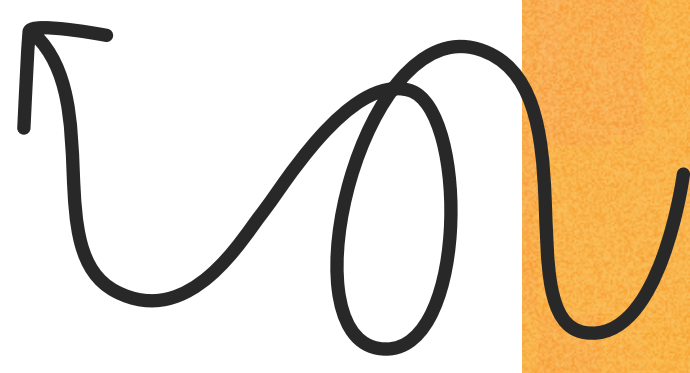


Expanding Reach to More Families with the Power of Broadcast Visibility

Location: Newton & Conover, NC
Partner: Bennett Funeral Service
Broadcast Partner: WBTV Charlotte



chptr

4.7%

Increase in call volume

14.3%

Increase in gross revenue

9.2%

Increase in revenue per case

#1

Voted Best Funeral Home

A Trusted Name in Care Expands Community Reach

Bennett Funeral Service has been serving families across Newton, Conover, and the Catawba Valley with compassion and integrity for over a decade. Family-owned and operated, their reputation is rooted in treating every family like their own.

In 2025, Bennett became the first funeral home in the Charlotte region to offer Bennett Broadcasts™ on WBTV. The goal was simple: to give families a more visible, community-centered way to honor their loved ones while staying true to the personalized care that defines their brand.

“We have already welcomed families who first learned about us through a Chptr broadcast. That visibility not only allows us to serve more families, but it also played a role in being voted Charlotte’s Best Funeral Home, a recognition we are humbled to receive.”

Kyle Bennett
Funeral Service Licensee



Donna Rudisill and Kyle Bennett share how Chptr Broadcasts helped them reach more families and become Charlotte’s Best.

[Hear Donna and Kyle’s story](#)

Six Months of Measurable Impact

In the first six months of 2025, Bennett saw meaningful lift across several indicators of community engagement and business performance after introducing Bennett Broadcasts™ on WBTV.

Bennett has experienced:

- **New at-need cases** within the first two weeks
- Family praise for the broadcasts **even before their time of need**
- Increased pre-need inquiries from families **who saw Bennett on WBTV**
- More recognition across Charlotte and surrounding counties, marked by the honor of being voted **Charlotte’s Best Funeral Home** for the first time

Bennett also strengthened other parts of its marketing during this time, but even with that broader context, comparing May through October 2025 to the same period in 2024 shows a clear lift in performance across key measures:

- **4.7%** increase in call volume
- **14.3%** increase in gross revenue
- **9.2%** increase in revenue per case

These improvements reflect a broader rise in visibility and community engagement. Bennett Broadcasts™ is one contributing part of that momentum, alongside the funeral home’s continued commitment to exceptional service.

“This has been about more than just adding a service. It is about strengthening our connection to the Charlotte community. Bennett Broadcasts give families the ability to share their loved one’s story in a way that truly reaches everyone who cared, and that is deeply meaningful.”

Donna Rudisill
Director of Community Relations



Margaret Patricia Compton
February 19, 1929 – April 9, 2025

Service

- 📅 Saturday, May 10 | 2:00 pm
- 📍 Spirit Place at Abernethy Laurels
100 Leonard Ave, Newton

BENNETT
FUNERAL SERVICE
ESTABLISHED IN 2013

www.wbvtv.com/memorials

This is what families and community members are seeing on WBTV, and why they are reaching out.

[Watch a Bennett Broadcast™](#)

Families say they appreciate:

- A meaningful and visible way to honor loved ones
- The ability to notify the full circle of people who cared
- Ease and dignity of the process, with Chptr handling production
- The opportunity to connect beyond the newspaper obituary

Leading With Heart, Powered by Visibility

The partnership with Chptr has given Bennett a modern tool that complements their deep-rooted care philosophy. What started as an idea has now become a proven growth driver for the business and a deeply valued service for families.

“Our partnership with Chptr has allowed us to expand the ways we serve families. From Bennett Broadcasts on WBTV to Heirloom Films and ready-to-share visuals, we can now give families more meaningful options to honor their loved ones and ensure their stories are remembered for generations.”

Rhonda Bennett
Co-Owner

Ready to See What Broadcasts Could Do for Your Funeral Home?

Chptr works with funeral homes and media partners to help local brands grow through thoughtful, dignified visibility. We handle the production and promotion, and you continue doing what you do best: serving families.

Talk to our partner success team at sales@chptr.com to learn how broadcast storytelling can drive referrals, elevate your brand, and support more families in your market.