



# Golden Eagle Radio

ASI Funding Proposal

2017-2018

# 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.

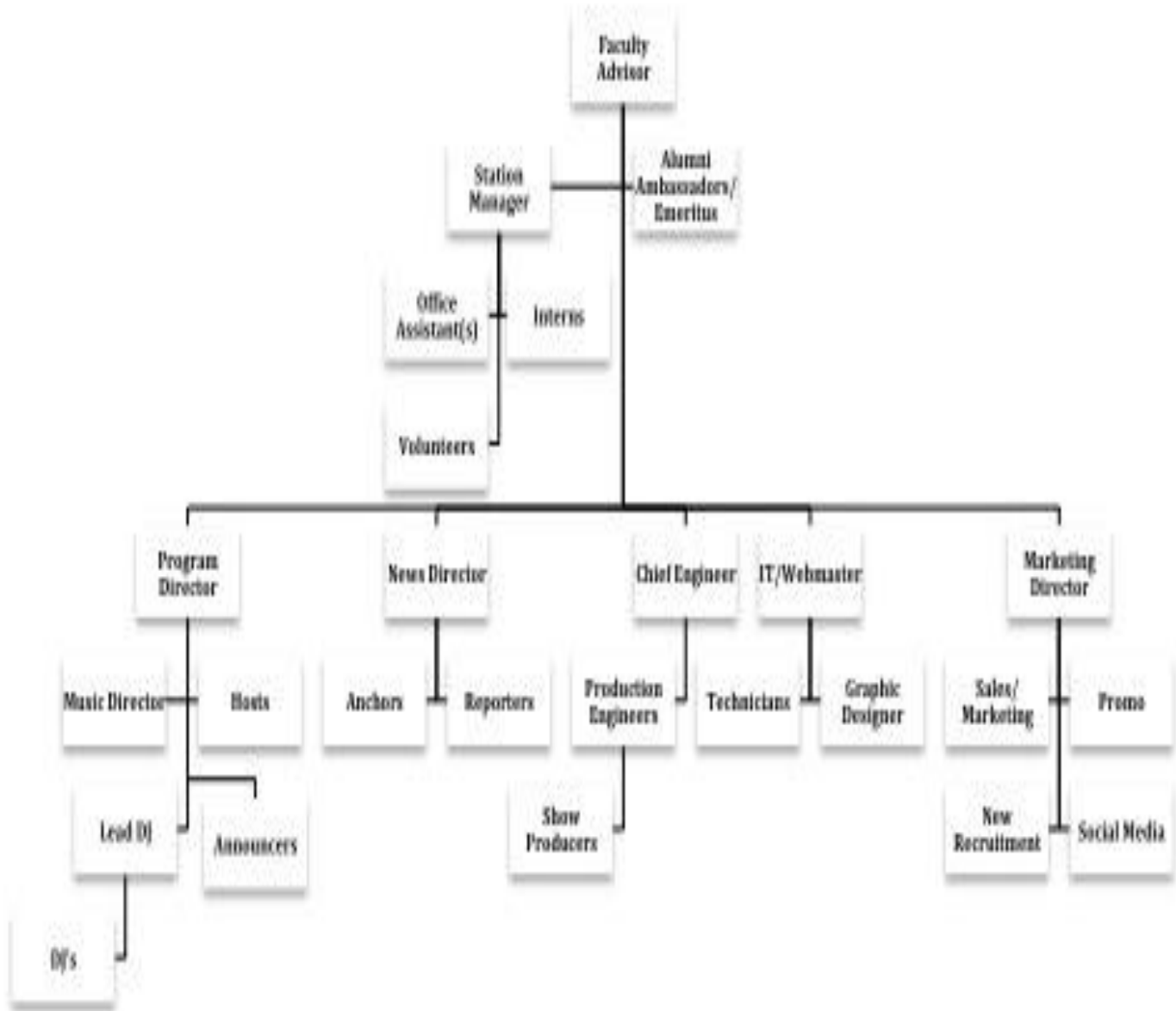
At Golden Eagle Radio we aim to foster the growth and the development of CSULA Television, Film and Media Studies (TVF) students. We would also like to provide an opportunity to non-TVF students to participate in this station as well, and encourage their involvement. We aim to inform, promote and highlight 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:

