



Inside Sources 2020: Best-of-Boyd

(& KellieAnn)

Multiple Meaningful Specials

Inside Sources tackled a lot of interesting topics in 2021, we put together a three-hour Pioneer Day special “Celebrating Utah’s pioneering legacy: Our past, present, and future” held numerous Candidate Conversations and hosted the “Utah’s 2020 GOP Gubernatorial Forum” with World Trade Center Utah.

Celebrating Utah's
pioneering legacy: Our
past, present, and
future"

[Click here to see the
best-of video](#)

Celebrating
Utah's

*Pioneering
Legacy*



**Inside
Sources**
With Boyd Matheson



Inside Sources Brand Charter

Our job is to divide rage from reason, connect the dots, challenge current thinking, elevate the dialogue and provide perspective so our audience can make the news make sense...We are committed to transcending divisive rhetoric, creating space for critical conversation and challenging our listeners to engage with action – “in search of higher ground.”

Developed a Brand Focus

Even amidst a pandemic, we challenged “weariness,” reminded people that it is “Not a new normal, but a new now,” and explained how “history has its eyes on us as well.” We celebrated Utahans doing amazing things, our “relentlessly resilient” veterans, candidates who “unite to promote civility” and business leaders who are not afraid to take on the “critical conversations” of the day.

Amazing Guests

The late-great Rabbi Lord Jonathan Sacks, former Speaker of the House Newt Gingrich from Rome during early days of pandemic, The Reverend Theresa Dear from the NAACP on racial compassion, Elder David A. Bednar apostle of The Church of Jesus Christ of Latter-day Saints on religious liberty, and even Rev. Amos Brown (last student of MLK) on a new word we all should learn.

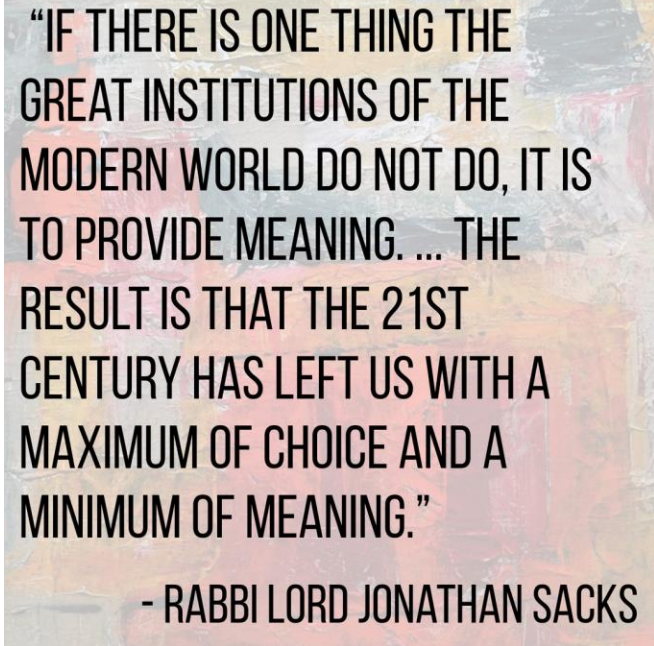
Challenging our Listeners

We challenged our listeners to “Do something that makes a difference” with the 5 million mask challenge, 55-day moonshot challenge, and the Utah Refugee Connection’s virtual holiday drive.

A silhouette of the Statue of Liberty stands against a warm, orange-hued sunset sky. The water of New York Harbor is visible in the foreground, with some industrial structures and ships in the distance.

