

Q1 FCC Reports 2021
KUTV/KMYU/KJZZ PROMOTIONS

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Check Your Health

KUTV's partnership with Department of Health and Intermountain includes a media buy on KUTV, KMYU, KJZZ, KUTV.com & Broadway radio group. We run commercials and stories to encourage viewers to make good choices for their health, including being physically active and eating healthy. This campaign has a broad demographic; we are reaching: male, female, ages 18+. In addition to weekly stories and interviews we have two commercials currently airing talking about proper COVID precautions and wearing a mask. Towards the end of the quarter we began running a spot about preventing falls.

Baby Your Baby

KUTV's partnership with Department of Health and Intermountain includes a media buy on KUTV, KMYU, KJZZ, KUTV.com & Broadway radio group. This campaign focuses on women 18-35, sharing the message of seeing your doctor 13 times during your pregnancy and by the 13th week you are pregnant. We cover news stories, have in studio interviews, weekly podcast episodes and maintain multiple social media platforms. We have two commercials currently running that talk about protecting your baby from germs and safe sleep.

Souper Bowl of Caring

KUTV hosted its 8th Annual Souper Bowl of Caring. This promotion aims to fight child hunger in Utah by raising funds through viewers, corporate donations and school fundraisers. The TV schedule started at the beginning of January and the link to donate went live on KUTV.com the same time. This all builds up to the day long telethon on February 3rd. KUTV also hosted a 15-minute "Hunger Special" that focused on the hunger problem in our community and explained how Souper Bowl of Caring is helping. This year, *we raised over \$1.1 million in money and food donations.* This brings our eight-year total to **\$7,368,048.**

Addicted Utah

Addicted Utah is a 2News campaign aimed at revealing the widespread addiction issues including opioids, smoking, drinking, and others. Its goal is to inform the public, share stories, and provide information and resources for those struggling with addiction. This promotion has included town halls/roundtable discussions/TV specials, commercials, Fresh Living segments, investigative news stories, and strong digital components.