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 in 2018.

**RELAY FOR LIFE OF EFFINGHAM COUNTY**

Event Date: July, 2018  
Benefiting Group: American Cancer Society  
The Station Is: Support/Booth  
On air support prior to/during the event: Interviews, Live reads  
Online support: website/social media promotion, News coverage

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. This year, our crew was out at the Relay for Life Event with a booth selling balloons, with each color representing a different type of cancer. We also did a live remote from the event, encouraging listeners to come out to the event. During the 2018 campaign, the Relay for Life of Effingham County raised $110,000 for the American Cancer Society.
EFFINGHAM COUNTY FAIR

Event Date(s): August, 2018
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 the Effingham County 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 for school supplies for area children.

WHEELS TO PROSPER

Event Date: September, 2018
Benefiting Group: Deserving Individuals
The Station Is: Support
On air support prior to/during the event: Interview
Online support: website/social media promotion, video, news coverage

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. Three deserving individuals received vehicles this year. We supported the event with an interview and web promotion. We also covered the event with a news story video.
Meal in the Field

September-October, 2018
Benefiting Group: Local farmers
The Station Is: Primary Organizer
On air support prior to/during the event: recorded promos
Online support: website/social media promotion

Event result: We continued to show our support for our local farmers in 2018. 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

Event Date: October, 2018
Benefiting Group: Women in need of breast cancer screenings
The Station Is: Primary Organizer
On air support prior to/during the event: 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 Radio Effingham partnered with Sarah Bush Lincoln Health Care Center to host Mums for Moms. We held live broadcasts from our parking lot, sold mums, and hosted the Sarah Bush Lincoln Mobile Mammography Unit. All of the proceeds from Mums for Moms went to benefit women that could not otherwise afford a mammography.

**Effingham Elk’s Annual Christmas Auction**

Event Date: November, 2018  
Benefiting Group: Effingham Elks Lodge  
The Station Is: Support  
On air support prior to/during the event: 60 second promos, 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.

**CHRISTMAS WISHES**

Event Date(s): November, 2018
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

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 and were able to grant many wishes and buy presents for these families. We had the presents ready well before Christmas so families had plenty of time to wrap them and get them under the tree.

SPECIAL NEWS AND WEATHER COVERAGE

Our listeners expect high quality 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 2018 are:

- Polar Plunge
- EffingHAM Jam
- VW/Corvette Funfest
- Homebuilder’s Show
- 9/11 Stair Climb
- Artisan Fair
- Jimmy Wayne Concert
- Buckin’ For Wishes Rodeo
- Knights of Columbus 75th Anniversary
- Vet Fest
- Drug Seizures
- Ribbon Cuttings
- Hometown Spotlights
- Severe Weather Coverage
- Law Enforcement Torch Run
- Storm Damage
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

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. We also post a podcast of the Starting Lineup to our website twice a week for listeners to download and listen to at a later date.

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 broadcasted Cumberland Pirates on WCRA and Effingham Hearts on WJKG. During basketball season, we broadcasted Cumberland Pirates on WCRA and Altamont Indians on WJKG. Numerus members of these communities have thanked us for our involvement in their team’s season.
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 posted to our website at effinghamradio.com

Length: 3-4 Minutes
Cromwell Radio Effingham has given support to the following causes:

- Vision 2020
- Relay for Life
- Elks Children’s Care Auction
- Christmas Wishes
- Wheels to Prosper
- EffingHAM Jam
- The Effingham Artisan Fair
- The Harmony Playground
- Effingham County EMA
- Mums for Moms
- Effingham Downtown Food Fest
- Sheriff’s Posse Ride
- Effingham Tourism
- FISH Human Services
- 911 Stair Climb
- Crisis Nursery of Effingham County
- Southeastern Illinois Community Foundation
- United Way of Effingham County
2018 was a wild ride for everyone! We here at WCRC, WCRA, JACK FM, and The GAME continue to grow personally and as a company. We had a wonderful year in 2018 and are excited to see what 2019 has in store. We want to thank our community, our partners, and most of all, our listeners. Here’s to an exciting 2019!