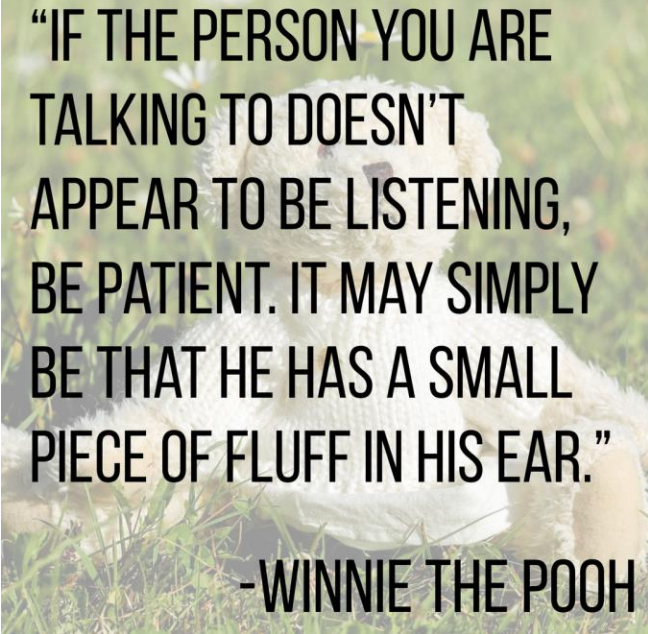
REMEMBER! THE
FUTURE OF FREEDOM IS
DEPENDENT ON HOW WE
REMEMBER THE PEOPLE
AND PRINCIPLES FROM
OUR PAST.

- BOYD MATHESON

An abstract background featuring a mix of red, blue, and white tones, resembling a textured wall or a collage.

"IF THERE IS ONE THING THE
GREAT INSTITUTIONS OF THE
MODERN WORLD DO NOT DO, IT IS
TO PROVIDE MEANING. ... THE
RESULT IS THAT THE 21ST
CENTURY HAS LEFT US WITH A
MAXIMUM OF CHOICE AND A
MINIMUM OF MEANING."

- RABBI LORD JONATHAN SACKS

A close-up of Winnie the Pooh, a yellow bear, sitting in a field of green grass. He is looking slightly to the side with a thoughtful expression.

"IF THE PERSON YOU ARE
TALKING TO DOESN'T
APPEAR TO BE LISTENING,
BE PATIENT. IT MAY SIMPLY
BE THAT HE HAS A SMALL
PIECE OF FLUFF IN HIS EAR."

-WINNIE THE POOH

Quotes from Inside Sources and Deseret News Articles
that are on brand for Inside Sources

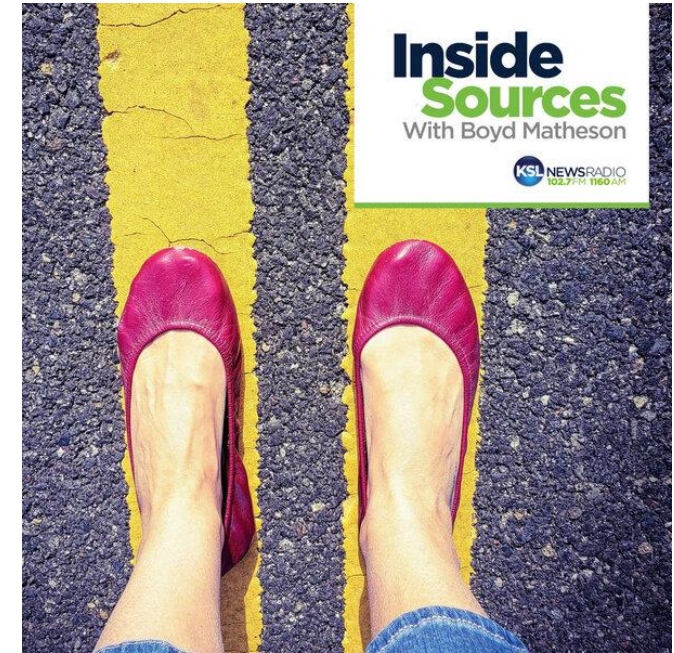
Launched Our Social Media

We launched and created a content cycle on our social media channels, shared stories about #WhatsBoydThinking, and cross-promoted with Boyd's other content feeds like Deseret News "Therefore, What?" Podcast, weekly newsletter, Deseret News pieces, Boyd's Twitter and more. We published our podcast with unique covers to make them stand out when we wanted to highlight them.

