

THE
GROMWELL GROUP, INC.
Local Media - Fresh Ideas

Local Radio makes a difference. While many listen to our stations for music, live sports broadcasts, or catching up on the latest happenings in town, radio is much more.

We are a local voice for non-profits, breaking news, emergency updates, and issues that make a difference in the lives of our listeners. We are proud to be in Effingham, or as the mayor puts it “the shining diamond of Southern Illinois.” We wholeheartedly love where we live and work and strive to make it even better. It’s not just our job, it’s our calling. Below are some examples of how live, local radio has made a difference in our community.

BOWL FOR KID’S SAKE

Event Date: 4/22/2016
 Benefiting Group: Big Brothers Big Sisters of Effingham County
 The Station Is: Supporting Group
 On air support prior to/during event: recorded promo, thank you video (after)
 Online support: website/social media promotion, online video



Event Result: The event was a huge success as Cromwell Radio partnered with Big Brothers Big Sisters, and other teams, to raise over \$2,000. Bowl for Kid’s Sake is the organizations most important fundraiser of the year.

RED CROSS EFFINGHAM CORPORATE CHALLENGE

Event Date: 5/05/2016
 Benefiting Group: Red Cross
 The Station Is: Support
 On air support prior to/during the event: Interview, Live reads, PSAs
 Online support: website/social media promotion.



Event Result: The annual Effingham Corporate Challenge is a chance for local businesses to compete for a good cause. There is also acute need for blood donations during the summer months as people are taking part in more physical outdoor activities that could lead to injury.

WHEELS TO PROSPER

Event Date: 07/29/2016

Benefiting Group: Deserving Individuals

The Station Is: Support

On air support prior to/during the event: Interview

Online support: website/social media promotion, video, Facebook

Live



Event Result: Three local car/motor vehicle dealers hold an annual event where each gives away a car to an individual nominated by the community. We supported the event with an interview, web promotion, and video. We also covered the event with several recorded breaks and two Facebook Live videos of the winners. Everyone was shocked when they revealed that they were giving away a fourth vehicle this year.

EFFINGHAM COUNTY FAIR

Event Date(s): 8/1/2016-8/5/2016

Benefiting Group(s): Effingham County FISH Human Services

The Station Is: Support/Booth

On air support Prior to/during event: 3-hour live broadcast from Fair Monday-Friday.

Online support: website/social media promotion



Event result: We charged one dollar for three spins on the WCRC prize wheel that would give participants a chance to win giveaways from sponsors. All proceeds went to Effingham County FISH Human Services. FISH provides community services such as Meals on Wheels and free transportation to and from medical programs.



SCHOOL SUPPLY DRIVE

Event Date: 8/31/2016

Benefiting Group: Flora School District

The Station Is: Primary Organizer

On air support prior to/during the event: recorded promos, 2 hours live broadcasting

Online support: website/social media promotion

Event Result: With the start of school right around the corner, we knew that we needed to help those who couldn't get the school supplies they needed. Students do better in school if they have the right supplies, so we wanted to help. During the live remote we had people go into Wal-Mart and bring us school supplies. Wal-Mart then stepped up and had school supplies at the register for people to donate as they were checking out. Finally we had an individual who dropped off 18 plastic bins full of school supplies. Future school supply drives are being planned.



UNITED WAY ANNUAL LABOR DAY PARTY

Event Date: 09/02/2016

Benefiting Group: United Way of Effingham County

The Station Is: Support

On air support prior to/during the event: Interview, Live reads

Online support: website/social media promotion, Facebook live

Event Result: The annual fundraiser was a major success raising over \$14,000 for United Way of Effingham County. United Way supports 23 local agencies in the area that provide a wide range of services for the community. Some examples include Blessings in a Backpack, who provides weekend nutrition for students in need, and Big Brothers Big Sisters of Effingham County.

COMMUNITY CELEBRATION OF EXCELLENCE VISION 2020 BREAKFAST

Event Date: 09/21/2016

Benefiting Group: Effingham County Chamber of Commerce

The Station Is: Support

On air support prior to/during the event: 60 second promos

Online support: website/social media promotion



Event Result: Vision 2020 is a local group that promotes growth and development in Effingham County. Once a year, they host their annual Community Celebration of Excellence Breakfast that highlights successful local business people and community achievements. We assisted by providing advertising for the event and covered it as a news event.

MUMS FOR MOMS

Event Date: 10/4/2016

Benefiting Group: Women in need of cancer screening

The Station Is: Primary Organizer

On air support prior to/during the event: recorded promos, 4 hours 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 Radio Effingham partnered with Sarah Bush Lincoln Health Care Center to host Mums for Mom. We sold all 157 mums with proceeds going to help women in need afford cancer screenings. There were also 15 checkups performed by St. Anthony Memorial Hospital's Mobile Digital Mammography Unit.

UNITED WAY WITCHES BALL

Event Date: 10/07/2016

Benefiting Group: United Way of Effingham County

The Station Is: Support

On air support prior to/during the event: Interview, Live reads, PSA

Online support: website/social media promotion.

Event Result: The annual Witches Ball was a success for United Way and continued to help them reach their 2016 funding goal of \$305,000. The event featured auctions and a Halloween costume contest. They have raised \$310,983 in the 2016 Campaign.

COATS FOR KIDS

Event Date(s): 10/14/2016-11/07/2016

Benefiting Group(s): Effingham County FISH Human Services and Catholic Charities

The Station Is: Partner

On air support Prior to/during event: 60 second recorded promos

Online support: website/social media promotion.

Event result: We partnered with several area sponsors to collect warm winter coats for kids. Each sponsor had a collection site for people to drop new, or gently used coats. Five local businesses participated.



