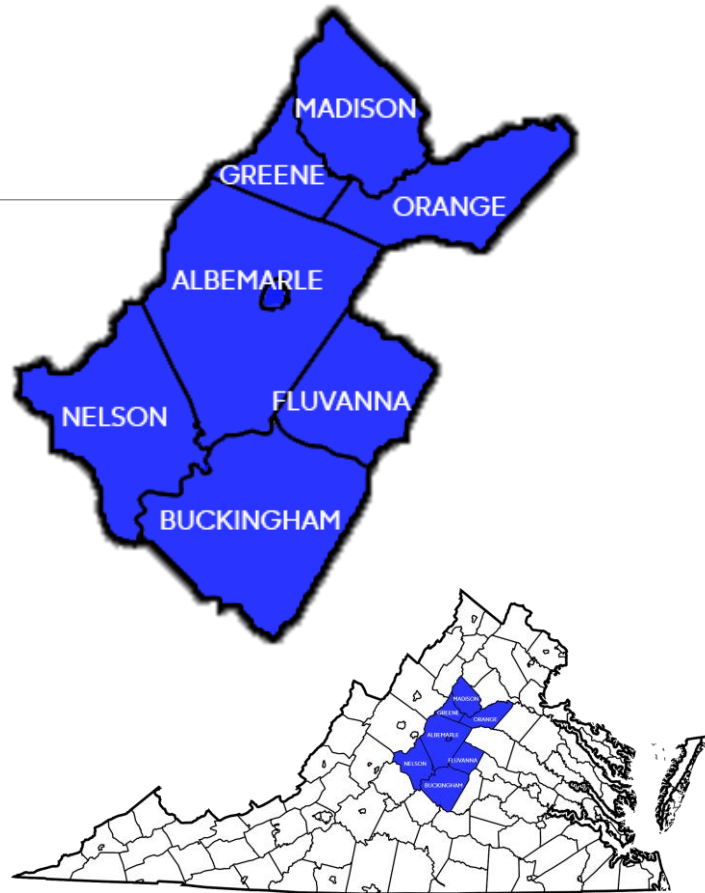
CBS19NEWS.COM



WCAV • WVAW • WAHU • 874 RIO EAST COURT • CHARLOTTESVILLE, VA 22901 • 434.242.1919

CBS19 NEWS	CALL LETTERS	OVER THE AIR	COMCAST XFINITY (CHARLOTTEVILLE AREA)	DIRECTV	DISH NETWORK	LIVE STREAMS
	WCAV-DT	19.1	806	19	19	CBS ALL ACCESS MOBILE APP
	WVAW-LD WAHU-LD	16.1 31.2	803	16	16	ABC MOBILE APP
	WCAV-DT WAHU-LD	27.1 31.1	805	27	27	FOX NOW MOBILE APP
	WVAW-LD	19.2	209			
	WVAW-LD	27.2	210			
	WCAV-DT	19.4				

CHANNEL LINEUPS MAY VARY IN DIFFERENT LOCALITIES • UPDATED 11/30/21



**Charlottesville
DMA
Coverage Map**



Why turn to Local Broadcast TV and Media for advertising?



