



# Golden Eagle Radio

ASI Funding Proposal

2016-2017

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# GOLDENEAGLERADIO™



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**LINK UP! #WEFOLLOWBACK**

CALIFORNIA STATE UNIVERSITY  
LOS ANGELES

## WHO WE ARE

Our mission is "to provide a wide range of quality music, entertainment, and news for the California State University, Los Angeles community along with the surrounding Los Angeles area. We aim to serve as a platform for students, staff, community activists, musicians, poets, philanthropists, and artists alike."

Golden Eagle Radio was created and is facilitated by the students of California State University, Los Angeles. As such, we are in servitude to the student body at large and want to provide an environment that encourages creativity and campus awareness. As a unit, we are working to incorporate all areas of our campus to create more student involvement. Our goal is to bring unity to the California State University, Los Angeles community through diverse, informative, and exemplary student broadcasting coupled with campus engagement activities.

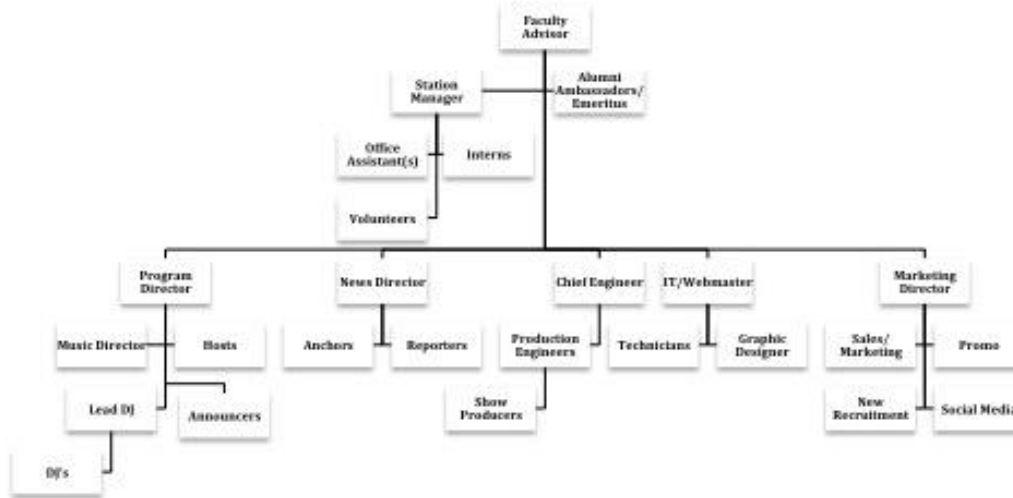
At Golden Eagle Radio we aim to foster the growth and the development of CSULA Television, Film and Media Studies (TVF) students. We would also like to provide an opportunity to non-TVF students to participate in this station as well, and encourage their involvement. We aim to inform, promote and highlight various on and off campus activities, events, foundations, clubs, organizations, departments, artists, musicians, etc. in order to bring California State University, Los Angeles and the entire Los Angeles community, together.



Our Golden Eagle Radio Studio in King Hall.

# OUR ORGANIZATION

Our organization flow chart is as follows.



## Our On Air Programming Schedule:

On a weekly basis our students create an on-air program schedule that consists of student content and student curated playlists. We stream our station 24 hours a day seven days a week, year round.

We have a variety of shows including: two news programs, one featuring campus events and the other highlighting national and world events; talk shows on pop culture, the latest trends in fashion and music; "The Eagle's Nest" a discussion show focusing on issues affecting the campus and the community at large; a gospel music show, jazz, Latino and Spanish language; there is even a cooking show. We are continuing to expand our on air offerings as we grow in personnel and in our audience reach.