#WhatsBoydThinking?
at the University
of Utah, the
Vice Presidential
Debate

[Click here to see the
best-of video](#)





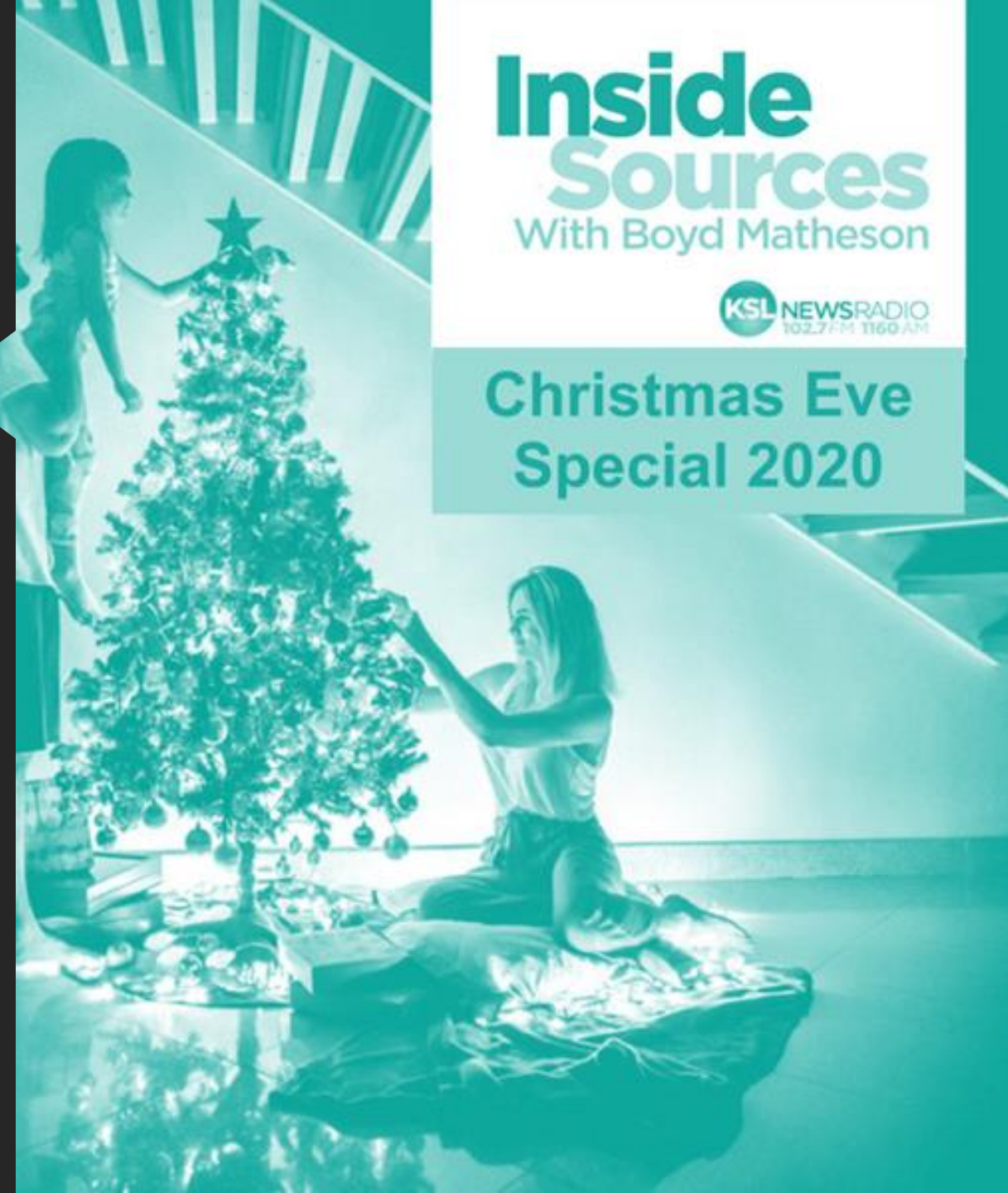
Unique Podcast Covers so highlighted segments stand out.

Still Found Time for Fun

We also found time to find inspiration in the playful, like the ‘Wisdom of Winnie the Pooh’ and “Looking to OZ for why we do what we do.” We took on national and international days, made Boyd read “The Night Before Christmas” on Christmas Eve, and celebrated some interesting #ThisDayInHistory moments like the day Francis Scott Key penned “The Star-Spangled Banner.”

*Christmas Eve with
Boyd Matheson, a
special celebration of
the "Season of Belief"*

[Click here to see the
best-of video](#)



**Inside
Sources**
With Boyd Matheson

KSL NEWSRADIO
102.7 FM 1160 AM

**Christmas Eve
Special 2020**

With all the excitement and lessons learned in 2020, we are joyfully facing the challenge of 2021.