

# 2025 COMMUNITY REPORT

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CROMWELL MEDIA  
EFFINGHAM, ILLINOIS

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CROMWELL GROUP, INC OF ILLINOIS DBA  
CROMWELL MEDIA



# 2025 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
- Salvation Army Bell-Ringing
- Winter Weather Coverage
- Easter & Christmas Church Listings
- Poinsettias To Nursing Homes
- Special News & Weather Coverage
- Local Government Coverage

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## 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.

**CROMWELL**  
**MEDIA**

**95.7 WCRC**  
ALL AMERICAN COUNTRY

**105.5 JACK fm**  
playing what we want

**100.5 WCRA**  
AM 1090 / 99.5 FM / 107.7 FM

**98.9 THE GAME**

**96.3 ROCK**



## LOCAL INTERVIEWS

January-December, 2025  
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, 2025  
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, 2025

### 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 11, 2025

### 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. We at Cromwell Media were there from 5-8pm, raising \$1585 for the event.



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 / 107.7 FM

98.9 **ESPN (radio)** **THE GAME**  
96.3 **Rock**



# EFFINGHAM COUNTY FAIR

July 26-August 2, 2025

## 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 \$761! We look forward to attending again next year!





## MEAL IN THE FIELD

September-October, 2025  
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  
2025. 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, 2025

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. 403 mums sold in record time of 1.5 hours!



## COATS FOR KIDS

October-November, 2025

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, 2025

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 900 children this season.

# SALVATION ARMY BELL-RINGING

December, 2025  
Benefiting Salvation Army

**The Station Is:** Support

**On-Air Support:** On-Air and PSA's

**Event Result:** We promoted the Salvation Army on-air and through PSA's to raise awareness about people helping to ring the bell. We also rang the bell ourselves!



# WINTER WEATHER COVERAGE

December, 2025

Our stations worked around the clock to keep our communities informed and safe. We provided timely updates on road conditions, school and business closures, power outages, and changing forecasts, helping listeners make informed decisions during rapidly changing conditions.





## EASTER & CHRISTMAS CHURCH LISTINGS

### April & December, 2025 Benefiting Local Churches

**The Station Is:** Primary Organizer

**On-Air Support:** Promos

**Online Support:** Website Promotion

**Event Result:** We provided Effingham's and surrounding town local church services on our website for the holidays, making sure everyone had a place to come together for Christmas!



## POINSETTIAS TO NURSING HOMES

### December, 2025

### 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 2025 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

# 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