



TESTIMONIAL

# CBS 47 "It's All Here"

## "New CBS Affiliate Hits #1 in First Days"

### THE CHALLENGE:

WTEV television in Jacksonville had been the market's UPN affiliate since 1994. In April of 2002 they signed a contract to become the local CBS affiliate when the 50+ year affiliation with another station fell apart.

WTEV was now faced with a daunting task of letting viewers know that a major station switch would be occurring on July 15th. Programs such as 60 Minutes, Survivor, and CSI, and personalities such as David Letterman and Dan Rather, would be seen on Jacksonville's channel 47.

### THE PLAN:

WTEV looked to Clear Channel Outdoor for a plan to promote the switch of CBS stations and to bring continuous awareness to as many viewers as possible. Clear Channel Outdoor devised a plan that would not only create the immediate awareness desired, but also promote new CBS fall shows. The first campaign was a lead-in to let viewers know which station would be broadcasting CBS programming.

Clear Channel's outdoor plan consists of a 7-period showing (continuing through the end of the year) which comprises 65 panels per 4-week period. The showing highlights existing and new shows in a campaign entitled "It's All Here" - mirroring the CBS network's own motto.

### THE RESULTS:

Within days WTEV's ratings indicated that CBS viewers had been successfully redirected to the new home of CBS in Jacksonville. The daytime soap operas retained virtually all of their audience from Day One. The station's new noon newscast leaped to #1 among total viewers. The new CBS affiliate quickly made its mark nationally, achieving some of the highest CBS ratings in the country within a few weeks of July 15th. WTEV, now CBS47, continued to gain audience since July, and in a highly competitive fall premiere week delivered the top primetime ratings in Jacksonville.

### CUSTOMER SAID:

"When we found out that we were switching from a UPN affiliate to a CBS affiliate, we had less than 90 days to get the message out. Clear Channel Outdoor helped us communicate to a mass audience, quickly. They worked within our budget and assisted in forming a strategy to get the most reach for our dollars. Outdoor advertising along with our on-air and radio campaigns helped us to achieve one of the most successful CBS switches ever."

Susan Adams Loyd  
General Manager,  
CBS/WTEV 47



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