

Heritage Tri-Cities Sets the Pace for Modern Memorialization

Location: Johnson City, TN
Partner: Heritage Family
Broadcast Partner: WCYB Tri-Cities



chptr

100%

Tri-Cities homes activated

72%

Families chose a Tribute Spotlight

946,000

People reached across Tri-Cities

\$606K

Earned media value in 2 weeks

Launching Tribute Spotlights in Tri-Cities (Tennessee–Virginia)

Heritage Family launched Tribute Spotlights powered by Chptr in Tri-Cities as part of a three-market pilot.

Each market had already reduced spend on billboards, TV ads, and radio obits, and with rapid shifts in technology and family expectations, the team welcomed a new opportunity to strengthen their presence in the community.

Heritage saw Tribute Spotlights not just as a replacement, but as the modern alternative to traditional obituaries. As newspaper readership continues to decline and costs rise to \$500–\$1,500 or more for a single print notice, families need a better way to reach the community of people who knew and cared for their loved one. Tribute Spotlights give them that reach on trusted local television, at no additional cost to families, ensuring support extends well beyond the immediate family circle.

Training that Inspired Confidence

Over the course of two days, the Chptr team led live, in-person training at Tetrick Funeral Home in Johnson City, TN for an eager group of directors representing all 15 Tri-Cities homes.

Questions were asked and answered, Auntie Ruth's doughnuts and Pal's cheddar rounds were shared, and sweet tea was poured for everyone. Through it all, the refrain was the same: *"everyone is saying how much they love it."*

The moment that stood out most came from Jami Renee Zander, Senior Funeral Director & Embalmer, Cluster Area Manager, who felt so confident after training that she immediately trained two associates who could not attend in person. That kind of peer-to-peer confidence helped fuel rapid adoption across the entire market.

Families Said Yes from Day One

The results in Tri-Cities were immediate and measurable:

- **All 15 homes activated within 2 weeks**, the fastest full-market launch in Chptr history
- 64 Tribute Spotlights ordered out of 89 public cases in just 2 weeks, a **71.9% adoption rate** (nearly three out of every four families served!)
- Demand so strong **airtime doubled from 30 to 60 seconds within days**

Families recognized the value right away. When one family balked at the high cost of a newspaper obituary, Funeral Director Amber Edwards introduced Tribute Spotlights. Their response was instant:

"Only a few hours after training, I offered Chptr to a family who had sticker shock at a newspaper obituary. They burst with excitement and said, 'Heck yeah we want this.'"

Amber Edwards
Funeral Director

Tribute Spotlights air daily on WCYB, honoring families and showcasing Heritage's role in the community.



Remembered, by friends
and family, forever.

CASTLEWOOD
FUNERAL HOME
PART OF HERITAGE



See the Broadcast in Action

Why Funeral Directors Adopted So Quickly

This pilot also marked the rollout of Chptr's new partnership with [Tribute Technology](#), which fully automates Tribute Spotlights orders through funeral home websites. Directors can now initiate an order with a single click directly inside their existing Tribute Technology site. There are no extra steps and no new systems to learn.

That seamless integration, combined with in-person training and clear market readiness, made adoption effortless. Funeral directors embraced Tribute Spotlights as a natural extension of the care they already provide.

What It Proved

Heritage Tri-Cities showed what happens when the right product meets the right team at the right time:

For Families

- **71.9% of families** served by Tri-Cities homes chose a Tribute Spotlight within the first 2 weeks
- Tribute Spotlights are included in every arrangement, giving families lasting community support at **no additional cost**
- Families gain **meaningful visibility**, replacing newspaper obituaries that often cost \$500–\$1,500+
- Every Tribute Spotlight is broadcast on WCYB and syndicated on the WCYB website so **the entire community knows who cared for their loved one**

For Funeral Homes

- Each Tribute Spotlights order carries about **\$2,000 in earned media value**
- In the first 2 weeks, Tri-Cities homes received **\$606,000 in branded airtime value**
- Spots to date have reached an estimated **946,000 viewers**, all with Heritage's name attached
- Every Tribute Spotlight on the WCYB website links back to the funeral home, boosting SEO and online visibility

Every Tribute Spotlight is syndicated on the WCYB website, linking back to Heritage's funeral homes and strengthening online visibility.



OBITUARIES

chptr

Recent Memorials

349 Obituaries

All Time



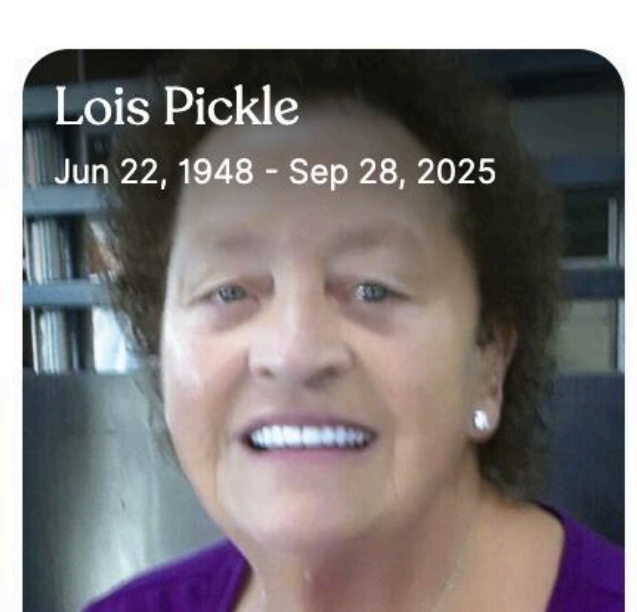
Dylan Borton
Mar 31, 1993 - Sep 29, 2025



Delsie Hurd
Jan 7, 1944 - Sep 29, 2025



Leighann Rhea
Nov 20, 1971 - Sep 29, 2025



Lois Pickle
Jun 22, 1948 - Sep 28, 2025

See the Web Syndication on WCYB

Why It Works for Heritage

- Families feel more supported, with their loved one's story reaching the entire community
- Funeral directors gained a one-click tool through the Tribute Technology partnership that fit seamlessly into their workflow
- The Heritage brand was amplified through daily broadcast presence on WCYB and linkbacks from the WCYB website
- Adoption rates confirm Tribute Spotlights is not just accepted, but embraced, with nearly three-quarters of families served by Tri-Cities homes choosing the service in the first 2 weeks

Supporting Industry Leaders

Chptr is proud to support Heritage Family in setting the pace for modern memorialization. By embracing Tribute Spotlights, Heritage proved that innovation in death care can feel seamless, dignified, and deeply human, a service that strengthens families, empowers directors, and connects communities.

Want to See How It Works in Your Market?

Reach out to our partner success team at sales@chptr.com to learn how Tribute Spotlights can fit seamlessly into your service model.