**TEN REASONS
TO MAKE THE SWITCH
TO CBS 19**



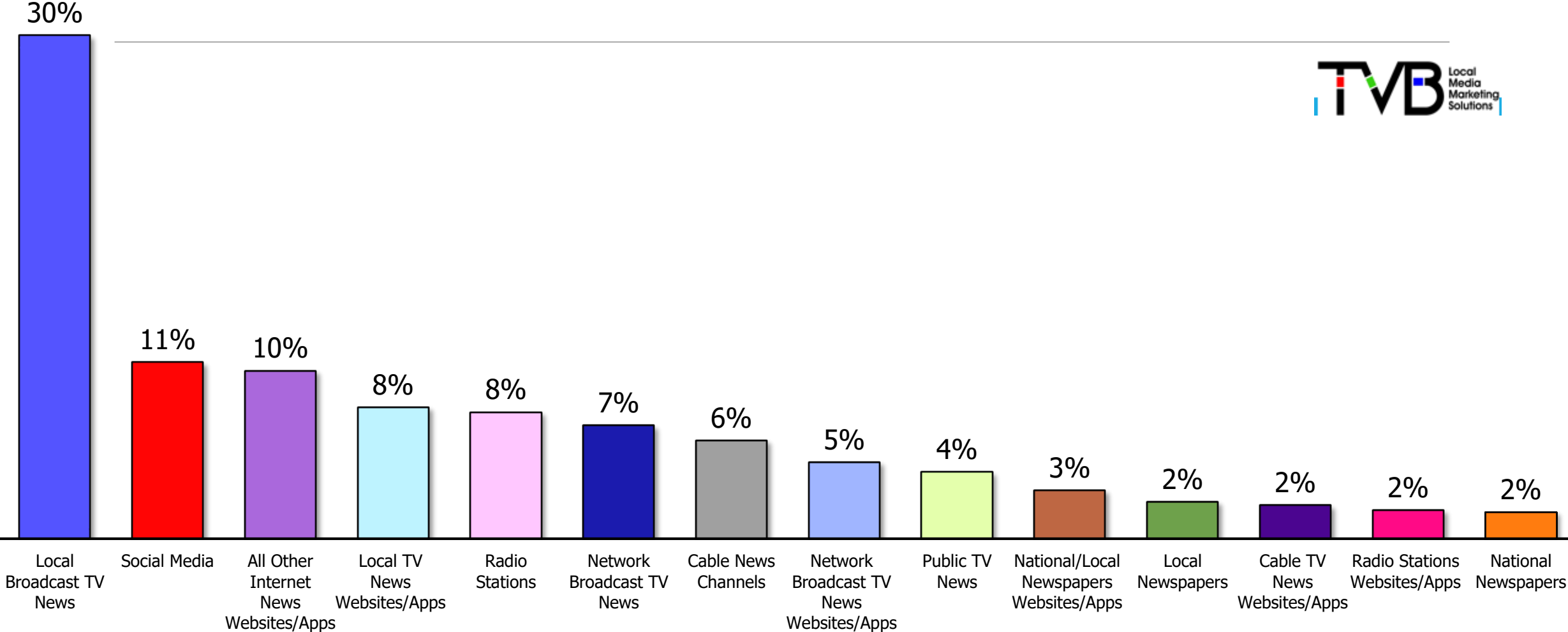
CBS19 SPORTS
PRESTON WILLETT & ANNE-PARKER COLEMAN

CBS 19 SPORTS	CBS 19 SPORTS	CBS 19 SPORTS
THE MOST RESPECTED NAME IN LOCAL SPORTS	OUTSTANDING SPORTS COVERAGE	OUTSTANDING SPORTS OPERATION OF THE VIRGINIAS
	WINNER 2008 2010 2011 2019 2021 2009	OUTSTANDING SPORTS OPERATION OF THE VIRGINIAS 2016 2018 2019 2020 2015 2017 2021



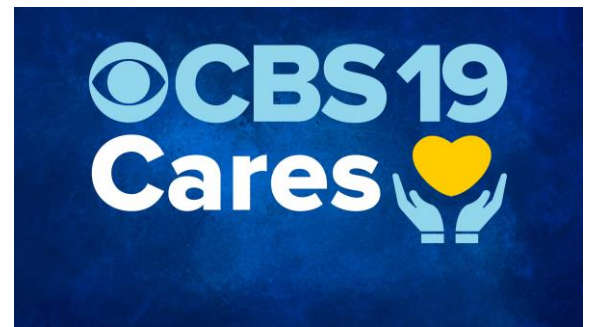
CBS19 WEATHER AUTHORITY
THE LARGEST WEATHER TEAM IN CENTRAL VIRGINIA

The Primary Source For Local Traffic, Weather & Sports: Local Broadcast Television News



Source: GfK TVB Media Comparisons Study 2022. Persons 18+. Includes only those who chose a media. What source do you turn to first for information about local weather, traffic, or sports? Streaming Radio & Podcasts were under 1% each.