12:00 AM	MX INSTRML	MX SKA	2015 04 20_Roxanne Mayoral_DJ Roxanne_Full Circle EDM DJ Mix	2016 27 06_Daisy_MJ Playlist_JJL	MX INSTRML	2016 13 01_Gerardo Dj Yayo_Mix 1_MDL		<<PO: Promo Only
1:00 AM	PO Flamenco	MX Eclectic	MX INSTRML	DJMX Chill Trap DJ RYMX	2015 04 20_Roxanne Mayoral_DJ Roxanne_Full Circle EDM DJ Mix	MX SKA		<<GER Vault
2:00 AM	2015 04 20_Roxanne Mayoral_DJ Roxanne_Full Circle EDM DJ Mix	2016 13 01_Gerardo Dj Yayo_Mix 1_MDL	Playlist: Jazz	MX SKA	DJMX Old School Mix	DJMX Chill Trap DJ RYMX		<<To Be Determined
3:00 AM	Playlist: Jazz	DJMX Chill Trap DJ RYMX	PO Flamenco	MX Eclectic	Playlist: Jazz	MX INSTRML		<<MX: Mixes
4:00 AM	2017 03 14_Val Lesser_The Spotlight_GB	2017 03 15_Lacie Inthe streets_RAW_JJL	2017_17_03_the Lunch Table_Matt	2016 13 01_Gerardo Dj Yayo_Mix 1_MDL	PO Flamenco	MX Eclectic		<< DJMX: DJ Mix
5:00 AM	DJMX Chill Trap DJ RYMX	2016 02 22_Nico Blitz_GER Hip Hop Mix #1_MDL	MX 90's	PO Mains	MX Reggae	PO World		
6:00 AM	MX 90's	DJMX Old School Mix	DJMX Chill Trap DJ RYMX	2016 02 22_Nico Blitz_GER Hip Hop Mix #1_MDL	2017 03 15_Lacie Inthe streets_RAW_JJL	2016 13 01_Gerardo Dj Yayo_Mix 1_MD		
7:00 AM	MX Reggae	PO Mains	2016 13 01_Gerardo Dj Yayo_Mix 1_MD	2017 03 15_Lacie Inthe streets_RAW_JJL	MX 90's	2016 07 21_Jessica Oldies Playlist_GBEdit		
8:00 AM	2017 03 15_Lacie Inthe streets_RAW_JJL	2016 07 21_Jessica Oldies Playlist_GBEdit	2017 03 15_Lacie Inthe streets_RAW_JJL	2016 13 01_Gerardo Dj Yayo_Mix 1_MD	DJMX Chill Trap DJ RYMX	2016 02 22_Nico Blitz_GER Hip Hop Mix #1_MDL		
9:00 AM	2016 13 01_Gerardo Dj Yayo_Mix 1_MD	2017 03 15_Lacie Inthe streets_RAW_JJL	MX Reggae	2016 07 21_Jessica Oldies Playlist_GBEdit	DJMX Old School Mix	MX INSTRML		
10:00 AM	2016 08 16_DJ Inturn_Mix_MD L	PO Caribbean	2016 03 20_Super Estrella_Afterhours #2_MDL	DJMX CUMBIA	2016 01 06_Daisy Villalobos_2016 Throwback Playlist_JD	MX 80's		
11:00 AM	2017_17_03_the Lunch Table_Matt	2016 27 06_Daisy_MJ Playlist_JJL	2016 01 06_Daisy Villalobos_2016 Throwback Playlist_JD	MX Reggae	2016 03 20_Super Estrella_Afterhours #2_MDL	PO Caribbean		
12:00 PM	PO Mains	2017_17_03_the Lunch Table_Matt	PO Mains	MX 90's	2016 08 16_DJ Inturn_Mix_MD L	MX Reggae		

Our On Air Programming Schedule:

1:00 PM	MX 80's	MX 90's	2017_17_03_the Lunch Table_Matt	2016 27 06_Daisy_MJ Playlist_JJL	2017_17_03_the Lunch Table_Matt	PO Mains			
2:00 PM	2016 01 06_Daisy Villalobos_2016 Throwback Playlist_JD	2016 03 20_Super Estrella_Afterhours #2_MDL	2016 08 16_DJ Intum_Mix_MDL	2017_17_03_the Lunch Table_Matt	MX 80's	2016 27 06_Daisy_MJ Playlist_JJL			
3:00 PM	PO World	MX 80's	PO Dance	2016 13 01_Vinnie Mack_Mix 1_MDL	2016 07 21_Jessica Oldies Playlist_GBedit	2016 07 07_Daisy and Jessica_2000s playlist			
4:00 PM	2016 07 21_Jessica Oldies Playlist_GBedit	DJMX BANDA	PO World	MX 80's	2016 08 19_Daisy's Latin Playlist2_JJL	2016 13 01_Vinnie Mack_Mix 1_MDL			
5:00 PM	PO Dance	2016 07 01_Daisy's Bachata mix	2016 08 19_Daisy's Latin Playlist2_JJL	2016 07 07_Daisy and Jessica_2000s playlist	PO World	DJMXOld School Mix			
6:00 PM	2016 08 19_Daisy's Latin Playlist2_JJL	2016 07 07_Daisy and Jessica_2000s playlist	2016 07 21_Jessica Oldies Playlist_GBedit	PO World	DJMX BANDA	2016 07 01_Daisy's Bachata mix			
7:00 PM	DJMXOld School Mix	2016 13 01_Vinnie Mack_Mix 1_MDL	DJMX BANDA	2016 07 01_Daisy's Bachata mix	PO Dance	MX 80's			
8:00 PM	MX Reggae	2015 04 20_Roxanne Mayoral_DJ Roxanne_Futra House DJ MIX	2017 03 14_Val Lesser_The Spotlight_GB	2015 04 09_DJ Estradation_Spanish Clubhouse_Eric Estrada	PO Mains	DJMX BANDA			
9:00 PM	MX Urban	2017 03 14_Val Lesser_The Spotlight_GB	MX Urban	2017 03 14_Val Lesser_The Spotlight_GB	MX Reggae	2015 04 09_DJ Estradation_Spanish Clubhouse_Eric Estrada			
10:00 PM	2017 03 14_Val Lesser_The Spotlight_GB	DJMX BANDA	PO Mains	2016 07 07_Daisy and Jessica_2000s playlist	2017 03 14_Val Lesser_The Spotlight_GB	2016 27 06_Daisy_MJ Playlist_JJL			
11:00 PM	PO Mains	2015 04 09_DJ Estradation_Spanish Clubhouse_Eric Estrada	MX Reggae	DJMX BANDA	MX Urban	2015 04 20_Roxanne Mayoral_DJ Roxanne_Futra House DJ MIX			

