



CROMWELL MEDIA | MATTOON, ILLINOIS

# COMMUNITY REPORT 2024

RELEASED FEBRUARY 2025



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# 2024 SUMMARY

- Local Sports Coverage
- Special Olympics Family Festival
- 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 Foundation

## A NOTE FROM US

Throughout 2024, 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.

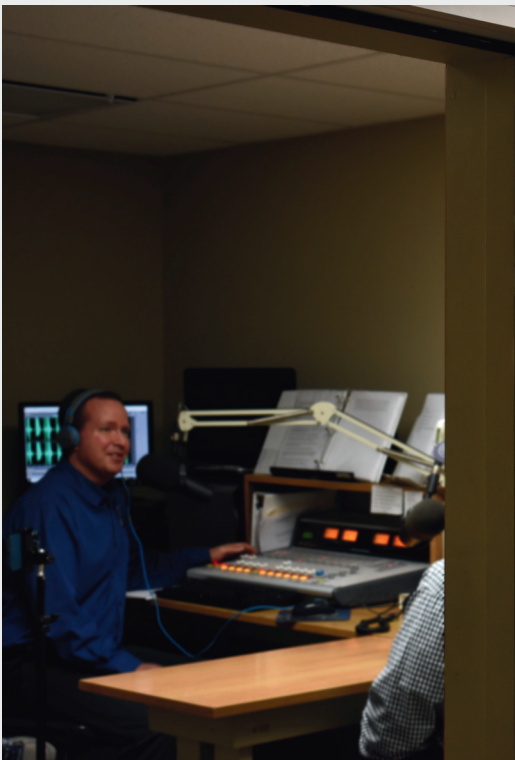


## LOCAL SPORTS COVERAGE

Local sports coverage includes play-by-play of Mattoon, Charleston, Tri-County, and several area high schools throughout the year. The Arcola boys' basketball team advanced to the Sweet 16 for just the third time in program history. The Coles County Clash football game attracted over 7,000 fans at EIU's O'Brien Stadium. Our "Media Day" video before the football season was viewed more than 4,300 times! The Windsor/Stew-Stras volleyball team advanced to the Elite 8 for the second straight year. The video of their Sectional championship trophy presentation was viewed nearly 5,000 times! We also provide coverage of Lake Land College sports, home of nationally ranked volleyball and basketball teams.

## SPECIAL OLYMPICS FAMILY FESTIVAL

We participated in the Special Olympics Family Festival, held at Lake Land College, volunteering to be part of this incredible event! Looking forward to this year.



## LOCAL NON-PROFIT LIVE INTERVIEWS

We hosted live interviews with volunteer-based nonprofits, providing them a platform to share their needs and celebrate their accomplishments within the community. Partnerships include but are not limited to the Mattoon Chamber of Commerce, Charleston Area Chamber of Commerce, Mattoon Public Library, Lake Land College President Dr. Josh Bullock, Camp New Hope, Special Olympics, Mattoon Area and Neal Center Family YMCA's.

## COMMUNITY CALENDAR

Throughout the year, we provide free opportunities for community events and nonprofits to share their events and services with our listeners via our online community calendar.

## TOYS FOR KIDS

We partnered with Rural King for our annual Toys for Kids toy drive, hosted at their local store locations, to ensure every child receives a special gift 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, 4H Week, and FFA 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 WMCI Country Cares St. Jude Radiothon fundraised for 24 hours in effort to end childhood cancer once and for all. Over \$130K was raised, yet again proving there's nothing live local radio can't do.

## SARAH BUSH LINCOLN FOUNDATION

We supported Sarah Bush Lincoln and 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.

