

2024 COMMUNITY REPORT

RELEASED FEBRUARY 2025



CROMWELL MEDIA
EFFINGHAM, ILLINOIS

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CROMWELL GROUP, INC OF ILLINOIS DBA
CROMWELL MEDIA

2024 SUMMARY

- 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
- Dairy Council Interviews
- Salvation Army Bell-Ringing
- Christmas Wishes
- Easter & Christmas Church Listings
- Poinsettias To Nursing Homes
- Special News & Weather Coverage
- Local Government Coverage

A NOTE FROM US

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, 2024

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, Visit Effingham with Jodi Thoele, 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, 2024

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, 2024

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 12, 2024

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.





95.7 **WCRC**
ALL AMERICAN COUNTRY

105.5 • 100.5
JACK fm
playing what we want

Effingham News Talk
WCRA
AM 1090 / 99.5 FM / 96.3 FM

MEAL IN THE FIELD

September-October, 2024
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 2024. 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

October 2, 2024

Benefiting Women in need of breast cancer screenings

The Station Is: Primary Organizer

On-Air Support: Recorded Promos, 2 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, 2024

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, 2024

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.

DAIRY COUNCIL INTERVIEWS

November-December, 2024
Benefiting United Way

The Station Is: Support

On-Air Support: Interviews

Event Result: We hosted interviews
with representatives from the

St. Louis chapter of the Dairy Council, where they talk about upcoming events and promotions. It's a chance to inform our community on Dairy news and changes for the next month.



SALVATION ARMY BELL-RINGING

December, 2024
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, 2024

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, 2024

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, 2024

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 2024 include:



- Drug Seizures
- Ribbon Cuttings
- Severe Weather Coverage / Winter Weather
- Storm Damage
- Police Blotter Every Weekday
- Illinois State News Coverage
- Starting Lineup Daily Sports Show
- Traffic Accidents / Road Closures
- Police & County Sheriff Releases
- Effingham Airport Ceremony

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
- North Clay School Board Meetings