



## 2018 Community Report – Cromwell Radio – Nashville, TN

The Cromwell Radio Group’s Nashville cluster takes our mission statement very seriously. We want to positively reflect the community attitudes where we operate and we desire to make a difference in the Middle Tennessee area. In 2018, we donated commercial air time, our employee’s time, our talent and energy too. Everything combined totaled over 2 million dollars in support!

Nashville is known to be a community that supports our neighbors. Every day we strive to have a positive impact in the lives of our listeners, supporting Middle Tennessee business owners and residents. Our five stations are also locally owned and operated in Nashville, Tennessee, and we feel this is our responsibility and are happy to report on our efforts to make a difference.

### **102.9 The BUZZ - WBUZ: Nashville’s Rock Station:**

Nashville's heritage rock station for the past 20 years delivers relatable content and trending topics to the Nashville Rock Audience, while playing the best rock music from the 80’s, 90’s and 00’s. We're proud to have local hosts on air every day, all day.

### **ESPN 102.5 The GAME – Nashville’s Best Sports Talk:**

The voice of reason for the Nashville Sports Fan with the most credible on-air line-up in Music City. 102.5 The GAME is the Flagship station of the NHL Nashville Predators. We are also the local affiliate of the Middle Tennessee State University Blue Raiders Football & Basketball.

### **ESPN 94.9 GAME2 - ESPN Nashville:**

National Sports Talk, with local play by play. Nashville’s home for Nashville SC, Alabama Crimson Tide Football, Kentucky Wildcat Basketball, Notre Dame Football, Auburn Football & Basketball and various NFL games.

### **CLASSIC HITS 93.3FM / 830AM – The Music You Grew Up With:**

The memory of fun moments in your life, through great music and topical and conversational DJs. Showcasing social trends and relevant local information for the Nashville Listener. Hit music from the 70’s & 80’s are what you can expect to enjoy day in & day out.

### **102.1 The VILLE - WPRT-D2: Soul Of Music City:**

102.1 The Ville offers Classic Soul and R&B from legendary artists and feature some local artists that are destined to be legends. Featuring Classics from the 60’s to the early 00’s.

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**WPRT-FM ~ WBUZ-FM ~ WQZQ-AM ~ WPRT-HD2 ~ WBUZ-HD3**

Cromwell Radio Group ~ 1824 Murfreesboro Pike Nashville, TN 37217

615-399-1029

1 General Manager: Jana Hampton ~ Jhampton@cromwellradio.com Operations Manager: Dennis Swartz ~ Ace@cromwellradio.com

2018 Cromwell Community Report – submitted: 1/31/19



## Light The Night Walk

Our stations were Title Sponsors for the 2018 Light The Night Walk. The event takes place each year, in the fall, where teams and their communities Light The Night at the walks. A place where the community gathers together to celebrate, honor and remember those touched by cancer.



Each of our stations promoted this event by website banners, social media posts, live mentions and recorded commercials. All 5 of our stations were onsite and participating in the walk. By using our reach to members in the community, we encouraged listeners to support this cause by either donations or joining a team for the walk.

## Heal The Ville

Heal The Ville is a community oriented feature on 102.1 The Ville designed to offer solutions, ideas, help, support, etc. "Heal the Ville" helps create community awareness on issues facing Nashville. Issues that we address include poverty, education, homelessness, health and safety.

## The BUZZ Holiday Break-In

For the 12th consecutive year, 102.9 The BUZZ has helped families in need during the holiday season through this initiative. We ask for nominations from listeners who know someone that could use a little help around the holidays. Once all of our nominations have been submitted, 3 families are selected. Our staff then assimilates a wish list from the nominators. Our staff buys presents, wraps and ultimately delivers the gifts to the 3 families' homes as a total surprise. No notes are left or pictures taken of the winners. It's all anonymous. Sponsors help cover the cost of the presents and over \$3,000 is spent on the families. While that doesn't cover the cost of our time and the on air promotion of this event, it goes a long way to support holidays for families that don't expect to celebrate. Over 100 hours of time is spent coordinating and executing this event.



