

Golden Eagle Productions
Formerly Golden Eagle Television (GETv)



GOLDEN
EAGLE
PRODUCTIONS

2015-2016 Proposal for ASI Budget Funding

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Mission

Golden Eagle Productions (GEP) aims to produce a wide array of contents from filming and covering campus events to creating original shows and films. Members of Golden Eagle Productions are offered the opportunity to hone their craft in their individual chosen fields through work on our various shows and projects. We enable students to become part of a community of like-minded creative artists and colleagues, where they will also network and build relationships with working Cal State L.A. alumni in the industry. We give students an opportunity and community to foster growth and knowledge in the powerful media industry through hands-on practice in the hope that they will become influential artists of the future.

Previous Activities and Shows

In the past two academic years since its inception, Golden Eagle Productions (GEP) has tackled various projects with the purpose to inform, entertain, and provide opportunities for students to practice their career skills outside of the classroom setting.

From its inception in the fall of 2013 through the spring of 2014, GEP (GETv at the time) primarily focused on informing students of activities and events in and around Cal State LA through media coverage. The highlights of the year's media coverage included the investiture week of President Covino, annual Eagle Con, as well as other various social and academic events hosted by ASI and CSI. Throughout the year, club funds were used to purchase a Canon T5i DSLR camera, tripod, dolly, two external hard drives, and some camera accessories.

In following academic year, from summer 2014 through spring 2015, we continued our work to promote student success. This past year, one of our projects and activities included sponsoring and co-hosting the 2014 CSU Media Arts

Festival along with the TVF Department and CSU Summer Arts Program, in the fall. This event was not only an important opportunity for our organization, but also for Cal State LA and our general student body, as it presented a chance for students to showcase their artistic talent through their work submitted to the festival. The MAF also presented Cal State LA with the unique chance to showcase and promote our school to the entire CSU and other distinguished industry guests.

In addition to sponsoring the festival, GEP continued its work to cover events and activities to inform students, and promote student success and the school. Our highlight of the year was our expansion beyond the usual media coverage for events, into creating our own contents and shows. Through a collaboration with Cal State LA's Housing Services to broadcast on their channel in on-campus student housing, we produced a talk show, *Golden Eagle Talk*, to promote student success and other organizations at Cal State LA by bringing on guests to discuss their work and that of their respective organizations. We also produced a travel series, *What's Good in LA*, to take students, especially those from out of town and are unfamiliar with the area, around LA and virtually show them sights and fun things to do. We produced a trivia series to entertain and educate students on various facts about our campus, student body, community, and the world. With the introduction of a rotation of food trucks on campus, we created a segment to introduce, promote, and review the various food trucks and their foods to students.

Future Plans

In a bid to create an organization more open and interesting to students of various divisions in the media field, this year the Golden Eagle TV executive board has decided to rebrand our organization to Golden Eagle Productions with two branches: Golden Eagle TV and Golden Eagle Pictures. Golden Eagle TV will continue the success

of last year in the production of our talk show, travel show, food truck review, and trivia show. Due to the great response we received from students, shown through increased traffic on our social media pages and increased interest in the club, regarding our shows and our media coverage of events around campus such as the Nick Jonas concert, Golden Eagle Film Festival, La Finesse de la Nuit showcase, and many more, Golden Eagle TV will continue that work of covering the events and producing our standing shows.

The other branch, Golden Eagle Pictures, will primarily focus on creating original creative contents written and produced by students and starring students. First on our plans will be the new original series, *The Hill*, to be produced in collaboration with long-standing Cal State LA club, Cinematic Visions. *The Hill* is a show about a group of college students of diverse socio-economic backgrounds with a variety of compelling stories of their struggle for identity, self-acceptance, and academic success. We have casted a diverse cast of all racial backgrounds to reflect the melting pot in which we live and study, including some talented Cal State LA students. The show is currently in production and will premiere in the fall of 2015.

