



CROMWELL MEDIA | MATTOON, ILLINOIS

COMMUNITY REPORT 2023

RELEASED FEBRUARY 2024



209 LAKE LAND BLVD | MATTOON, IL 61938

WWW.MYRADIOLINK.COM | WWW.1043THEPARTY.COM | 217-235-5624

2023 SUMMARY

- High School Sports Coverage
- Local YMCA Scholarships
- Local Non-Profit Live Interviews
- Community Calendar
- Toys for Kids
- Local Agriculture Support
- Mums for Moms
- Christmas for Kids
- Coats for Kids
- Salvation Army Red Kettle Support
- One Stop Community Christmas
- Polar Plunge for Special Olympics
- St. Jude Radiothon
- Sarah Bush Lincoln Behavioral Health Services

A NOTE FROM US

Throughout 2023, our community remained steadfast in coming together and providing mutual support. We take great pride in being integral members of this resilient and supportive community.

LOCAL SPORTS COVERAGE

Local area sports coverage includes live, local play-by-play of Mattoon, Charleston, Tri-County, and several other schools throughout the year. The Neoga girls' basketball team made its second straight appearance in the Elite 8. The Tuscola boys' basketball team placed fourth in the state. The Windsor/Stew-Stras volleyball team made a trip to the Elite 8. The Eastern Illinois University volleyball team made its first trip to the NCAA Tournament since 2001. Lane Blickem was the recipient of the Illinois Broadcasters Silver Dome Award for Small Market Radio Best Radio Play-by-Play coverage.



CLASS 1A GIRLS
ELITE EIGHT VOLLEYBALL
NOV 3 6:00PM | **LIVE WITH 101.3 WMCI**
 STREAMING ONLINE & ON OUR FREE APP!
HATCHETS VS 
 

LOCAL YMCA SCHOLARSHIPS

Supported the Mattoon Area Family YMCA and Neal Center YMCA in their annual event May Merriment to raise scholarship funds to provide scholarships through their Membership for All initiative.



LOCAL NON-PROFIT LIVE INTERVIEWS

Live interviews of volunteer-based nonprofits, giving them a platform to speak about their needs and accomplishments in the community.

COMMUNITY CALENDER

Yearlong we offer free opportunities for community evens and nonprofits to tell our listeners about their events and/or services through our online community calendar.

TOYS FOR KIDS

We partnered with Rural King for our annual Toys for Kids toy drive at their local store locations ensuring all kids receive toys for Christmas.





LOCAL AG SUPPORT

We supported our farmers all year with Jeff Nalley's daily Cromwell Ag Network reports, National Agriculture Week and Farm Safety Week.



MUMS FOR MOMS

We teamed up with Sarah Bush Lincoln Health Center's Mobile Mammography Unit to offer beautiful mums, home grown by Jeff Nalley. The mammography unit is on site at the event to provide mammograms to those in need. Proceeds benefit the mammography unit.

CHRISTMAS FOR KIDS

We provided Christmas to less fortunate kids through Christmas for Kids where listeners adopt less fortunate children and gift their wants and needs.



COATS FOR KIDS

We partnered with local businesses to have multiple drop off locations of new or gently worn coats, hats and gloves for those in need of a warm coat for winter.



SALVATION ARMY RED KETTLE SUPPORT

We partnered with The Salvation Army of Coles and Cumberland Counties to kick off the Red Kettle season. We encouraged local businesses to participate ringing the bell in exchange for advertising.

ONE STOP COMMUNITY CHRISTMAS

One Stop Community Christmas is a collaborative effort of over 200 local organizations to come together at Christmas time and provide help and hope to families in seven counties. We partnered with One Stop to promote family registrations and volunteer sign ups.



POLAR PLUNGE FOR SPECIAL OLYMPICS

We partnered with Special Olympics for Polar Plunge fundraiser. We raised awareness to support year-round sports training and competitions for Special Olympic athletes.



ST. JUDE RADIOTHON

Our annual Country Cares St. Jude Radiothon fundraised for 24 hours in effort to end childhood cancer once and for all. Over \$128K was raised providing yet again, there's nothing live local radio can't do.

SARAH BUSH LINCOLN BEHAVIORAL HEALTH SERVICES

We supported the Behavioral Health Services renovation at Sarah Bush Lincoln in their annual event, Holiday Festival to raise awareness for the rise in the demand for mental health services to better serve the needs of both adults and children. The Holiday Festival will help to provide emergent needs for uninsured, resources for providers to use in therapy, assist in funding school assemblies to address the increasing mental health and substance abuse crisis facing our youth, and more.