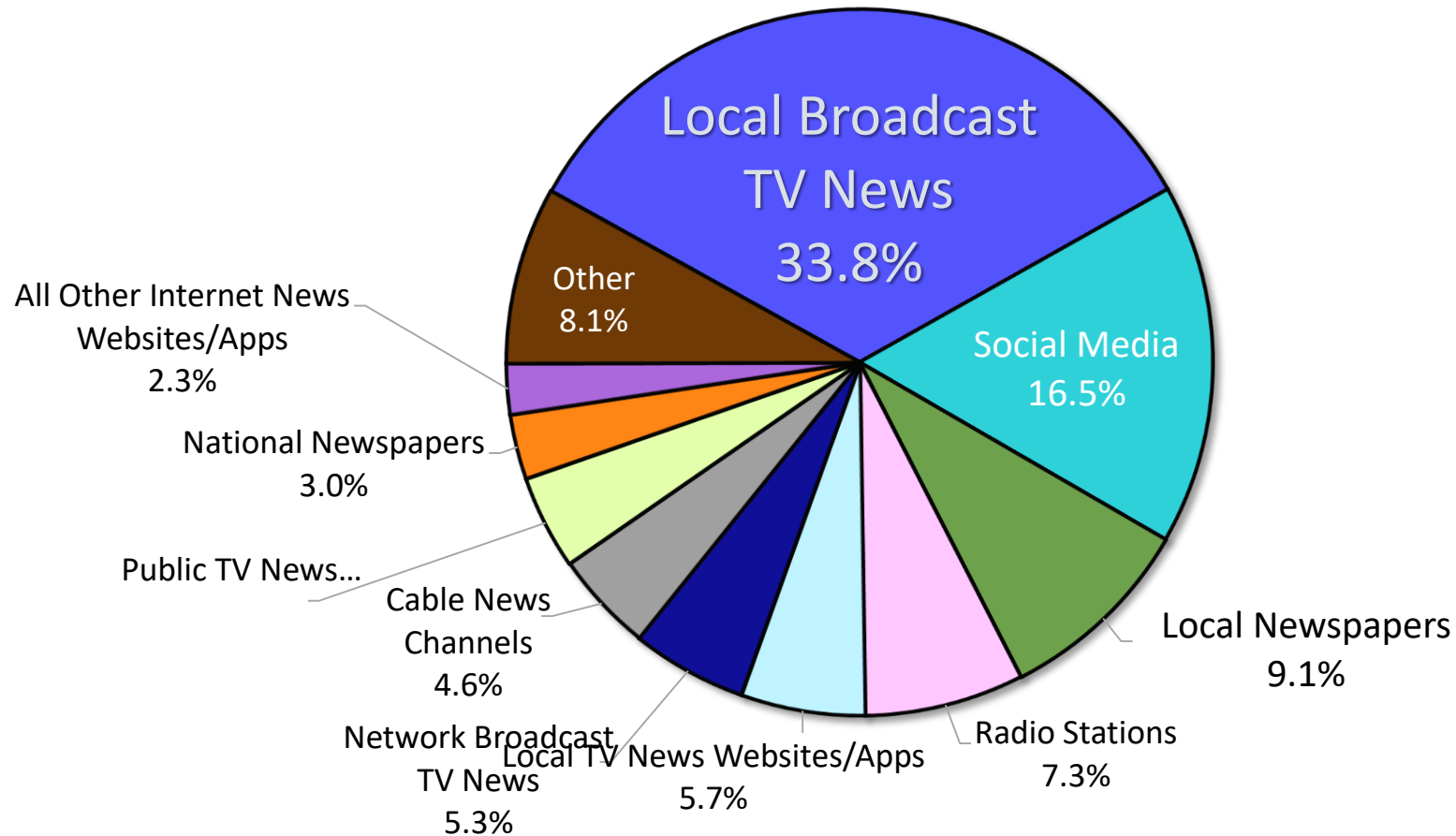


Giving Back to the Community

- ❖ Broadcasters for Blood Drive
- ❖ American Red Cross Heroes Breakfast
- ❖ Dogwood Foundation Parade
- ❖ Blue Ridge Area Food Bank Food Drives
- ❖ CBS19 Community Counts
- ❖ CBS19 Stockings – Salvation Army
- ❖ Salvation Army Telethon
- ❖ Ronald McDonald House Charities Race and Golf Tournament

Local Broadcast Television News: Most Involved In Your Community

Which source of news do you feel is the most involved in your community?



Source: GfK TVB Media Comparisons Study 2022. Persons 18+. Includes only those who chose a media.
Q8 - And, which source of news do you feel is the most involved in your community?



We want to put OUR airwaves to work for YOUR business!

Who are we?



America's most-watched network.
#1 in daytime for 32 consecutive years!



Good Morning America: The nation's most-watched morning show.



FOX NFL Sunday: The #1 show on television. There's no better way to watch sports!

= 75% of local NETWORK PROGRAMMING!

Advertise with us and make your company grow using the power of **3** local networks.

YOUR SUPER BOWL STATIONS!