	Tuesday 4/26	Wednesday 4/27	Thursday 4/28	Friday 4/29	Saturday 4/30	Sunday 5/1	Monday 5/2
12:00 AM	MX Jazz	PO Flamenco	Playlist: Jazz	Playlist: Jazz	Playlist: Jazz	MX Eclectic	MX Eclectic
1:00 AM	PO World	MX Jazz	MX Jazz	Playlist: Jazz	MX Eclectic	MX Eclectic	MX Eclectic
2:00 AM	MX Eclectic	PO World	PO Flamenco	PO Country	Playlist: Jazz	Playlist: Jazz	Playlist: Jazz
3:00 AM	PO Country	MX Eclectic	PO World	MX Jazz	PO Flamenco	Playlist: Jazz	Playlist: Jazz
4:00 AM	PO Rock	PO Country	MX Eclectic	PO Flamenco	MX Jazz	PO Flamenco	MX Urban
5:00 AM	MX Urban	PO Rock	PO Country	MX Eclectic	PO World	MX Jazz	PO Flamenco
6:00 AM	PO Caribbean	MX Urban	PO Rock	PO Country	MX Eclectic	PO Caribbean	PO Country
7:00 AM	PO Flamenco	PO Caribbean	MX Urban	MX Rock	PO Country	MX Reggae	MX Jazz
8:00 AM	PO World	Playlist: Jazz	PO Flamenco	Playlist: Jazz	PO Flamenco	PO Country	PO Flamenco
9:00 AM	Playlist: Jazz	Playlist: Jazz	Playlist: Jazz	PO Country	MX Jazz	PO World	PO World
10:00 AM	2016 04 20_AI Castro_Off The Wire_FEZ	2016 04 20_AI Castro_Off The Wire_FEZ	2016 04 20_AI Castro_Off The Wire_FEZ	2016 04 20_AI Castro_Off The Wire_FEZ	2016 04 20_AI Castro_Off The Wire_FEZ	2016 04 20_AI Castro_Off The Wire_FEZ	2016 04 20_AI Castro_Off The Wire_FEZ
11:00 AM	2016 04 23_Pablo Baler_La Ronda_MDL	2016 04 23_Pablo Baler_La Ronda_MDL	2016 04 23_Pablo Baler_La Ronda_MDL	2016 04 23_Pablo Baler_La Ronda_MDL	2016 04 23_Pablo Baler_La Ronda_MDL	2016 04 23_Pablo Baler_La Ronda_MDL	2016 04 23_Pablo Baler_La Ronda_MDL
12:00 PM	2016 04 24_Nico Ricky & Chicho_The Lunch Table_MDL	2016 04 24_Nico Ricky & Chicho_The Lunch Table_MDL	2016 04 24_Nico Ricky & Chicho_The Lunch Table_MDL	2016 04 24_Nico Ricky & Chicho_The Lunch Table_MDL	2016 04 24_Nico Ricky & Chicho_The Lunch Table_MDL	2016 04 24_Nico Ricky & Chicho_The Lunch Table_MDL	2016 04 24_Nico Ricky & Chicho_The Lunch Table_MDL

## Student Hosts

Our student shows are the most important aspect of our station. The student-run station not only provides the campus with unique content for the Cal State Los Angeles community, it also provides in-depth experience for students interested in testing their skills and ideas for the field of broadcasting.



**Soulversity**  
*Jr-TRON*



**Golden Jazz**  
*The Wiseguy*



**Oishii Music**  
*SidderK*

## Golden Eagle Radio Premiere

Golden Eagle Radio, [www.goldeneagleradio.org](http://www.goldeneagleradio.org), officially launched at 1:00pm on April 7, 2015 during a festive celebration on the plaza in front of the USU. It was attended by invited guests, students, staff, and members of the CSULA faculty and administration, including Peter McAllister, Dean of the College of Arts and Letters and Dr. John Ramirez, chairman of the Department of Television, Film and Media Studies.



It was an exciting and historic moment for Cal State LA, and speakers included Golden Eagle Radio President and Station Manager, Sophia Biggs, who is also one of the station's show hosts. The other hosts were there for the sendoff as well, as were the engineering crew and the station executive team that handles the website, marketing, event planning and finances. The plaza was filled with music from our DJ's, who created a festive atmosphere for the station premiere.

