

## Q3 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, like being physically active and eating healthy. This campaign has a broad demographic; we are reaching: male, female, ages 35 - 64. This quarter we ran promos talking about staying safe during COVID-19.

### 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 13<sup>th</sup> week you are pregnant. We cover news stories, have in studio interviews, weekly podcast episodes and maintain multiple social media platforms.

### Back 2 School Backpacks + Snacks

For the second year, Back 2 School Backpacks + Snacks helped collect cash and backpack donations for the Granite Education Foundation. This involved a broadcast and digital schedule and on the day of the donation drive, live news coverage. With the help of sponsors, **over 20,000 backpacks** filled with school supplies and snack were given to students in need.

### Summer Road Trippin'

KUTV is Road Trippin' again this summer. Adam Mikulich highlighted various Road Trippin' destinations of our sponsors. In July, he visited Utah Olympic Legacy Foundation, This is the Place Heritage Park, and Snowbird. In August, KUTV made stops at Bear Lake, Elko, Lagoon, Utah Arts Festival.

### **Addicted Utah**

KUTV's Addicted Utah, aims to reveal the widespread addiction issues including opioids, smoking, drinking and many others facing our community. This promotion includes town halls, commercials, fresh living segments, investigative news stories and strong digital components.

### **Uplift Families' TIPS Parenting Conference**

Uplift Families hosted their 10<sup>th</sup> annual TIPS Parenting Conference this year. For the second time, this conference took place virtually. KUTV produced a show highlighting TIPS Talks from parenting experts. This event was broadcasted on KUTV Channel 2 and promoted ahead of time through broadcast and digital schedules as well as Fresh Living appearances.