

Q2 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.

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.

Home Sweet Home

For the second year, KUTV ran our "Home Sweet Home" promotion. This campaign partnered with local home improvement and repair companies to provide a giveaway to a viewer in need. Viewers were encouraged to enter each of the three contests by submitting a photo of the project that needed an upgrade along with a short description. This promotion included a broadcast promotion schedule on KUTV, KMYU, KJZZ as well as a strong digital package, news mentions, and Fresh Living segments.

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.

Ronald McDonald House Virtual Gala

KUTV hosted a Virtual Gala with Ronald McDonald House Charities on Saturday, April 24th at 6 p.m. The broadcast included a live auction,

fundraiser and stories about the Ronald McDonald House. Through this Virtual Gala, RMHC raised hundreds of thousands of dollars in donations.

Resilience Month

The month of May in Utah is declared “Resilience Month.” KUTV partnered with Resilient Utah during this time to create PSA promos, highlight resilient people and companies in the state, and provide tips to families on how to be more resilient.

Summer Road Trippin’

KUTV is Road Trippin’ again this summer. Adam Mikulich highlighted various Road Trippin’ destinations of our sponsors. In June, he visited General RV, St. George Dinosaur Museum, Cache Valley Visitors Bureau, Pineview Reservoir, and Burt Bros. We are planning additional destinations for him to visit in both July and August.