The Launch was a front page story in the University Times:



Quick Response Code with the UT article that can be scanned with a smartphone or visit:

<http://www.csulauniversitytimes.com/news/view.php/864007/Golden-Eagle-Radio-Premieres>

## SOCIAL MEDIA & ON AIR ANALYTICS



- Page likes we have a positive percentage, which means people are liking our profile, in one week we have about 6 to 10 people that like our page.
- More people are liking our posts such as photos of our hosts & GER members or videos we post of songs.
- However, we do not have a positive result with comments on our posts, which means people are not commenting on our posts on our page.
- We have 1,278 people following us on Facebook, however we have an average of 303 people that engage with our posts.
- We are the second (#2) Cal State L.A. based social media profile that gets the most engagement from their followers (which is good news).
- Our population on Facebook includes:
  - 2459 followers from US
  - 27 from Mexico
  - 36 from India
  - 4 Libya
  - 4 Algeria
  - 3 Morocco
  - 3 Japan
  - 3 United Kingdom
  - 3 South Africa
- We have people of 9 different languages following our Facebook.
- Most of our followers live in the Los Angeles and San Diego



- Our Instagram profile, which is based on posting ONLY pictures and videos, is the most successful profile we have. We have the most engagement from our followers on this platform, and it also contains the most followers.
- We have posted more photos than videos, and we have received more likes on our videos than on our photos. In other words, people like it more when we post videos.



- Our audience is not using a lot our hashtags #WeAreGER or Golden Eagle Radio, only 4% do it.
- It seems that people engage more on our posts on Mondays (25.4%)
- The time when people engage most is between 1:00pm - 2:00pm
- Our main community is based in Los Angeles area
- The Twitter profile is a more complicated platform to engage with our followers, just because of how this social media outlet works.
- We are having trouble keeping up engagement with our followers! We are not receiving as many retweets (which means people don't share our posts on Twitter)
- The content that we post on twitter automatically is shared to our Facebook page as well.
- In the past month we have received new 48 followers.
- 1646 people have visited our profile
- Our post that had the most social media attraction was the Nick Jonas campaign.



# Our On Air Analytics



Golden Eagle Radio - <http://web.calstat...> [Go to this report](#)  
All Web Site Data

## Golden Eagle Radio

Jan 1, 2016 - Mar 31, 2016

All Users  
100.00% Sessions

### Pageviews

**2,414**

% of Total: 100.00% (2,414)



### Users

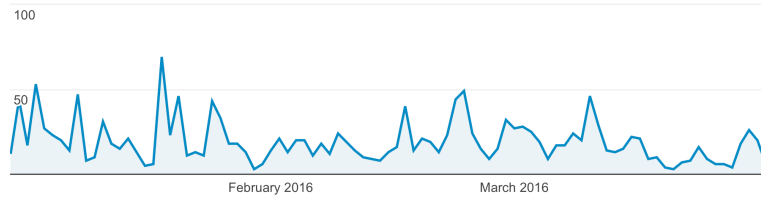
**1,302**

% of Total: 100.00% (1,302)



### Users

● Users

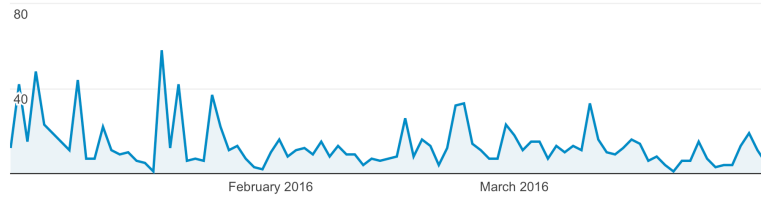


### Sessions by Browser

Browser	Sessions
Chrome	890
Safari	630
Firefox	158
Internet Explorer	111
Safari (in-app)	37
Edge	17

