



**MEDIA
KIT**

Your Community Connection



A Brief History of WJZ TV

WJZ's first day of broadcasting was on November 1, 1948 as **WAAM**. The station was originally owned by **Radio-Television of Baltimore Inc.** Channel 13 was originally an ABC affiliate, the network's fifth outlet to be located on the East Coast. Until 1956, it carried an additional primary affiliation with the DuMont Television Network. On the station's second day of operations, WAAM broadcast the 1948 presidential election returns and various entertainment shows, remaining on the air for 23 consecutive hours. Channel 13 has been housed in the same studio facility, located near Druid Hill Park on what is now known as Television Hill, since the station's inception; the building was the first in Baltimore specifically designed for television production and broadcasting.

As a DuMont affiliate, WAAM originated many Baltimore Colts games for the network's National Football League coverage. WJZ now airs the vast majority of the NFL's Baltimore Ravens games.

From 1957 to 1964, one of the station's highest-rated programs was *The Buddy Deane Show*, an in-studio teen dance show similar to ABC's *American Bandstand*, which WJZ-TV preempted in favor of the Deane program. Deane's program was the inspiration for the John Waters 1988 motion picture *Hairspray* and its subsequent Broadway musical version, which in turn was made into an acclaimed musical film in 2007.

WJZ is the home station of Oprah Winfrey, where she began her career in 1976 as a news anchor and eventually co-hosted WJZ's local "People Are Talking" show.

WJZ is a news oriented broadcaster, airing Baltimore's only 3 hour local evening news block (M-F/4PM-7PM).

On January 2, 1995, channel 13 became Baltimore's CBS affiliate. Westinghouse then bought CBS on November 24, 1995, making WJZ-TV a CBS owned-and-operated station. Notably, this marked the first time that CBS had wholly owned a station in the Baltimore/Washington corridor.



The Baltimore DMA

The Baltimore DMA is the 26th largest in the United States, and WJZ reaches into surrounding markets such as Washington, DC, Salisbury DE and York, PA.

Market #26
Total DMA TV Households: 1,084,180
Total DMA Pop: 2,709,961

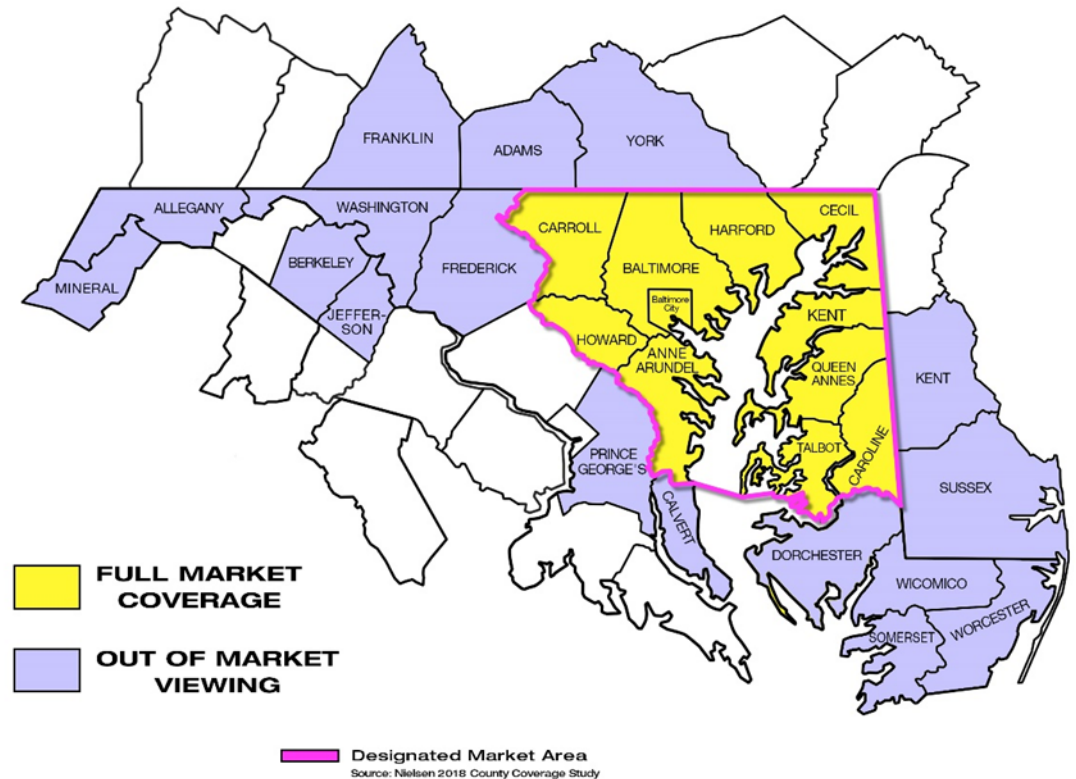
| County | TV Households |
|------------------|------------------|
| Baltimore | 313,680 |
| Baltimore City | 224,310 |
| Anne Arundel | 204,680 |
| Caroline | 11,310 |
| Carroll | 56,560 |
| Cecil | 34,920 |
| Harford | 87,840 |
| Howard | 111,620 |
| Kent | 7,170 |
| Queen Anne's | 17,480 |
| Talbot | 14,610 |
| DMA Total | 1,084,180 |

| DMA | % Black | % Hispanic | % Cable TV | % ADS |
|------------------|-------------|------------|-------------|-------------|
| Baltimore | 28.8 | 4.3 | 73.8 | 15.7 |

