

ST. JUDE MATTOON TO PEORIA RUN



The St. Jude Run is a relay style event benefiting St. Jude Children's Research Hospital. Runners begin their journey from St. Jude in Memphis, TN, or one of the 35 satellite communities, including Mattoon, all concluding in Peoria, IL, home of the St. Jude Midwest Affiliate. These runners truly go the extra mile for the kids of St. Jude with every step they take. Don't let the name "Team Mattoon" fool you. Last year the team represented 20 towns and 3 states with 110 runners and volunteers. This will mark the 9th year for the Mattoon to Peoria Run. Team Mattoon has donated over \$912,000! All four stations promote the run from start to finish. We are there for the first run meeting and all the thank you's at the end. We have several employees who run as part of Team Mattoon. One of the co-coordinators of the run is also an employee.

AREA HIGH SCHOOL SPORTS COVERAGE



101.3 WMCI, 92.1 The Axe and Victory 103.9 provides play-by-play coverage for local sports. We are the home of Mattoon, Charleston, and Tri-County High School sports, and also cover Eastern Illinois University and Lake Land College. 2018 allowed 101.3 WMCI to broadcast a softball state championship win with Windsor Stew-Stras. Lane Blickem's award winning play-by-play is also streamed online and on our free MyRadioLink app.

OUTSTANDING PHILANTHROPIC CORPORATION OF THE YEAR FINALIST

101.3 WMCI was named one of East Central Illinois' Top Three Philanthropic Corporations by the Association of Fundraising Professionals. The Association of East Central Illinois covers from the Indiana border, west to Decatur and south to include Effingham and Mattoon and includes Danville and Champaign. Each year the East Central Illinois Chapter of the Association Fundraising Professionals hosts a local National Philanthropy Day celebration to identify and recognize outstanding philanthropic achievements in six different categories.



COATS FOR KIDS & CHRISTMAS FOR KIDS

Every year our stations have a Coats for Kids drive beginning late fall. We team up with local businesses as drop-off sites where listeners can bring their gently used or new coats. Unfortunately, there are kids in the area that don't have the means to get a warm coat to get them through the winter months. We tell any listener who is in need of a coat to pick one up at the Salvation Army. 101.3 WMCI also works with two treatment learning centers in our listening area to help bring Christmas to children in need. It is heartbreaking to read the wish lists of these kids, as they ask for items we take for granted. Lists usually include food, a warm blanket, toiletries, clothes, boots and school supplies so they are ready for school to begin in January. Listeners call in to adopt a child and provide the needs and gifts of the child. Both drives have been successful and most importantly have helped families in our area during the winter months.



COMMUNITY REPORT

There is nothing live, local radio can't do! And while many tune in for their favorite music or sports broadcast it's what happens between them that matters most. We are the local voice over the air and online for fundraisers, breaking news, weather updates, and events that matter most to the listener. We work here, and we live here, so giving back means as much to us as it does to those who benefit from the information. It's not just our pleasure, it's our passion. Enclosed are just a few examples of the power of live, local radio.

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POLAR PLUNGE FOR SPECIAL OLYMPICS

104.3 The Party once again participated in the Annual Law Enforcement Torch Run Polar Plunge for Special Olympics Illinois at Lake Sara in Effingham on February 16, 2019. Our team raised \$1,857 for the athletes. The grand total raised for Special Olympics Illinois Region I was over \$52,000! We worked behind the scenes with Region I Director, Vanessa Duncan, to plan the promoting of the Plunge. In addition to the Plunge team fundraising, they partnered with the Omega Nu Ladies for a bake sale. The Plunge team helped raise awareness and funds for such an amazing non-for-profit organization, which supports year round sports training and competitions for individuals with intellectual disabilities.



COUNTRY CARES FOR ST. JUDE KIDS RADIOTHON



Our annual Country Cares Radiothon, consisting of our morning team, Bub & Renee, work a 12-hour on-air shift for two days in effort to end childhood cancer once and for all. Local second graders provide the voices on poems written by actual St. Jude patients. More than \$131,000 was raised in twenty four hours proving once again that there's nothing live, local radio cannot do.

ONE STOP COMMUNITY CHRISTMAS

One Stop is a collaborative effort of over 170 area organizations to come together at Christmas time and provide help and hope to families from seven counties (Clark, Coles, Cumberland, Douglas, Edgar, Moultrie and Shelby) during the holiday season. One Stop is about the power of partnership to make a difference in the community. This will mark the ninth year for One Stop and to date they have served over 15,899 children. Last year (2018), we helped over 900 families and were able to provide a wonderful Christmas experience for over 2,000 children. One Stop has truly strengthened our communities. All four stations are involved with One Stop by sharing sign up dates and times for families who need assistance and asking the community to volunteer the day of One Stop. It takes over 3,000 volunteers to make it happen. One Stop is chaired by one of our employees.

STAMP OUT HUNGER

Every spring we team up with the United States Postal Service to help feed the hungry in our community through "Stamp Out Hunger." Members of the USPS record public service announcements along with an on-air interview a day prior to the event to create awareness. Mail carriers collect the goods and donate them to the local food pantry. This combined effort has resulted in more than 15,000 pounds of food being collected and distributed to those in need.

SALVATION ARMY BELL RINGING

101.3 WMCI partnered with the Salvation Army of Coles and Cumberland counties to kick off the 2018 Red Kettle season. During the four-hour live broadcast, listeners who donated to the kettle were treated to free Starbucks coffee and County Market doughnuts. We also encouraged listeners to include their friends or family to volunteer ringing the bell for a two-hour shift. For Coles County, there were 1,920 two-hour shifts that the Salvation Army needed to cover.

MUMS FOR MOMS

101.3 WMCI teams with Sarah Bush Lincoln Health Center's Mobile Mammography Unit to offer beautiful mums, home grown by our very own Jeff Nalley, Cromwell Ag Director. The Mobile Mammography Unit is on sight and provides mammograms to those in need. Proceeds from the sale of these gorgeous flowers benefit the mobile mammography unit to assist the less fortunate in the area.



SPECIAL OLYMPICS FAMILY FESTIVAL



For more than 30 years, thousands of volunteers have gathered at Lake Land College for the Special Olympics Family Festival. It's a day-long celebration for the athletes and their Friends for a Day to play games, sing karaoke, watch a parade and soak up some sun and fun.

As the media partner, 101.3 WMCI provides airtime to drive volunteer recruitment. The day can't happen without the nearly 2,000 volunteers who devote their time to this wonderful and very worthy cause. Since the beginning of our partnership nearly 25 years ago, we have never fell short on volunteers.

Bub & Renee, hosts of the WMCI morning show, serve as the emcees of the parade, which is part of opening ceremonies. They've also been known to join the crowd of athletes in the mass dance-off. Fortunately, rhythm is not required. Additionally, several employees volunteer to be a Friend for a Day.