



Golden Eagle Radio

ASI Funding Proposal

2018-2019

GOLDENEAGLERADIO™



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RFX CAL STATE LOS ANGELES

CALIFORNIA STATE UNIVERSITY
LOS ANGELES

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WHO WE ARE...

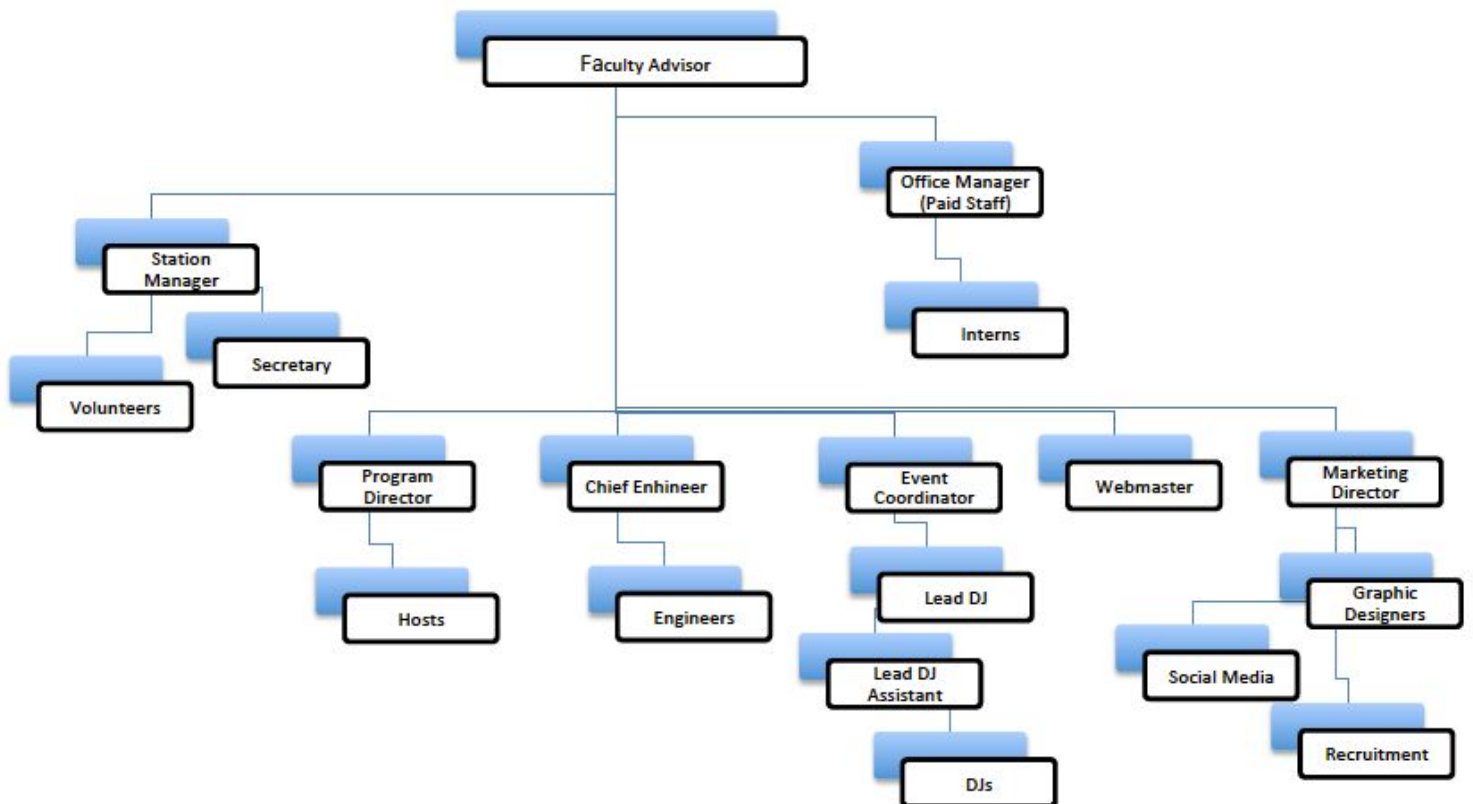
Our mission is “to provide a wide range of quality music, entertainment, and news for the California State University, Los Angeles community along with the surrounding Los Angeles area. We aim to serve as a platform for students, staff, community activists, musicians, poets, philanthropists, and artists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

Our organization flow chart is as follows:



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 Freestyle with Topic Talk
Jazmin Figueroa



