

KRDO13 Investigates was the only news team to delve deep into the funeral home industry in Colorado and what led up to the horrific discovery of nearly 200 decomposing bodies inside a funeral home. At the time of our reporting, we utilized promo banners on our website to drive eyes back to our broadcast reporting. Our [“Body of Lies” landing page](#) features all of our reporting, partnered with a full timeline as well as our broadcasted special. [Digital articles](#) utilize multimedia embedding, like photos of the scene, timelines, mug shots, and court documents. Coverage was cross-promoted on [Facebook](#) and [Instagram](#) where KRDO13 utilized different teaser videos. Coverage also extended to [TikTok](#). Finally, KRDO13 also streamed [press conferences to YouTube](#) and used the opportunity to cross-promote our other broadcast coverage.

Promo banner:



Landing page: <https://krdo.com/body-of-lies-2/>

Digital coverage: <https://tinyurl.com/5n7aznnk>

Facebook: <https://www.facebook.com/share/v/15TfGdeeLR/>

Instagram: <https://www.instagram.com/reel/C3qxkK9MzjG/?igsh=enN6ZGkycGpxbDZn>

TikTok:

https://www.tiktok.com/@krdo__13/video/7356351155934629166?_r=1&_t=8sNcvB0mNUg

TikTok: <https://www.tiktok.com/t/ZTYq55vvW/>

YouTube: <https://www.youtube.com/watch?v=RGtObJsYmhc>