

On Aug. 21, *KRDO13 Investigates* was the first to break the story of Brian Cotter, the Pueblo County Coroner, who Colorado Department of Regulatory Agencies (DORA) inspectors alleged hid decomposing bodies in a secret room of his privately-owned funeral home. Our breaking news digital report sparked nationwide headlines. KRDO13 used various methods in the following hours to promote our breaking news broadcast segments. First, we created a landing page for the story, which at the time contained a promo video for our evening newscast. We provided team coverage throughout the day, with several reporters working different angles, whose reports were added to this landing page. We also created a promotion banner for our website, which linked to this page and the newscast promo video. We livestreamed a press conference that day, using the opportunity to cross-promote to our 4, 5, and 6 p.m. coverage. Additionally, our team posted teaser videos on our social media channels and also utilized graphics to promote our segments.

The Coroner's Secret Room landing page: <https://krdo.com/the-coroners-secret-room/>

Website promo banner:



Newscast promotion video (posted to our social media channels and was also put on the Coroner's Secret Room landing page day-of):

[https://www.instagram.com/reel/DNoYc5hRuvv/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/DNoYc5hRuvv/?utm_source=ig_web_copy_link)

Social media coverage and promotions:

- <https://www.facebook.com/KRDO13/posts/pfbid01Pu5zPRfcbYDX4KWmyXpYXMcwjds6giUCSAzdcAFxTLWdQSMs2bUDCYBxAoh8MTJI?rdid=2IsKHNserfAHRgnx#>
- <https://www.facebook.com/watch/?v=788904930746376&rdid=Jx1wYWpTTcg3StZl>
- <https://www.facebook.com/KRDO13/posts/pfbid02ujW4xX939TEZwGHPnPWRaZNBxxHQdYiTDPjzGVfDQR6VijugxVr9uYBpyjaKVXb7l?rdid=xVhlabJo5oASZiyw#>
- <https://www.facebook.com/watch/?v=2310069766075025&rdid=4Or1Wu8CUVzRHE6B>
- <https://www.facebook.com/KRDO13/posts/pfbid02CiaWm3PSK2x4jNbDiGh5BoVBvLtF2wPxqwtugW7Aif3MDBU2w3Ckr7AHzYTWJSwhl?rdid=RjmGWIH3FHPEujyf#>
- <https://www.facebook.com/KRDO13/posts/pfbid02nacVgauEGWmJ4gjYLez5nq9WHLwZVqDgTe8Au4k5p8DtVLAp3bAjMDMuw1DwxkbCl?rdid=XxBJh863pJiB9poZ#>

Digital articles:

- <https://krdo.com/news/2025/08/21/pueblo-county-coroner-accused-of-hiding-bodies-in-secret-room-at-his-privately-owned-funeral-home/>
- <https://krdo.com/news/2025/08/21/what-we-know-about-brian-cotter-county-coroner-accused-of-hiding-bodies-in-secret-room/>
- <https://krdo.com/news/2025/08/21/families-of-return-to-nature-case-demand-action-yet-another-funeral-home-accused-of-misconduct/>
- <https://krdo.com/news/2025/08/21/colorado-law-changes-on-funeral-regulations-could-have-led-to-davis-mortuary-investigation/>
- <https://krdo.com/news/2025/08/21/did-you-entrust-your-loved-ones-remains-with-davis-mortuary-were-digging-into-whats-next/>
- <https://krdo.com/news/2025/08/21/dozens-of-families-gather-to-grieve-together-after-county-coroner-is-accused-of-hiding-bodies/>