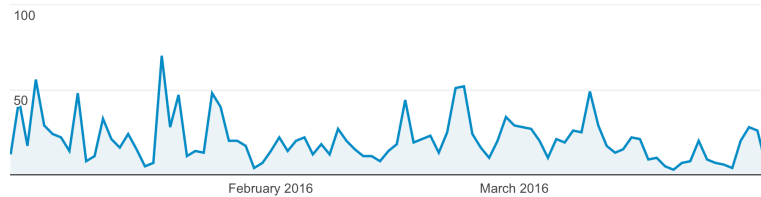
### New Users

● New Users



### Sessions

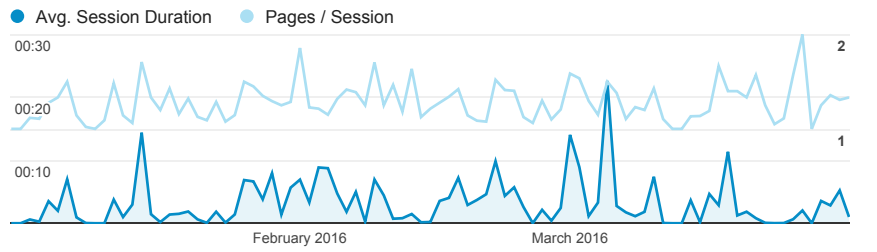
● Sessions



### Sessions by Country

Country	Sessions
United States	1,598
Russia	88
(not set)	56
China	25
United Kingdom	14
Germany	13
South Korea	11
Canada	10
Japan	9
Brazil	8

### Avg. Session Duration and Pages / Session



## **CAL STATE LA COMMUNICATIONS BOARD**

The Communications Board was re-instated in 2014 in response to the arrival of Golden Eagle Radio, Golden Eagle Television and the University Times as a new brand of student media on the CSULA Campus. Each media organization is represented on the COMM Board along with members of the administration, faculty and staff. The current board consists of Elena Stern, Associate Vice President for Communications and Public Affairs; Peter McAllister, Dean of the College of Arts and Letters; Victor King, University General Counsel; Tony Cox, Professor of Television Film & Media Studies and Faculty Advisor for Golden Eagle Radio; Jasmine Salgado, Golden Eagle Radio Vice President; and Gerardo Amezcuita, Editor-in-Chief, University Times. The Communications Board oversees all sanctioned student media at CSULA.

## **PEDAGOGY**

Since 2014, Golden Eagle Radio has also been part of the curriculum of the Department of Television, Film and Media Studies, and is offered as an elective course for TVF majors and any student with an interest in becoming part of the radio station either on air or behind the scenes. The Golden Eagle Radio Course was created and is co-taught by Professors Tony Cox and Jane McKeever of TVF, and offers instruction in on-air performance, writing copy, and production skills including audio recording and editing using Pro Tools in a special lab located in the Television, film and Media Center on campus.

A copy of the Winter 2015 course syllabus is included here:

**TVF 454L WINTER 2015**

**GOLDEN EAGLE RADIO CLASS**

**PROFESSOR TONY COX**

**OFFICE: MUSIC 247 323.343.4212**

**OFFICE HOURS: Tues/Thurs: 4:00pm - 5:30pm**

**PROFESSOR JANE MCKEEVER**

**OFFICE: TVFC 204**

**OFFICE HOURS: Monday 3:30pm - 5:30pm**

**COURSE DESCRIPTION:** This is the second class for Golden Eagle Radio, Cal State L.A.'s new campus internet radio station, [www.goldeneagleradio.org](http://www.goldeneagleradio.org). The course has been divided into two equal parts with two professors, Jane McKeever and Tony Cox sharing the instructional responsibilities in research, preparation, on air performance, studio recording and audio

production. Students will spend 10 weeks with both professors, with the time being divided between production and programming. This course is designed for students who either have experience working in radio or who have demonstrated their aptitude for radio production and/or on air performing.

**STUDENT LEARNING OUTCOMES:** By the end of the course, students should be proficient in producing a minimum one hour-long weekly radio broadcast and should have the necessary skill-set to record and mix audio

**CLASS POLICY:** Critiques are a part of the business, so expect to be evaluated in front of and by others. Accepting constructive criticism is an essential element for on-air success. The audience is (nearly) always right. There is to be no demeaning of any students' effort. There is no eating in class, no cell phones, and no non-GER related internet activity. BE ON TIME. One unexcused absence will lower your grade for this session by one grade level. If you have special needs, communicate them to me in the first week of class.