9 OF THE NEXT 12 SUPER BOWLS ARE RIGHT HERE!

2023: FOXVA SUPER BOWL LVII
2024: CBS19 SUPER BOWL LVIII
2025: FOXVA SUPER BOWL LIX

2027: ABCVA SUPER BOWL LXI
2028: CBS19 SUPER BOWL LXII
2029: FOXVA SUPER BOWL LXIII

2031: ABCVA SUPER BOWL LXV
2032: CBS19 SUPER BOWL LXVI
2033: FOXVA SUPER BOWL LXVII



Our mission at WCAV and our family of stations is simple:

- Our **Clients**, what we do for them: build relationships to help them succeed.
- Our **Community**, its about education and engagement
- Our **Team**, it's how we handle ourselves, we strive to learn, collaborate and persevere

OUR CLIENTS



OUR COMMUNITY



OUR TEAM

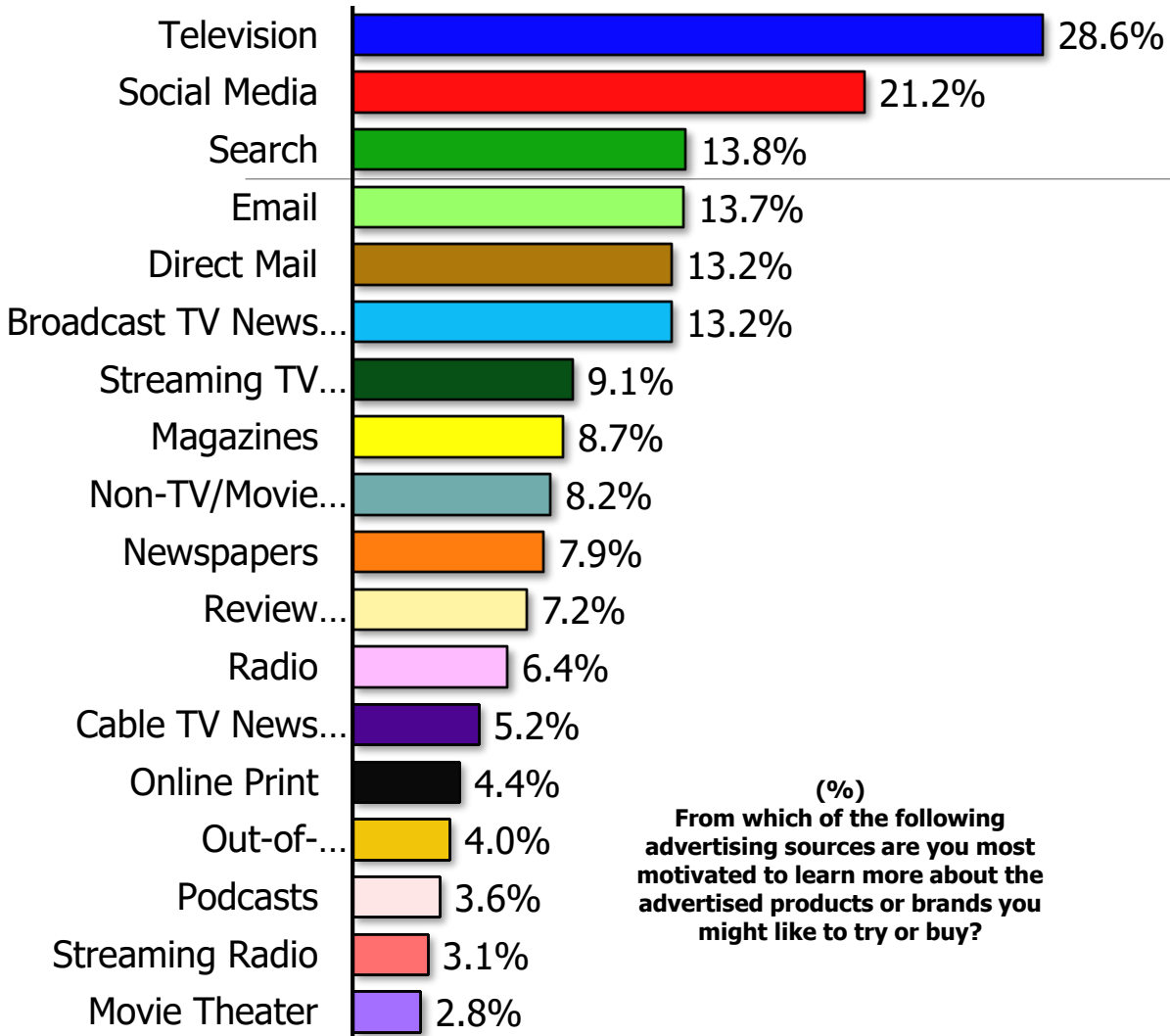


Television Still Known as the “Giant Megaphone” in the World of Advertising