Adult Education
Justin Lyons & Diana Real



Lewis & Clark's Geek Adventure
Lewis Rosales & Jeffrey Clark



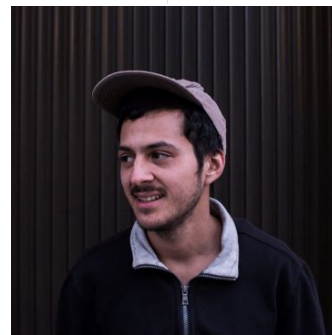
Hot Button
Bryan Hefner & Michael Acevedo



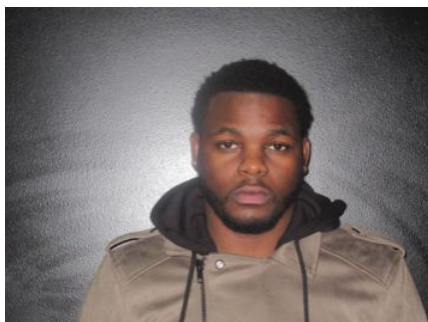
G.E.R. News
*Alexandrea Bell, Toni Reveles, and
Michael Gonzalez*



Slappin
PhettieG



Tabling Sessions
Joe Brizzolara & Ricky Rodas



1 on 1
Lincoln Roy



Queer Women of Color
Yamani Wallace



LA Rage
Justin Lyons

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.

A	B	C	D	E	F	G	H	I	J	K	L	M	N
	Tuesday 2/13	Wednesday 2/14	Thursday 2/15	Friday 2/16	Saturday 2/17	Sunday 2/18	Monday 2/19						
Available content													
11:00 PM	2016 13 01_Gerardo DJ Yayo_Mix 1_MDL	MX JAZZ	MX WORLD	MX ECLECTIC	MX INSTRMTL	2016 07 01_Daisy's Bachata mix	2016 27 06_Daisy_MJ Playlist_JJL						
12:00 AM	MX 80s	MX SKA	MX Reggae	MX FLAMENCO	MX ECLECTIC	MX WORLD	MX FLAMENCO						
1:00 AM	2016 07 06_Jessica's Oldies Playlist_JJL	MX FLAMENCO	2016 07 07_Daisy and Jessica_Summer Playlist_GB	2016 07 01_Daisy's Bachata mix	MX WORLD	MX JAZZ	MX INSTRMTL						
2:00 AM	2017 04 25_Daisy Villalobos_Indie Playlist_DV	2016 07 07_Daisy and Jessica_Summer Playlist_GB	2017 04 25_Daisy Villalobos_Indie Playlist_DV	MX ECLECTIC	2017 03 30_Joseph Delgado_Variety Playlist_1_JD	MX ECLECTIC	2017 04 25_J Aaron_Variety Playlist_JD						
3:00 AM	2016 07 07_Daisy and Jessica_2000s playlist	2017 04 25_J Aaron_Variety Playlist_JD	MX URBAN	MX JAZZ	2017 04 25_Daisy Villalobos_Indie Playlist_DV	2017 03 30_Joseph Delgado_Variety Playlist_1_JD	MX SKA						
4:00 AM	PO Rock	2016 07 14_Daisy's Playlist_JS	PO Country	MX POCARIBN	2017 04 30_Daisy Villalobos_Baladas Playlist_DV	2016 07 01_Daisy's Bachata mix	2016 07 06_Jessica's Oldies Playlist_JJL						
5:00 AM	MX INSTRMTL	2016 07 06_Jessica's Oldies Playlist_JJL	MX ECLECTIC	2016 01 06_Daisy Villalobos_2016 Throwback Playlist	2017 04 25_J Aaron_Variety Playlist_JD	05 10 2017_DJ Frank Lara_Tankidge Like This_PC	2016 07 14_Daisy's Playlist_JS						
6:00 AM	2016 27 06_Daisy_MJ Playlist_JJL	PO Rock	2016 07 06_Jessica's Oldies Playlist_JJL	PO Country	MX POCARIBN	MX 90s	PO Mains						
7:00 AM	MX 80s	2016 07 07_Daisy and Jessica_2000s playlist	2016 07 07_Daisy and Jessica_Summer Playlist_GB	MX Reggae	2016 08 19_Daisy's Latin Playlist2_JJL	MX FLAMENCO	MX 90s						
8:00 AM	2018 02 07_Hot Botton_Bryan and Michael_JJL	2018 02 09_The Freestyle_Topic Talk_JF	2018 01 08_1 for 5_Erika Steele_JJL	2018 01 08_1 for 5_Val Lesser_JJL	MX JAZZ	2016 08 19_Daisy's Latin Playlist2_JJL	2018 02 09_The Freestyle_Topic Talk_JF						
9:00 AM	MX ECLECTIC	MX WORLD	MX 90s	MX FLAMENCO	PO Country	05 09 2016_Chris DJ Big_House Playlist_DV	2017 04 25_J Aaron_Variety Playlist_JD						
10:00 AM	PO Dance	2016 27 06_Daisy_MJ Playlist_JJL	PO Rock	2016 07 01_Daisy's Bachata mix	MX ECLECTIC	PO Country	MX 80s						
11:00 AM	MX FLAMENCO	MX 80s	2016 07 06_Jessica's Oldies Playlist_JJL	2016 07 07_Daisy and Jessica_2000s playlist	2016 07 07_Daisy and Jessica_Summer Playlist_GB	2016 08 19_Daisy's Latin Playlist2_JJL	2016 07 01_Daisy's Bachata mix						
12:00 PM	2016 13 01_Vinnie Mack_Mack_Mix 1_MDL	PO Dance	2016 13 01_Gerardo DJ Yayo_Mix 1_MDL	PO Rock	2016 07 14_Daisy's Playlist_JS	2016 01 06_Daisy Villalobos_2016 Throwback Playlist	PO Country						
1:00 PM	2018 02 07_Hot Botton_Bryan and Michael_JJL	2018 02 09_The Freestyle_Topic Talk_JF	2018 01 08_1 for 5_Jordan Rodriguez_JJL	2018 01 08_1 for 5_Jordan Rodriguez_JJL	05 10 2017_DJ Frank Lara_Tankidge Mix_PC	MX POCARIBN	2018 02 07_Hot Botton_Bryan and Michael_JJL						
2:00 PM	MX ECLECTIC	MX 80s	MX INSTRMTL	MX JAZZ	PO Mains	MX 80s	MX FLAMENCO						
3:00 PM	2016 07 01_Daisy's Bachata mix	MX INSTRMTL	2016 13 01_Vinnie Mack_Mack_Mix 1_MDL	2016 13 01_Gerardo DJ Yayo_Mix 1_MDL	2016 07 06_Jessica's Oldies Playlist_JJL	PO Mains	2016 07 06_Jessica's Oldies Playlist_JJL						
4:00 PM	PO Mains	2016 01 06_Daisy Villalobos_2016 Throwback Playlist	PO Dance	2016 07 14_Daisy's Playlist_JS	2016 07 07_Daisy and Jessica_2000s playlist	MX Reggae	2016 07 07_Daisy and Jessica_Summer Playlist_GB						
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7:00 PM	MX SKA	MX POCARIBN	2016 27 06_Daisy_MJ Playlist_JJL	MX 90s	MX INSTRMTL	MX URBAN	MX JAZZ						
8:00 PM	GER Mix 2017	Slick Dada La Balance 2010.m4a	Chris Nguyens Mix	DJMIX Cumbia	DJMK Banda	DJMXOld School Mix	DJMIX Chili Trap DJ RYMX						
9:00 PM	DJMIX Cumbia	DJMX House	DJMIX Chili Trap DJ RYMX	GER Mix 2017	Slick Dada La Balance 2010.m4a	Chris Nguyens Mix	GER Mix 2017						
10:00 PM	MX Reggae	2016 07 01_Daisy's Bachata mix	2016 13 01_Vinnie Mack_Mack_Mix 1_MDL	MX POCARIBN	MX Reggae	MX ECLECTIC	MX WORLD						