Due to the increasing size of our organization, programming list, and our productions, we are in the process of creating a website through the College of Arts and Letters, on which to stream our shows for the entire student body to more easily access beyond broadcasting in Housing and on social media sites. We also have an agreement with some production classes to distribute and broadcast students' films and news coverage on Housing Channel and our future website.

To reflect the period of growth for Golden Eagle Pictures, we request funding support from ASI in order to purchase necessary equipment and cover production expenses in order to continue our extensive work to entertain, showcase, and promote student talent, as well as the image of the university and Cal State LA community by extension.

Golden Eagle Productions (formerly Golden Eagle Television (GETV))

California State University
Los Angeles
Los Angeles, CA

(714) 348-2431
(714) 348-2431

2015 Budget Request (Summer-Fall Quarter)
2015-2016
GEP

ASI
CSULA
5151 University Dr
Student Union
Los Angeles, CA

Date	Type	Invoice #	Description	Amount	Payment	Balance
Summer 2015	Tascam DR 100 Mk2 (QTY: 1)	NA	Sound Recorder	\$ 500.00	\$ -	\$ 500.00
Summer 2015	XLR Cables	NA	Electronic Cables	\$ 500.00	\$ -	\$ 500.00
Summer 2015	Lighting Equipment	NA	Film Equipment	\$ 3,000.00	\$ -	\$ 3,000.00
Summer 2015	Sound Equipment (Headphones, Boom Pole, mixer, etc)	NA	Sound Gear	\$ 600.00	\$ -	\$ 600.00
Summer 2015	Shotgun Mic (QTY: 2)	NA	Sound Gear	\$ 500.00	\$ -	\$ 500.00
Summer 2015	External Camera Equipment (Tripod, Microphone, Flash, etc)	NA	Camera Equipment	\$ 800.00	\$ -	\$ 800.00
Summer/Fall 2015	Internal Camera Equipment (Batteries, SD Cards, etc.)	NA	Camera Equipment	\$ 1,500.00	\$ -	\$ 1,500.00
Summer 2015	Food/Beverages (Productions and Events)	NA	Food/Beverages	\$ 2,000.00	\$ -	\$ 2,000.00
Summer/Fall 2015	Canon 6D Camera (QTY: 2)	NA	Film Equipment	\$ 4,500.00	\$ -	\$ 4,500.00
Summer 2015	Camera Lenses (QTY: 4)	NA	Camera Equipment	\$ 3,000.00	\$ -	\$ 3,000.00
Summer/Fall 2015	Parking Passes for On-Campus Productions	NA	Parking Passes	\$ 5,000.00	\$ -	\$ 5,000.00
Fall 2015	Green Screen w/ Equipment	NA	Studio Equipment	\$ 2,000.00	\$ -	\$ 2,000.00
Fall 2015	Member Shirts	NA	T-Shirts/Marketing	\$ 1,000.00	\$ -	\$ 1,000.00
Fall 2015	Press Passes	NA	Press	\$ 500.00	\$ -	\$ 500.00
Fall 2015	Office Supplies	NA	Supplies	\$ 300.00	\$ -	\$ 300.00
Fall 2015	Event Hosting (Equipment, Red Carpet, Backdrop, etc.)	NA	Marketing	\$ 800.00	\$ -	\$ 800.00
Fall 2015	Banner/Flyers/Stickers, etc	NA	Marketing	\$ 1,000.00	\$ -	\$ 1,000.00
Fall 2015	Office Equipment (Printer, Scanner, External HDs, etc)	NA	Supplies	\$ 500.00	\$ -	\$ 500.00
Summer 2015	Parking Passes for Talent	NA	Parking Passes	\$ 500.00	\$ -	\$ 500.00

Total \$28,500.00

This budget request was prepared using the information provided for the purpose of the ASI assistance. Items in bold are items we are seeking ASI assistance.

Enter customer name

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\$28,500.00