Case Study | 2 min read

How Hill & Wood Uses Broadcast to Deepen Care and Expand Reach

Location: Charlottesville, VA
Partner: Hill & Wood Funeral Service
Broadcast Partner: 29News WVIR

chptr

90%
Family adoption rate

$2,250+
Media value per announcement

218,000+
Reached through every broadcast

Elevating Tradition with Broadcast Announcements

Hill & Wood Funeral Service has supported Charlottesville families for generations. Known for dignified care and deep community roots, their team has built long-standing trust by honoring tradition with grace. As families began seeking more flexible, modern ways to connect and remember, Hill & Wood saw an opportunity to enhance their offerings without disrupting what they do best.

They partnered with Chptr to include broadcast announcements in every service package. This gives families a powerful way to share memories and reach their wider circle while keeping the process seamless for staff.

> *"We offer Chptr to every family through our professional services charge with an opt-out option. We've received a good bit of positive feedback from both families and viewers alike."*
>
> **Tess Willets**
> Vice President of Finance

A Valuable Addition for Families and the Brand

Chptr transforms submitted photos and memories into broadcast-ready announcements. These memorials air on 29News WVIR, are shared online, and live permanently on the funeral home's website. The Chptr team handles the production and scheduling, allowing funeral directors to focus on care while giving families something meaningful and easy to share.

Each broadcast announcement generates an estimated $2,250 in earned media value. This helps Hill & Wood grow their presence across the region without increasing advertising costs or staff workload.

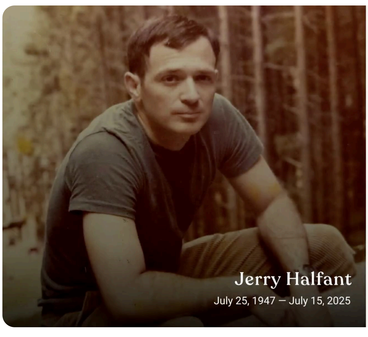
> *"Knowing that Chptr is as equally invested in our families' memorialization is what sets them apart. They've helped us meet last-minute requests and unique needs without hesitation. That level of partnership really matters."*
>
> **Tess Willets**
> Vice President of Finance

Results That Resonate

Since implementing broadcast memorials through Chptr, the team has seen sustained results:

- **90%** family adoption rate
- **$2,250+** in media value per announcement
- **218,000+** local residents reached per broadcast
- Stronger **community recognition** and word-of-mouth
- Differentiation in a competitive market
- Positive family feedback and long-term goodwill

This is what families see on local television, a dignified tribute that reflects Hill & Wood's legacy of care.



Watch a Hill & Wood Broadcast Announcement

Families often express how moving it is to see their loved one remembered on television and how meaningful it is to be able to share that moment widely.

Why It Works for Today's Funeral Homes

- Offers families a dignified and sharable way to celebrate a life
- Adds value to existing packages without operational strain
- Expands brand reach through trusted local broadcast
- Enhances perception without needing to sell anything new

A Thoughtful Upgrade with Lasting Impact

Chptr helped Hill & Wood reinforce their legacy of service while introducing something modern and memorable. The process is simple. The result is lasting. And the alignment with the funeral home's values is clear.

This is not a tech tool. It is a partnership that extends the care families already feel and the reputation Hill & Wood has earned.

Want to Offer Broadcast Announcements in Your Market?

If you're looking for a modern way to support families, grow awareness, and set your funeral home apart, we'd love to connect.

Reach out to our partner success team at **sales@chptr.com** to learn how broadcast announcements can fit seamlessly into your service model and bring meaningful visibility to the work you already do.