

Section 1 – Example

Summary

WSOY- AM – 2012 NAB Crystal Radio Award Recipient



Officially “born” on April 5, 1925, WSOY, broadcast from rented space on the seventh floor of a building in downtown Decatur, IL. The humble launch of this local station soon claimed grand space in the hearts of listeners. In addition to coverage of local news and issues, the people of the greater Decatur area recognize WSOY’s role as the leader for local causes. For 87 years, WSOY has stood for unprecedented community service and action and 2011 was an extraordinary year. The 10th Annual Community Food Drive raised a record 640,000 lbs of food for Catholic Charities and the Salvation Army, bringing our total to more than 2.6 million lbs of food. WSOY raised \$190,000 to fill the gap for Meals on Wheels and helped secure \$1.5 million to fund the program for the next 5 years. In 2011, WSOY directly raised more than 1.1 million dollars for the Decatur area (pop. 92,500) and our nine employees put in 1,200 hrs of volunteer time. In 2011 WSOY was honored with the Chamber of Commerce’s Small Business of the Year and the United Way’s Company that Cares, the community’s highest awards. WSOY embodies the Neuhoff Media philosophy, Media Made Locally.