

# 2023 COMMUNITY REPORT

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CROMWELL MEDIA  
EFFINGHAM, ILLINOIS

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# 2023 SUMMARY

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- Local Interviews
- FFA & Farm Safety Week
- Effingham Chamber Days
- Relay For Life
- Effingham County Fair
- Meal In The Field
- Mums for Moms
- Coats for Kids
- Toys for Kids
- United Way Interviews
- Salvation Army Interviews
- Christmas Wishes
- Easter & Christmas Church Listings
- Poinsettias To Nursing Homes
- Special News & Weather Coverage
- Local Government Coverage

## A NOTE FROM US

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Each year, we are continually amazed to see the amount of support and drive our community puts forth. Thank you for allowing us to be a part of it.







## LOCAL INTERVIEWS

January-December, 2023

Benefiting Local Organizations

The Station Is: Primary Organizer

On-Air Support: Interviews

Online Support: Website Promotion

**Event Result:** We conducted many interviews over the year to promote helpful causes. Some of these include the Effingham Chamber and their job fairs, Drew Baldrige for Patoka Fest, Effingham Visitors Center, Sacred Heart School, Enduring Freedom Ministries, Locks and Socks, Family Life Center and The Home Builders Association.



## FFA AND FARM SAFETY WEEK

February & September, 2023

Benefiting Local FFA Chapters

The Station Is: Support

On-Air Support: PSA's

Online Support: Website Promotion

**Event Result:** We spotlighted local FFA chapters for both our FFA and Farm Safety Weeks. The kids from these local chapters recorded PSA's that would air on our stations.





**EFFINGHAM COUNTY**  
**CHAMBER OF COMMERCE**  
*Engaging Business and Community*



# EFFINGHAM CHAMBER DAYS

**April, 2023**

**Benefiting Local Businesses**

**The Station Is:** Support

**On-Air Support:** Interviews: 9 AM - 3 PM

**Online Support:** Website/Social Media Promotion

**Event Result:** Local businesses joined us to talk about various roles they played in our community. Each business got 30 minutes on air to talk about what was happening at their place of business.

# RELAY FOR LIFE

**July, 2023**

**Benefiting American Cancer Society**

**The Station Is:** Support

**On-Air Support:** Interviews, Live reads

**Online Support:** Website/Social Media Promotion

**Event Result:** The Relay for Life of Effingham County is one of the largest charitable events in Effingham County. Teams raise money and awareness for cancer and the American Cancer Society.







# EFFINGHAM COUNTY FAIR

July-August, 2023

Benefiting FISH

**The Station Is:** Primary Organizer

**On-Air Support:** Live Remote and Interviews

**Online Support:** Website Promotion

**Event Result:** We broadcast live at the Effingham County Fair for the entire week. We also raised money for Effingham County FISH by having our prize wheel be spun. We ended up raising \$547, over \$100 more than last year! We look forward to attending again next year!







## MEAL IN THE FIELD

September-October, 2023  
Benefiting Local Farmers

**The Station Is:** Primary Organizer  
**On-Air Support:** Recorded Promos  
**Online Support:** Website/Social  
Media Promotion

**Event Result:** We continued to show our support for our local farmers in 2023. We once again partnered with Culver's in Effingham to provide a meal in the field to farmers nominated by the community.







## MUMS FOR MOMS

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October, 2023

Benefiting Women in need of breast cancer screenings

**The Station Is:** Primary Organizer

**On-Air Support:** Recorded Promos, 4 hours of Live Broadcasting

**Online Support:** Website/Social Media Promotion

**Event Result:** Everyone knows someone who has been affected by cancer. We wanted to help women who couldn't afford to get the testing done. Cromwell Media Effingham partnered with St. Anthony Memorial Hospital to host Mums for Moms. We held a live broadcast from the St. Anthony Women's Wellness Center and sold mums. All of the proceeds from Mums for Moms went to benefit women that could not otherwise afford a mammogram. We sold all 419 mums in just under 2 hours.





## COATS FOR KIDS

October-November, 2023

Benefiting FISH & Catholic Charities

The Station Is: Primary Organizer

On-Air Support: Recorded Promos

**Event Result:** With the help of local businesses, we set up seven donation boxes to collect coats for kids. Most of the donations went to FISH and Catholic Charities, but with so many generous donations, we were also able to drop some off to outlying communities to be distributed by the schools.



## TOYS FOR KIDS

November-December, 2023

Benefiting FISH & Catholic Charities

The Station Is: Primary Organizer

On-Air Support: Recorded Promos

**Event Result:** With the help of local businesses, we set up four donation boxes in different locations including our station, to collect toys for kids. We were proud to contribute donations to FISH, Catholic Charities and the Christmas store helped well over 400 children this season.



# UNITED WAY INTERVIEWS

November-December, 2023  
Benefiting United Way

The Station Is: Support  
On-Air Support: Interviews and  
PSA's

**Event Result:** We had interviews with United Way talking about their 2022-2023 Fundraiser for local partners. We also had interviews with them about the different events they had, more specifically, their auction in the fall.



# SALVATION ARMY INTERVIEWS

November-December, 2023  
Benefiting Salvation Army

The Station Is: Support  
On-Air Support: Interviews and  
PSA's

**Event Result:** We interviewed the Salvation Army to raise awareness about people helping to ring the bell. We also rang the bell ourselves at Niemerg's Steakhouse on December 8th.





## CHRISTMAS WISHES

November-December, 2023

Benefiting Local Families

The Station Is: Primary Organizer

On-Air Support: 60 second recorded promos

Online Support: Website/Social Media Promotion

**Event Result:** Our annual “Christmas Wishes” is a chance for us to give back to the community by helping families who can’t afford Christmas presents. Families write to us with their requests and we grant as many as possible. We were able to help many families this year by providing presents to go under their Christmas tree.



## EASTER & CHRISTMAS CHURCH LISTINGS

April & December, 2023

Benefiting Local Churches

The Station Is: Primary Organizer

On-Air Support: Promos

Online Support: Website Promotion

**Event Result:** We provided local church services on our website for the holidays.



## POINSETTIAS TO NURSING HOMES

December, 2023

Benefiting Local Nursing Homes

The Station Is: Primary Organizer

Online Support: Social Media Promotion

**Event Result:** We delivered poinsettias to local nursing homes for the holiday season.



## SPECIAL NEWS & WEATHER COVERAGE

Our listeners expect high-quality news and weather coverage 24/7. We accomplish this through communication and effective use of our five stations, website, and social media. Whether it's a dangerous storm system or a new city ordinance, Effingham Radio has it covered. Some of the major news events we covered in 2023 include:



- Drug Seizures
- Ribbon Cuttings
- Severe Weather Coverage
- Storm Damage
- Teutopolis Anhydrous Incident
- Illinois State News Coverage
- The Starting Lineup Daily Sports Show
- Traffic Accidents
- Police & County Sheriff Releases

## LOCAL GOVERNMENT COVERAGE



- Effingham City Hall Meetings
- Effingham Plan Commission
- Effingham Board of Education Meetings
- Teutopolis Village Board Meetings
- Teutopolis Board of Education Meetings
- Effingham County Board Meetings
- Effingham Park District Board
- Altamont Board of Education Meetings
- Dieterich Village Board Meetings
- Dieterich Board of Education Meetings
- Lake Land College Board of Trustees Meetings
- Shelby County Board Meetings
- South Central Board of Education Meetings
- Brownstown Board of Education Meetings
- Clay County Board Meetings