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## APSU Mock Interviews

Management of Cromwell Radio spent time with students in the Corporate Communications & Multimedia departments at Austin Peay State University, interviewing & teaching the students skills for interviewing with companies once they begin their job searches. Students were told to come prepared for a 'mock' interview, dressed professionally, with resumes and be prepared to meet with business leaders. Cromwell was one of 6 employers present and thirteen students in all spent between 30 minutes to 45 minutes each getting interviewed by our General Manager. The students, faculty and Cromwell all gained from this time together. Whether networking, improved skills or a more prepared employee, we're all better for the experience.

## KaBOOM!

The Cromwell Radio Group is a proud volunteer and radio sponsor for the KaBOOM! Playground build with The Nashville Predators. KaBOOM! is a non profit dedicated to giving all kids, especially those living in poverty, the childhood they deserve through great, safe places to play.



This year, we partnered with KaBOOM! to build a brand new playground from scratch, for the KIPP Kirkpatrick Elementary School in East Nashville. The playground design was selected from drawings submitted by over 700 Nashville students. Our staff worked together & the day ended with the children getting to see the playground completed.

## Operation Education Animal Rescue

The Buzz partnered with "Operation Education Animal Rescue" to visit the station bi-weekly. We feature adoptable dogs in the Middle Tennessee area via video. Our efforts have helped raise awareness of animal adoption to our 59,000 Facebook fans. Not only do we want to see an increase in adoptions and donations being made, but an increase in awareness for the amount of shelter pets that need homes in the local area.

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## Salute to Veterans

The Cromwell Radio Group proudly acknowledges, supports and appreciates our Veterans and their families in various ways. All 5 of our stations are proud to air the National Anthem 365 days a year. We do this to recognize the veterans and their families who sacrifice daily for the freedom we are fortunate to enjoy. We also take time to thank local Law Enforcement Agencies, Fire & Rescue and EMTs.

Our 5 stations also air a series of recorded greetings throughout the year from the Troops currently deployed overseas to their families and friends.

## Father & Son Bowl

The Father & Son Bowl is a fun filled community event that helps raise money for children without a father. The Cromwell Radio Nashville Stations partnered in this effort and reminded listeners of the importance of a father's positive involvement in their sons' lives. We believe it is critical to raise up the



next generation of men on a loving and solid foundation and that is best done by example. In 2018 the event continued to grow and 1,300 players turned out for another great day of flag football and bonding. So far, the event has raised over \$68,500 for children without a father.

## Polar Plunge TN

The Cromwell Radio Nashville stations partner each year with Polar Plunge TN to benefit Special Olympics Tennessee. We're "freezin' for a reason"! Our Stations along with hundreds of other brave souls across the state helped us build a bigger, better and COOLER community for 16,000+ Special Olympics athletes by jumping in to the cool pool at Nissan Stadium. When it was over, we warmed up with the annual Chili Cook-Off!

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## Rudolph's Red Nose Run

Cromwell Radio was a proud sponsor for the 38<sup>th</sup> annual Rudolph's Red Nose Run on December 1, 2018.



Participants wore their best Christmas apparel in an effort to help our Neighbors with essential needs such as electricity and heat. There was music, awards, prizes, shopping, food trucks, and much more.



## Fox 17 Weather Partnership

The Cromwell Group Nashville Stations are proud to be the radio partner of Fox 17 News reporting on the latest weather information each hour on all stations. When severe weather warrants, we switch ALL of our Nashville Stations to LIVE Storm Coverage from WZTV Fox 17, giving the latest up to the minute coverage to keep families safe. We are the ONLY Nashville Radio stations that go live EVERY TIME a tornado is on the ground in our area. The audio can be heard on the air and streaming on our web platforms & Apps. We are proud as a local broadcaster to have staff in the building 24 hours a day, 7 days a week, ready to flip the switch from our regular programming to live weather coverage so that we can keep our listeners informed and safe. Thanks to Fox 17, we're able to have the capable meteorologists' knowledge and information accessible when listeners need it most.



## Coaches vs. Cancer

For the past 27 years, the Coaches vs. Cancer program, in collaboration with the National Association of Basketball Coaches, has united coaches and fans nationwide to help the American Cancer Society defeat a common enemy – cancer.



The Cromwell Radio Group supported this year's event, and the impact has been felt in communities nationwide. Through fundraising and education initiatives, the Coaches vs. Cancer program has supported the American Cancer Society in improving and saving lives from cancer in the US and worldwide. This is the 7<sup>th</sup> year of our partnership.