WJZ is a Powerhouse Station



WJZ Coverage Map



WJZ - Your Community Connection

WJZ Programming

| | MONDAY-FRIDAY | SATURDAY | SUNDAY | |
|-------|--------------------------------------|-----------------------|----------------------|-------|
| 4:00 | CBS News | Entertainers | Pet TV | 4:00 |
| 4:30 | WJZ News @ 430AM | " | Innovation Nation | 4:30 |
| 5:00 | WJZ News @ 5AM | House Smarts | Paid Program | 5:00 |
| 5:30 | WJZ News @ 530AM | Entertainment Tonight | " | 5:30 |
| 6:00 | WJZ News @ 6AM | WJZ Sat News @ 6AM | " | 6:00 |
| 6:30 | WJZ News @ 630AM | WJZ Sat News @ 630AM | On Time | 6:30 |
| 7:00 | CBS This Morning | WJZ Sat News @ 7AM | Kids | 7:00 |
| 7:30 | " | WJZ Sat News @ 730AM | " | 7:30 |
| 8:00 | " | CBS This Morning Sat | WJZ Sun News @ 8AM | 8:00 |
| 8:30 | " | " | WJZ Sun News @ 830AM | 8:30 |
| 9:00 | Maury Povich | " | CBS Sunday Morning | 9:00 |
| 9:30 | " | " | " | 9:30 |
| 10:00 | Let's Make A Deal | It's Academic | " | 10:00 |
| 10:30 | " | Kids | Face The Nation | 10:30 |
| 11:00 | The Price Is Right | " | " | 11:00 |
| 11:30 | " | " | Paid Program | 11:30 |
| 12:00 | WJZ News @ 12N | " | Sports / Various | 12:00 |
| 12:30 | The Young and the Restless | " | " | 12:30 |
| 1:00 | " | Sports / Various | " | 1:00 |
| 1:30 | The Bold and the Beautiful | " | " | 1:30 |
| 2:00 | The Talk | " | " | 2:00 |
| 2:30 | " | " | " | 2:30 |
| 3:00 | Dr. Phil | " | " | 3:00 |
| 3:30 | " | " | " | 3:30 |
| 4:00 | WJZ News @ 4PM | " | " | 4:00 |
| 4:30 | WJZ News @ 430PM | " | " | 4:30 |
| 5:00 | WJZ News @ 5PM | " | " | 5:00 |
| 5:30 | WJZ News @ 530PM | " | " | 5:30 |
| 6:00 | WJZ News @ 6PM | WJZ Sat News @ 6PM | CBS Evening News | 6:00 |
| 6:30 | CBS Evening News | CBS Evening News | WJZ Sun News @ 630PM | 6:30 |
| 7:00 | WJZ News @ 7PM | WJZ Sat News @ 7PM | CBS Prime | 7:00 |
| 7:30 | Entertainment Tonight | WJZ Sat News @ 730PM | " | 7:30 |
| 8:00 | CBS Prime | CBS Prime | " | 8:00 |
| 11:00 | WJZ News @ 11PM | WJZ News @ 11PM | WJZ News @ 11PM | 11:00 |
| 11:35 | Late Show Colbert | NCIS: New Orleans | NCIS: New Orleans | 11:35 |
| 12:05 | " | " | " | 12:05 |
| 12:35 | Late Late Show Corden | Major Crimes | Listener | 12:35 |
| 1:05 | " | " | " | 1:05 |
| 1:35 | Entertainment Tonight | Madame Secretary | Paid Program | 1:35 |
| 2:05 | Paid Program | " | Madame Secretary | 2:05 |
| 2:35 | Dr. Phil | Leverage | " | 2:35 |
| 3:05 | " | " | Beautiful Homes | 3:05 |
| 3:35 | CBS Overnight News / (Beaut Hms Fri) | American Athlete | CBS Overnight News | 3:35 |



WJZ Special Events

WJZ 2019 MARKETING CALENDAR

First Quarter



Second Quarter



Third Quarter



Fourth Quarter



WJZ Digital & Exclusive Sponsorships

1st quarter:

Black History Oratory Contest
March Madness Bracket Challenge
Countdown to Grammy Awards

2nd quarter:

Beach Forecast
Orioles Opening Day Special

3rd quarter:

Baltimore Ravens NFL Football
WJZ Local Ravens Purple Shows
Countdown Clock to 4th of July
Pro Football Challenge Digital Sponsorship
College Football Digital Sponsorships

4th quarter:

Baltimore Ravens NFL Football
WJZ Local Ravens Purple Shows
**Digital Countdown Clock (Thanksgiving,
Christmas, New Year's Eve)**
Countdown Clock to Christmas
WJZ New Year's Eve Special

Full Year Sponsorships:

It's Academic
WJZ Traffic Report
WJZ Weather Reports:

School Closings
Severe Weather
Mobile Weather

WJZ Morning News Crawl
WJZ News App
CBS Casting Call Sponsorships:

Survivor
Amazing Race
Price is Right

WJZ Noon News Friday Puppy
Closed Captioning
Stock Report Closing
WJZ Cube – In Studio Green Room Sponsorship
WJZ Chopper 13 - News Helicopter
WJZ News Drone Sponsorship
Ask The Expert (Call-in Phone Bank)

For Information on Advertising With WJZ-TV



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