

Q1 FCC Report 2023
LESLIE TILLOTSON/KUTV STATION PROMOTIONS

Check Your Health

KUTV's partnership with Department of Health and Intermountain includes a media buy on KUTV, KMYU, KJZZ, KUTV.com & Broadway Media radio group. We run commercials and stories to encourage viewers to make good choices for their health, including being physically active, eating healthy, and getting recommended screenings. This campaign has a broad demographic; we are reaching: male, female, ages 18+.

Baby Your Baby

KUTV's partnership with Department of Health and Intermountain includes a media buy on KUTV, KMYU, KJZZ, KUTV.com & Broadway Media 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, podcast episode library, and maintain multiple social media platforms.

Souper Bowl of Caring

KUTV hosted its 10th 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 1st. KUTV also hosted two 15-minute "Hunger Specials" that focused on the hunger problem in our community and explained how Souper Bowl of Caring is helping. This ended on Super Bowl Sunday, February 12th.

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.

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LESLIE TILLOTSON/KUTV PROMOTIONS

Check Your Health

KUTV's partnership with the Utah Department of Health and Intermountain Healthcare 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, like being physically active, eating healthy, and getting recommended screenings. This campaign has a broad demographic; we are reaching: male, female, ages 18+.

Baby Your Baby

KUTV's partnership with the Utah Department of Health and Intermountain Healthcare 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, and maintain multiple social media platforms.

KUTV Diaper Drive

For the second year, KUTV hosted a Diaper Drive, benefitting the Utah Diaper Bank. We collected monetary donations online as well as diaper donations at several sponsor locations. Through diaper and cash donations, we were able to bring in 132,842 diapers to help Utahns in need. The awareness we also brought to need for diapers in the community was also invaluable for the non-profit organizations we work with.

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 TV specials, commercials, fresh living segments, investigative news stories and strong digital components.

Ronald McDonald House Virtual Gala

KUTV hosted a Virtual Gala and sponsored an in-person gala with the local Ronald McDonald House Charities on Saturday, April 22nd. Both events included a live auction, fundraiser, and stories about the Ronald McDonald House. Through this initiative, RMHC raised over \$1.8m in donations.

Resilience Month

The month of May in Utah is declared “Resilience Month.” KUTV partnered with Resilient Utah during this time to create and air 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. Sarah Jenkins highlighted various Road Trippin’ destinations of our sponsors. In May, she visited General RV and Bear Lake and in June, she Road Tripped to Monument Valley, This is the Place Heritage Park, Logan, Sweetwater County, and Green River, UT. We are planning additional destinations for her to visit in both July and August.

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Back 2 School Backpacks + Snacks

For the fourth 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. Sarah Jenkins highlighted various Road Trippin' destinations of our sponsors. In July, she visited Elko, Nevada, Vernal, Utah, Beaver County, Utah, and Oceanside, California. In August, KUTV made stops at Anaheim, California and Lagoon Amusement Park.

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Angel Tree

We kicked off our 31st year of the Salvation Army Angel Tree. This campaign tied in four 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.