Golden Eagle Radio Premiere

Golden Eagle Radio, 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.



- 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 the 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.
- The content that we post on twitter automatically is shared to our Facebook page as well.
- In the past month we have received 48 new followers.
- 1646 people have visited our profile.
- Our post that had the most social media attraction was the Nick Jonas campaign.



Radio FX is a free mobile application that allows you to listen to College Radio on-the-go. RadioFX unleashes the power of social interaction by connecting you to the most popular college radio stations around. You can listen to music, sports, news and talk shows from your favorite college stations while being immersed in conversations with friends, interactions with DJs and multimedia social conversations about what's happening on the college music scene. The RadioFX includes: a full interactive content

management system, a live chat with DJs and other listeners, a detailed program schedule with alerts, social media integration and a flywheel icon feature with station contact information. Over the last year we have accomplished the following with RadioFX:

- Obtained an audience from various locations around the globe, including but not limited to:
 - Los Angeles
 - Chicago
 - Toronto
 - Columbia
 - Denver
 - Baton Rouge
 - New York
 - Thousand Oaks
 - Lexington



- Our audience is mainly college students between the ages of 20-24
- In the year since we've started using RadioFX:
 - We've aired 724 shows
 - 18 listeners have marked us as favorite
 - We have had 2704 interactions on RadioFX
 - So far we have garnered 237 recurring listeners