According to a study conducted by MarketShare, television advertising still serves as the “giant megaphone” of information dissemination to the public. People have indeed altered the ways and times during which they watch television, but they are as passionate as ever about its actual content. Marketing efforts that include TV, therefore, **continue to provide greater levels of success with results (based on new accounts and sales) than any other advertising efforts.**

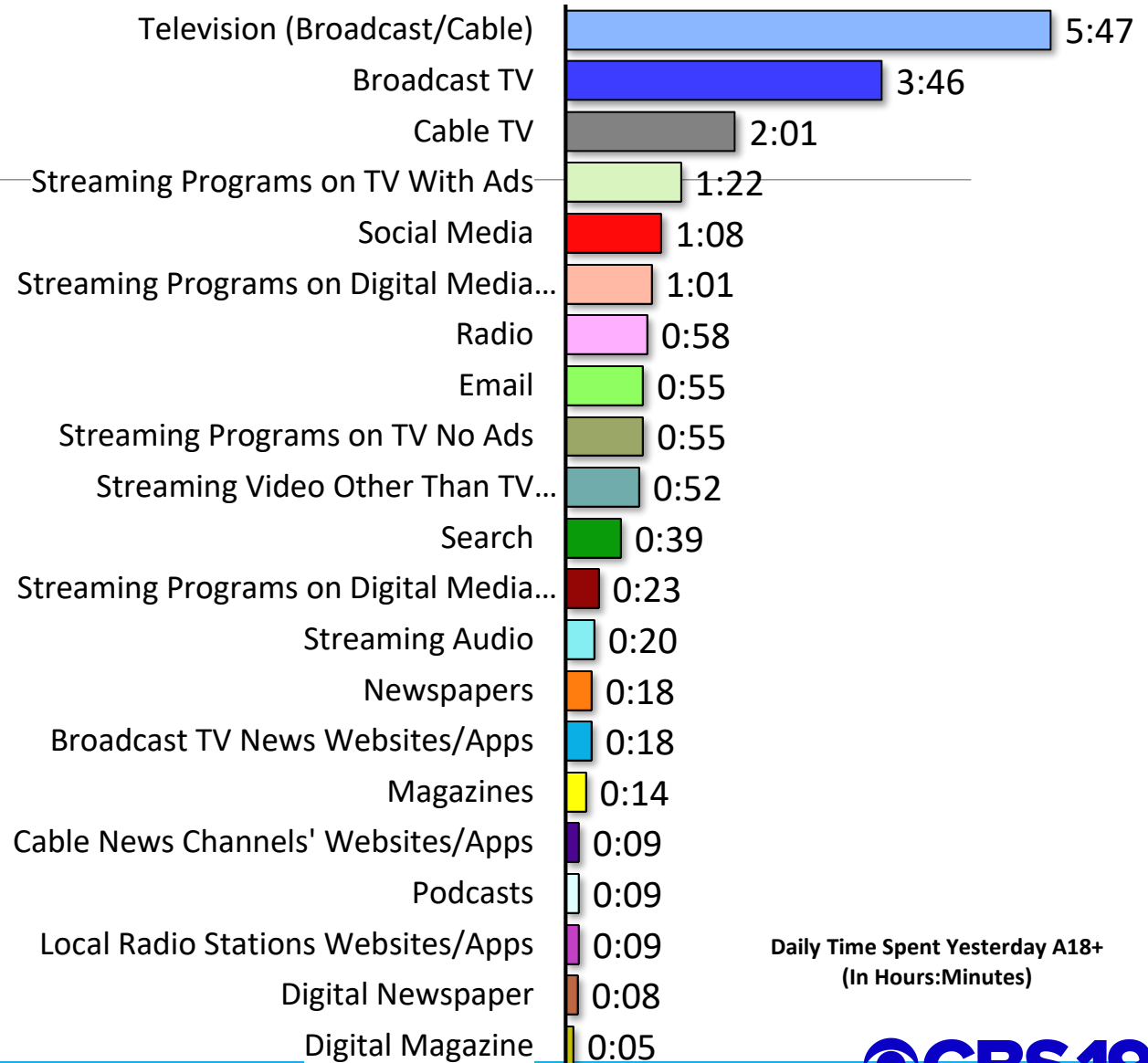


Television Ads Motivate To Learn More



(%)
From which of the following advertising sources are you most motivated to learn more about the advertised products or brands you might like to try or buy?

