

Q4 FCC Reports 2021 **KUTV/KMYU/KJZZ PROMOTIONS**

BY: LESLIE TILLOTSON; MARKETING DIRECTOR

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.

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.

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.

"The Big Gig" – American Cancer Society Hope Lodge

The American Cancer Society Hope Lodge celebrated their six-year anniversary. This facility provides a home away from home for patients seeking cancer treatment. To celebrate this, and in partnership with Cyprus Credit Union, KUTV helped promote "The Big Gig" through a broadcast schedule, live weather hits, and Fresh Living appearances.

Ask the Expert

At KUTV, we are committed to helping Utahns get key information and resources they need to make informed decisions. This quarter, we partnered with SelectHealth for infothons talking about Medicare and Open

Enrollment. Experts from SelectHealth answered questions each day related to health care coverage. Spots ran on all three stations (KUTV, KMYU, KJZZ). On KUTV, we did two hits in the noon, one hit in Fresh Living, and one hit in the 4pm and 5pm news.

Angel Tree

We kicked off our 29th year of the Salvation Army Angel Tree. This campaign tied in seven sponsors, from all verticals, to help promote a broad community program. We helped provide Christmas presents to nearly 10,000 Utah children and senior citizens in need. Campaign spots started running in November, Christmas trees went up at all our sponsor locations. These trees are decorated with ornaments listing the names of the needy and their holiday present wish and needs list. The Angel Tree program included an aggressive television and web schedule as well as strong viewer involvement. This is always the premier and most anticipated event of the year for KUTV families as well as friends and family of our sponsors.