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## The “Big Payback” - The Community Foundation of Middle Tennessee

The Cromwell Radio Group partners each year with The Community Foundation of Middle Tennessee’s “The Big Payback”. It’s a 24-hour, online giving event created to increase philanthropy in the 40 counties of Middle Tennessee. The goal is simple – inspire Middle



Tennesseans to come together, show their pride in their communities, and contribute to support the life-changing work of local nonprofit organizations. In its first three years, The Big Payback has helped Middle Tennessee’s nonprofit community raise \$6.75 million dollars for more than 750 charities, religious institutions and schools. The spirit of generosity shines bright during this annual giving event. For 2018, The Big Payback raised \$3,163,463.

### Visit Music City

The Cromwell Radio Group has been active in supporting our city’s tourism, including restaurants, concerts, history, arts & culture, developments and annual events. We air commercials on all of our stations promoting Music City. With Nashville growing quickly with unlimited amounts of “new” things to do, it is important bring awareness to the attractions and events that keep this city thriving.

### Sewanee Student Mentoring

Cromwell Radio Nashville helped Saint Andrew’s Sewanee School get a low power fm radio station 10 years ago. Our team of engineers (Ted, Holly, Matt and David) built a low power transmitter, including an FM translator & then in 2018, we re-equipped and installed it. Our engineers trained the students on how to use the station.

In October, Operations & Production Manager, Dennis “Ace” Swartz, visited Saint Andrew’s Sewanee School and spent the day working with the students and faculty training and instructing them how to use the equipment they have for the campus radio station, 103.1 “The Mountain”. Students recorded Promotional material, programmed music, learned how to voice track, and how to operate and maintain the on-air equipment.

Our engineers help maintain the equipment and both transmitters to this day.

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## Cromwell Radio Nashville has also given support to the following causes:

### ❖ 365 Pediatric Cancer Fund

- ❖ ALS Walk
- ❖ American Red Cross
- ❖ Autism Speaks
- ❖ Alzheimer's Foundation of America
- ❖ Battle Of The Badges
- ❖ Ben Jones Clay Shoot - The Jones Mission Fund
- ❖ Big Brothers and Big Sisters
- ❖ Birdies For Blake – Leukemia & Lymphoma Society
- ❖ Black Chamber Of Commerce
- ❖ Clothing / Winter Coat Drive
- ❖ Colon Cancer Alliance's 'Undie Run'
- ❖ Community Leaders
- ❖ Cumberland Heights
- ❖ End Polio
- ❖ End Slavery
- ❖ Fisk University
- ❖ Go VOTE
- ❖ Girl Scouts Of America
- ❖ Giving Matters.com
- ❖ Inter-Scholastic Athletic Association
- ❖ JDRF Walk – Juvenile Diabetes
- ❖ Kevin Carter Charity Golf Tournament – Make A Wish Foundation
- ❖ Marines Toys 4 Tots
- ❖ Maury County Sheriff Rodeo Benefitting Shop with a Cop and School Resource Officers Program
- ❖ Mentoring College Students
- ❖ Metro Human Resources Dept.
- ❖ Mookie Betts Silent Auction
- ❖ Nashville Career Advancement Centers

- ❖ Nashville Predators Foundation
- ❖ Nashville Symphony's Free Day of Music
- ❖ National Museum of African American Music
- ❖ Our Kids Foundation
- ❖ Peterson for Parkinson's
- ❖ Red Cross
- ❖ Renewal House
- ❖ Rock You Like A Hurricane – Hurricane Michael Relief
- ❖ Rockin' 4 Rescue
- ❖ Rock-N-Roll Marathon – St. Jude's Children's Hospital
- ❖ Salvation Army
- ❖ Sewanee
- ❖ Shoney's 5 K – Metro Nashville Police Support
- ❖ STARS - Shelby Bottoms Boogie
- ❖ STARS – Cherish The Night
- ❖ Tennessee Department of Tourist Dev. – TN Vacation
- ❖ Tennessee Gas Association - Pipe Safety
- ❖ Tennessee Highway Safety
- ❖ Tennessee Housing Development Agency – Great Choice
- ❖ Tennessee Storm water Association – Water Pollution
- ❖ Tennessee Wildlife Resource Agency
- ❖ The American Legion
- ❖ The Comeback Nashville
- ❖ Vandy Legends Charity Softball Game – YWCA
- ❖ Volunteers Of America
- ❖ Water Pollution Awareness campaign

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