People Spend the Most Time with Television



Daily Time Spent Yesterday A18+
 (In Hours:Minutes)

To attract more sales and market share, 3 key Elements Are Needed:

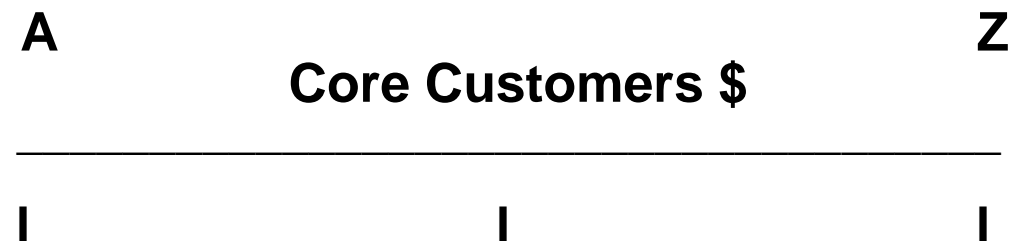
Television ads have the power to influence consumer buying, BUT for the ads to be **EFFECTIVE** you **MUST** have:

- The RIGHT Audience
- The RIGHT Message
- The RIGHT Frequency

To attract more sales and market share, 3 key Elements Are Needed:

1. THE RIGHT AUDIENCE:

Target the core, don't chase the extremes



2. THE RIGHT MESSAGE:

Message should convey your distinction and be consistent across all media. The message must be singular.

3. SUPER HIGH FREQUENCY IN FEWER PLACES:

“The Principle of the Glasses”

This is how MOST advertisers advertise...NOT EFFECTIVE!



This is what works!



Success Stories from local businesses:

Patty Talley

**Director of Customer & Community Relations
Dogwood Village of Orange County**



Working with CBS19 has been a pleasure. They provide us with guidance and support throughout the entire process. We are very pleased that even after we agree to move forward with commercial ideas they work with us to assure we achieve the desired outcome and reach our goals. Since we have been advertising on CBS19 we have raised our profile in the community tremendously. That has been instrumental in convincing our organization to continue utilizing commercials to market our facility.

Success Stories from local businesses:

T. Redden

VP of Development
Fork Union Military
Academy



We see major results partnering with CBS19. We inserted an announcement about our Open house in our TV spots and 95 families pre-registered. Our goal was 50! CBS19 knows how to deliver results through the power of marketing.

Success Stories from local businesses:

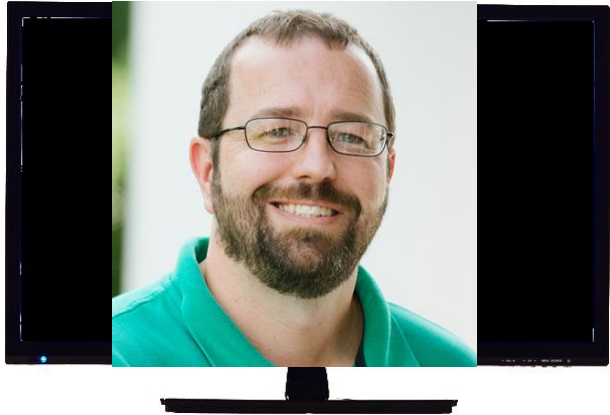
Lucas Weakly, Owner
Charlottesville's Earthly
Cleaning



CBS19 News has been instrumental in growing my business through TV and Digital advertising. They take the time to consult with me to really get to know my business and what my goals are. They have provided various strategies to market my services effectively to the residential and commercial sectors. If you want to grow your business, please give the team at CBS19 a call.

Success Stories from local businesses:

AVENUE REALTY



CBS19 client since 2019

The team at CBS19 is wonderful. They always have new ideas and insights on how I can help grow my business. They do their research and come to each meeting with well-thought-out concepts, helping me navigate through digital and TV advertising. I feel that CBS19 is always looking out for my best interest and really cares about me and my goals.

Thank You!

Questions?