## GER PROJECTED ANNUAL BUDGET 2016-2017

### 1<sup>st</sup> quarter projected budget 2016-2017

EXPENSES	July	August	September	Q1
<b>Administrative</b>				
Station Manager (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Program Director (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Production Engineer (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
IT/Webmaster (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Marketing Director (Student)	\$ -	\$ -	\$ -	\$ -
News Director (Student)	\$ -	\$ -	\$ -	\$ -
Office Assistant (Student)	\$ -	\$ -	\$ -	\$ -
INTERNS (Student)	\$ -	\$ -	\$ -	\$ -
COMMUNITY VOLUNTEERS	\$ -	\$ -	\$ -	\$ -
ANNOUNCERS/HOSTS	\$ -	\$ -	\$ -	\$ -
<b>Subtotal</b>	<b>\$ 3,680.00</b>	<b>\$ 3,680.00</b>	<b>\$ 3,680.00</b>	<b>\$ 11,040.00</b>
<b>Operational / Engineering</b>				
Equipment	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
Misc	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00
Office Supplies	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
<b>Subtotal</b>	<b>\$ 1,100.00</b>	<b>\$ 1,100.00</b>	<b>\$ 1,100.00</b>	<b>\$ 3,300.00</b>
<b>Marketing / Sales</b>				
Promotional Items	\$ 300.00	\$ 300.00	\$ 300.00	\$ 900.00
Misc	\$ 200.00	\$ 200.00	\$ 200.00	\$ 600.00
<b>Subtotal</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 1,500.00</b>
<b>TOTAL EXPENSES</b>	<b>\$5,280</b>	<b>\$5,280</b>	<b>\$5,280</b>	<b>\$15,840</b>

## 2<sup>nd</sup> quarter projected budget 2016-2017

EXPENSES	October	November	December	Q2
<b>Administrative</b>				
Station Manager (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Program Director (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Production Engineer (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
IT/Webmaster (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Marketing Director (Student)	\$ -	\$ -	\$ -	\$ -
News Director (Student)	\$ -	\$ -	\$ -	\$ -
Office Assistant (Student)	\$ -	\$ -	\$ -	\$ -
INTERNS (Student)	\$ -	\$ -	\$ -	\$ -
COMMUNITY VOLUNTEERS	\$ -	\$ -	\$ -	\$ -
ANNOUNCERS/HOSTS	\$ -	\$ -	\$ -	\$ -
<b>Subtotal</b>	<b>\$ 3,680.00</b>	<b>\$ 3,680.00</b>	<b>\$ 3,680.00</b>	<b>\$ 11,040.00</b>
<b>Operational / Engineering</b>				
Equipment	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
Misc	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00
Office Supplies	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
<b>Subtotal</b>	<b>\$ 1,100.00</b>	<b>\$ 1,100.00</b>	<b>\$ 1,100.00</b>	<b>\$ 3,300.00</b>
<b>Marketing / Sales</b>				
Promotional Items	\$ 300.00	\$ 300.00	\$ 300.00	\$ 900.00
Misc	\$ 200.00	\$ 200.00	\$ 200.00	\$ 600.00
<b>Subtotal</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 1,500.00</b>
<b>TOTAL EXPENSES</b>	<b>\$5,280</b>	<b>\$5,280</b>	<b>\$5,280</b>	<b>\$15,840</b>

