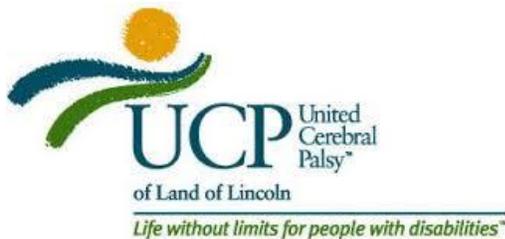


Cromwell Radio Decatur Community Report

As a good steward of our resources and influence we strive to help charities and organizations that benefit Decatur and Central Illinois. For this reason, Talk 101 has now been awarded the NAB Crystal Award for Excellence in Community Service twice. It declares us as one of the top ten stations in the nation for community service. All 8 Cromwell stations in Decatur help to promote things that help our community every hour of every day. The following events highlight just a few of our annual endeavors at serving the community where we live and work.



January – **United Cerebral Palsy Barstool Open** – United Cerebral Palsy is organization that provides local services for people with a variety of disabilities. This is their largest annual fundraiser and is actually the largest Barstool Open (Miniature Golf Tournament) in the nation. We are proud to be their long-time radio partner.



February – **Black History Month** – We believe it is extremely important to recognize the amazing achievements of African Americans like Martin Luther King Jr., Duke Ellington, Booker T Washington, Harriet Tubman, Fredrick Douglas and many more. We dedicate airtime to educating listeners about these individuals.



February-March – **Polar Plunge to benefit Special Olympics** – We are a long-time supporter of Special Olympics and each year we brave the freezing water of Lake Decatur to help raise money for their programs. We not only take the “plunge” as a staff but we encourage listeners to join us as well.



March – **Penguin in the Park 5k** – We kick off the running season early with this chilly run which typically draws nearly 1,000 runners of all experience levels. Proceeds benefit local youth athletic programs and the John Bingham Scholarship Fund at Millikin University.



April – **Autism Awareness Month** – The number of children diagnosed with autism has rapidly grown to 1 in 68. We rely on the most up to date information from Autismspeaks.org to help us educate our listeners about signs of autism, statistics and resources that will benefit them. Listeners also benefit by learning about how to be sensitive to those with autism and how to recognize their behaviors.



June – **Come Together Let's Walk** – This is Decatur's biggest event dedicated to fighting Breast, Ovarian and Cervical cancer. What was once the Race for the Cure evolved into this event when local advocates realized the best way to assist in getting local women the life-saving screenings, tests and clinical trials they needed was to host our own event.



June-July – **Relay for Life to benefit the American Cancer Society** - We have worked tirelessly for years to promote this event. It is rare to find a person in our community that not has not had their life or the life of a loved one affected by cancer. Not surprisingly, this event brings out a huge crowd and has raised hundreds of thousands of dollars in the fight against cancer.



July-August – **Obesity Prevention Coalition Fun Run/Walk** – The Decatur Celebration Parade draws a huge crowd from all over Central IL. We partner with this organization to bring awareness to the issue of obesity by partnering in a 1mile fun run/walk for people of all fitness levels just before the parade. Spectators along the parade route cheer on brave people taking “steps” to better their health.



September-October - **Walk to End Alzheimer's** - Our staff has personal ties to this event. We have served as board members, guest emcees and honorary chairs to the event as several of our parents and grandparents have battled this disease. We honor them by continuing the fight.



October – **Breast Cancer Awareness Month** – We run regular PSA's about the importance of early detection, mammograms & other screenings. We also broadcast for an event called the Early Detection Connection. We give women a free gift and life-saving information about screening and early detection of breast cancer.



TOYS FOR TOTS

November – December – **The Spirit of Giving Toy Drive** – We team up with long-time partner WAND TV to promote and execute this Toys for Tots toy drive that generally yields between 4,500-6,000 toys for children in Macon County who would otherwise go without.



December – **Salvation Army Red Kettle Campaign** – We know how important the work of our local Salvation Army is in providing food, shelter and services for the people of Macon County. We support their efforts over the holidays by running PSDA’s reminding people why it is so important to give to those red kettles at the stores.

Our service to the community also involves countless PSA’s for events put on by local churches, fundraisers for area high schools and organizations. We regularly promote Red Cross and Community Blood Center Blood Drives as well as feature important information about health related topics, tourism, economic growth and education. We love supporting our community!