Golden Eagle Radio Collaborations and Community Awareness

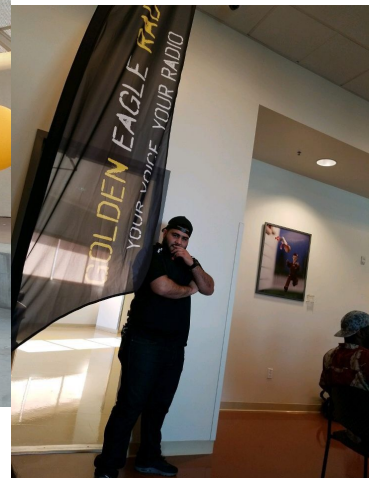
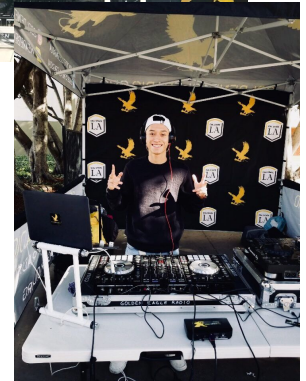


Golden Eagle Radio has always championed collaboration and community awareness. Through our programs, public service announcements, and a variety of school events we have established a presence and helped other organizations spread their message via our platform. When GER initially collaborated with the **University Times**, we brought in CSULA President Covino and California State Senator Kevin De Leon for an interview. We have since continued to maintain a healthy and productive relationship with the University Times. During the 2017 51st assembly district special election, host of **LA State**, **Joe Brizzolara**, interviewed ten out of thirteen candidates. This is just one example of our platform's dedication to maintaining a positive and constructive presence in the community. Other shows, like **The Freestyle**, provide an open platform for organizations, artists, and content creators to utilize. Organizations including **The National Alliance on Mental Illness** and local artists such as **Skellytn** have made use of Golden Eagle Radio's platform to promote and expose themselves. In addition, we have collaborated with members from the **Student Dietetic Association** and the **Food and Science Technology Association** by not only promoting their events on social media, but also creating a visual for their use. In the future, Golden Eagle Radio will continue to strive for excellence and a high quality relationship with the community.

Golden Eagle Radio DJs

Since the inception of Golden Eagle Radio, we have been fostering a DJ sub-community that has grown into one of the premier assets of GER's platform. Our DJs have performed not only for campus events, they have also extended our platform's presence in the community at large. Unfortunately, our limited resources prevents us from properly equipping our DJ staff; in many instances, our DJs have had to use personal equipment to supplement our lack thereof. Regardless, they have maintained a strong and recognizable presence at Cal State LA, as well as outside the campus.

Events	Dates
Dodgeball	02/12/2018
3K Event	02/13/2018
Bowling Event	02/14/2018
Senior Night	02/15/2018
College Art Association (Off Campus)	02/21/2018
International Cultural Dinner	02/27/2018
Prelims MESA	03/10/2018
CSU Business Conference (Off Campus)	04/03/2018
ASI Election	04/24/2018
ASI Election	04/26/2018
Preview Day	04/14/2018



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.



Golden Eagle Radio's Alumni

Angeline Bernabe – Former GER Station Manager
Occupation: News Production Assistant at ABC 7 San Francisco



Matt Lopez – Former News Director and Host for “Adult Education”
Occupation: Reporter for VideoInk

Matthew Gonzalez – Former Show host for “The Lunch Table” and “Adult Education”, Webmaster, and Marketing Director.
Occupation: Intern at Aplusfilmz and Marketing Director at TheLunchTableTalks.com



Pablo De La Hoya – Former Photographer for GER
Occupation: Video Producer at Youth Radio
Trinity Joseph
Occupation: Intern at ABC 7 San Francisco

Sophia Biggs – Former Golden Eagle Radio
President/Station Manager
Occupation: DJ for Power 106



Taylor Preza – Former Host for “Head Over Heels”
Occupation: Founder of “So Tasty” and contributor to
“The Lunch Table Talks”

GER Projected Budget

Golden Eagle Radio - ASI Proposed Budget AY 2018-2019				
Student Assistants		Supplies		
Fall semester 2018		Office Supplies		\$ 1,000.00
1 Student Assistant				
\$15/hr 20hr/wk				
15 wks	\$ 4,500.00			
Spring Semester 2019				
\$15/hr 20hr/wk				
15 wks	\$ 4,500.00			
		Total		\$ 1,000.00
Staff Office Mgr		Services		
\$12/hr 20 hr/wk		ENCO Tech Support		\$ 1,000.00
50 wks	\$ 12,000.00			
Total	\$ 21,000.00	Total		\$ 1,000.00
Travel		Equipment		
Journalism	\$ 3,000.00	Monitors,		\$ 500.00
Conferences		Cables/Connectors		\$ 250.00
		Headphones		\$ 1,000.00
		Speakers		\$ 2,000.00
Total	\$ 3,000.00	Total		\$ 3,750.00
Total Budget AY 18-19				
	\$ 29,750.00			