## 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.



**The Lunch Table**  
*Ricky, Chico & Saika*



**XOXO College Girl**  
*Lauren & Rocio*



**After the Whistle**  
*Oscar Alanis, Kevin Gann, & David Ochoa*



## 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:
  - 1173 followers from US
  - 8 from Mexico
  - 4 from India
  - 4 Libya
  - 4 Albania
  - 4 Egypt
  - 3 Brazil
  - 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.

## **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 Cal State LA Campus. Each media organization was represented on the COMM Board along with members of the administration, faculty and staff. Since the university's conversion from the quarter to semester system in Fall 2016, the Communications board has not met but is expected to resume operating in the near future. 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 was originally offered as an elective course for TVF majors and students of other majors 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. There is a new required course now fulfilling that pedagogic need: JOUR 2490 Announcing follows the same format as offered during the prior quarter system, and combines journalism performance and production in the co-teacher format. Students from that class have become major contributors to Golden Eagle Radio.

**STUDENT LEARNING OUTCOMES:** By the end of the course, students should be proficient in producing a variety of audio and video content using pro tools and other editing software. In addition, students will have the necessary skill sets to perform a minimum one hour-long weekly radio broadcast and should have on air in a variety of programming formats.

# GER PROJECTED ANNUAL BUDGET 2017-2018

## 1<sup>st</sup> Quarter

Expenses	July	August	September	Q1
<b>Administrative</b>				
Station Manager	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Program Director	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Production Engineer	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
IT/Webmaster	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
<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>\$ 5,280.00</b>	<b>\$ 5,280.00</b>	<b>\$ 5,280.00</b>	<b>\$ 15,840.00</b>

## 2<sup>nd</sup> Quarter

Expenses	October	November	December	Q2
<b>Administrative</b>				
Station Manager	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Program Director	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Production Engineer	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
IT/Webmaster	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
<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>\$ 5,280.00</b>	<b>\$ 5,280.00</b>	<b>\$ 5,280.00</b>	<b>\$ 15,840.00</b>

### 3<sup>rd</sup> Quarter

<b>Expenses</b>	<b>Jan-18</b>	<b>Feburary</b>	<b>March</b>	<b>Q3</b>
<b>Administrative</b>				
Station Manager	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Program Director	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Production Engineer	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
IT/Webmaster	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
<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/Enginnering</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>\$ 5,280.00</b>	<b>\$ 5,280.00</b>	<b>\$ 5,280.00</b>	<b>\$ 15,840.00</b>



## 4<sup>th</sup> Quarter

Expenses	April	May	June	Q4
<b>Administrative</b>				
Station Manager	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Program Director	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
Production Engineer	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
IT/Webmaster	\$ 920.00	\$ 920.00	\$ 920.00	\$ 2,760.00
<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>\$ 5,280.00</b>	<b>\$ 5,280.00</b>	<b>\$ 5,280.00</b>	<b>\$ 15,840.00</b>

## Annual Expenses 2017-2018

<b>ANNUAL EXPENSES 2017-2018</b>	<b>Total</b>
<b>Administrative</b>	
Station Manager	\$ 11,040.00
Program Director	\$ 11,040.00
Production Engineer	\$ 11,040.00
IT/Webmaster	\$ 11,040.00
<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>\$ 13,200.00</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>\$ 63,360.00</b>