## 3<sup>rd</sup> quarter projected budget 2016-2017

EXPENSES	January	February	March	Q3
<b>Administrative</b>				
Station Manager (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Program Director (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Production Engineer (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
IT/Webmaster (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Marketing Director (Student)	\$ -	\$ -	\$ -	\$ -
News Director (Student)	\$ -	\$ -	\$ -	\$ -
Office Assistant (Student)	\$ -	\$ -	\$ -	\$ -
INTERNS (Student)	\$ -	\$ -	\$ -	\$ -
COMMUNITY VOLUNTEERS	\$ -	\$ -	\$ -	\$ -
ANNOUNCERS/HOSTS	\$ -	\$ -	\$ -	\$ -
<b>Subtotal</b>	<b>\$ 3,680.00</b>	<b>\$ 3,680.00</b>	<b>\$ 3,680.00</b>	<b>\$ 11,040.00</b>
<b>Operational / Engineering</b>				
Equipment	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
Misc	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00
Office Supplies	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
<b>Subtotal</b>	<b>\$ 1,100.00</b>	<b>\$ 1,100.00</b>	<b>\$ 1,100.00</b>	<b>\$ 3,300.00</b>
<b>Marketing / Sales</b>				
Promotional Items	\$ 300.00	\$ 300.00	\$ 300.00	\$ 900.00
Misc	\$ 200.00	\$ 200.00	\$ 200.00	\$ 600.00
<b>Subtotal</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 1,500.00</b>
<b>TOTAL EXPENSES</b>	<b>\$5,280</b>	<b>\$5,280</b>	<b>\$5,280</b>	<b>\$15,840</b>

## 4<sup>th</sup> quarter projected budget 2016-2017

EXPENSES	April	May	June	Q4
<b>Administrative</b>				
Station Manager (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Program Director (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Production Engineer (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
IT/Webmaster (Student)	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Marketing Director (Student)	\$ -	\$ -	\$ -	\$ -
News Director (Student)	\$ -	\$ -	\$ -	\$ -
Office Assistant (Student)	\$ -	\$ -	\$ -	\$ -
INTERNS (Student)	\$ -	\$ -	\$ -	\$ -
COMMUNITY VOLUNTEERS	\$ -	\$ -	\$ -	\$ -
ANNOUNCERS/HOSTS	\$ -	\$ -	\$ -	\$ -
<b>Subtotal</b>	<b>\$ 3,680.00</b>	<b>\$ 3,680.00</b>	<b>\$ 3,680.00</b>	<b>\$ 11,040.00</b>
<b>Operational / Engineering</b>				
Equipment	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
Misc	\$ 100.00	\$ 100.00	\$ 100.00	\$ 300.00
Office Supplies	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
<b>Subtotal</b>	<b>\$ 1,100.00</b>	<b>\$ 1,100.00</b>	<b>\$ 1,100.00</b>	<b>\$ 3,300.00</b>
<b>Marketing / Sales</b>				
Promotional Items	\$ 300.00	\$ 300.00	\$ 300.00	\$ 900.00
Misc	\$ 200.00	\$ 200.00	\$ 200.00	\$ 600.00
<b>Subtotal</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 500.00</b>	<b>\$ 1,500.00</b>
<b>TOTAL EXPENSES</b>	<b>\$5,280</b>	<b>\$5,280</b>	<b>\$5,280</b>	<b>\$15,840</b>

## Total projected budget 2016-2017

EXPENSES	Total
<b>Administrative</b>	
Station Manager (Student)	\$ 11,040.00
Program Director (Student)	\$ 11,040.00
Production Engineer (Student)	\$ 11,040.00
IT/Webmaster (Student)	\$ 11,040.00
Marketing Director (Student)	\$ -
News Director (Student)	\$ -
Office Assistant (Student)	\$ -
INTERNS (Student)	\$ -
COMMUNITY VOLUNTEERS	\$ -
ANNOUNCERS/HOSTS	\$ -
<b>Subtotal</b>	<b>\$ 44,160.00</b>
<b>Operational / Engineering</b>	
Equipment	\$6,000.00
Misc	\$1,200.00
Office Supplies	\$6,000.00
<b>Subtotal</b>	<b>\$13,200</b>
<b>Marketing / Sales</b>	
Promotional Items	\$ 3,600.00
Misc	\$ 2,400.00
<b>Subtotal</b>	<b>\$ 6,000.00</b>
<b>TOTAL EXPENSES</b>	<b>\$63,360</b>