CHRISTMAS WISHES

Event Date(s): 11/1/2016-11/23/2016

Benefiting Group: Local families

The Station Is: Primary Organizer

On air support Prior to/during event: 60 second recorded promos

Online support: website/social media promotion, 15 second pre-roll video before all online streaming

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. We received many letters from families in need of a little extra support for the holidays and were able to provide support to eight. We had the presents ready well before Christmas so families had plenty of time to wrap them and get them under the tree.



ELKS CHILDREN’S CARE AUCTION

Event Date: 11/9/2016-11/10/2016

Benefiting Group: Effingham Elks Lodge

The Station Is: Support

On air support prior to/during the event: 60 second promos, two interviews, 6 hour live broadcasting, 60 second thank you promo

Online support: website/social media promotion

Event Result: We have a tradition of carrying the Annual Elks Children’s Care Auction Live on JACK FM. The proceeds from the auction benefit area kids with disabilities. We also promote the event ahead of time with interviews and list the auction items on our website.



The Effingham Elks Children’s Care Committee wishes to

“THANK YOU”

for your generous donation to the 2016 Children’s Care Auction held November 9 & 10, 2016. Your kindness will benefit children with disabilities throughout Effingham and the surrounding area.



TOYS FOR KIDS

Event Date(s): 11/11/2016-12/05/2016

Benefiting Group: Effingham County FISH Human Services and Catholic Charities

The Station Is: Primary Organizer

On air support Prior to/during event: 60 second recorded promos

Online support: website/social media promotion.

Event result: We partnered with area businesses to collect toys to donate to Effingham County FISH and Catholic Charities. Businesses set up toy collection sites to make it easy to donate. Eight businesses participated.



SPECIAL NEWS AND WEATHER COVERAGE

Our listeners expect high quality news and weather coverage 24/7. We accomplish this through communication and effective use of our four 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 2016 are:

- Westboro Baptist Church Protests in Casey, IL
- 2016 Farm Progress Show
- Effingham Artisan Fair
- National Road Kiosk Dedication
- 2016 General Election
- EffingHAM Jam
- VW/Corvette Fun Fest
- Teutopolis School District ACLU Agreement
- County/Altamont Ambulance Lawsuit
- Effingham County Relay for Life
- Luke Bryan Concert
- Philanthropist of the Year Award
- Health Department Human Milk Bank Grand Opening
- Cruise Night – Downtown Effingham
- Stabbing in Dietrich Illinois
- Bank Robberies in Farina and Charleston
- New Police Chief in Effingham
- Ft. Lauderdale Shooting Survivor
- Severe Weather Coverage



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



SPECIAL PROGRAMMING

The Starting Lineup

The Starting Lineup is an hour long local sports show that airs on 98.9 The Game every Saturday from 9-10 AM. On the show we talk about local sports happenings, this includes high school, junior high, and park district results. We also briefly talk about area College sports and National sports stories.

Length: 1 Hour Air day/time: Saturday 9-10 am Produced By: Eric Frye

High School Football and Basketball Coverage

We cover many different teams on our different stations. During football season we broadcast Cumberland Pirates on WCRA and Effingham Hearts on WJKG. During basketball season we broadcasted Cumberland Pirates on WCRA. We also broadcast Effingham Hearts, Dieterich Movin Maroons, Teutopolis Wooden Shoes, Altamont Indians, and St. Anthony Bulldogs basketball on WJKG. Numerus members of the community have thanked us for our involvement in their team’s season.



Length: 2-3 Hour Air day/time: Game nights/times vary Produced By: Eric Frye

Community Interviews

We are plugged into the community and are constantly talking to local politicians, event organizers, and city employees. Interviews are generally recorded and played on both WCRC and WCRA. Recent topics include the annual Bowl for Kid’s Sake fundraiser for Big Brothers Big Sisters of Effingham County and the Blessings in a Backpack annual Backpack Bash.

Length: 3-4 Minutes Air day/time: 5:30 AM on WCRA, WCRC morning show.

Produced By: Ethan Kruger

Cromwell Radio Effingham has given support to the following causes:

- Mid Illinois Big Brother Big Sisters Bowl for Kid's Sake
- Vision 2020
- Relay for Life
- Santa's House - Downtown Effingham
- Elks Children's Care Auction
- United Way of Effingham County – Labor Day Party/Fundraiser
- United Way of Effingham County – Witches Ball
- United Way of Effingham County – Hollywood's Greatest Game Show
- United Way of Effingham County – Party on the Patio
- Toys for Kids
- Coats for Kids
- Christmas Wishes
- Illinois State Police – Speed Awareness Day
- Rock Out with your Cause Out
- Effingham County CEO
- Red Cross Blood Drives
- Wheels to Prosper
- Battle of the Businesses School Supply Drive
- EffingHAM Jam
- The Effingham Artisan Fair
- Effingham Cruise Night
- The Harmony Playground
- St. Anthony's Hospital Foundation - Glow Inga
- Cram the Car Food Drive
- Effingham County EMA
- Mums for Moms
- Effingham Chili Cook-off
- Effingham Downtown Food Fest
- Sheriff's Posse Ride
- Effingham Tourism
- FISH Human Services
- 911 Stair Climb
- Crisis Nursery of Effingham County
- Thankful4Ag2016
- Southeastern Illinois Community Foundation



2016 was a wild ride for everyone! We, here at WCRC, WCRA, JACK FM, and The GAME, have grown personally and as a company. We've had a wonderful year and can't wait to see what 2017 has in store. We want to thank our community, our partners, and most of all, our listeners. Here's to an exciting 2017!