

WE DEFINE THE *Future*



## **PRESS RELEASE**

8-1-19

Contact: Mike Singer

(760) 341-2883, ext. 78107

[msinger@csusb.edu](mailto:msinger@csusb.edu)

### **Paws Radio and Coyote Radio collaborate to bring new radio shows to listeners**

PALM DESERT, Calif. – Cal State San Bernardino’s two student radio stations, serving the university’s campuses in San Bernardino (Coyote Radio) and Palm Desert (Paws Radio) have begun collaborating to bring four student/staff/faculty and administration programs to the listeners of both stations.

“We’re very excited. Students and listeners in the Inland Empire and Coachella Valley will be able to enjoy two brand new programs and two that we’re expanding upon,” said Lacey Kendall, CSUSB broadcast consultant.

The first is a short feature that runs at various times throughout each day - “A Minute with the President,” a reflective, informational or affirmational thought from CSUSB President Tomás Morales. The second show, a new program, “Coyote Vibes,” airs Fridays from 9-9:30 a.m. and is entirely student-produced and features short interviews with students, faculty and staff from both campuses, talking about music that has most inspired their lives.

Two programs that have been airing on Coyote Radio for years have been added to the lineup on Paws Radio at the Palm Desert Campus; “Let’s Talk Relationships” and “The Sustainability Show.” Now in its seventh year of production, “Let’s Talk Relationships” airs Fridays from 3-4 p.m. The program is a talk show featuring call-in guest experts and focuses on the various struggles of relationships. Hosts Kelly Campbell, a CSUSB professor of psychology and Garo Green, address each week’s topic from a social, psychological and clinical standpoint, and have welcomed some of the leading scholars, authors, and thinkers in the field to join in the popular program. It is presented by the College of Social & Behavioral Sciences. “The Sustainability Show” is hosted by Breena Coates, a CSUSB professor of management, who welcomes various guests who use innovative techniques to move business forward while eliminating their ecological footprint on our planet. Presented by the Jack H. Brown College of Business & Public Administration, “The Sustainability Show” airs Fridays from 2-3 p.m.

The collaboration of the two stations allows students on both campuses to play a part in the writing, digital recording, editing, producing, and promotion of program content. “This innovative programming development gives our students the opportunity to be creative and train using professional radio production standards and expectations,” said Alfredo Cruz, co-manager for Coyote Radio & Advertising.

“The ultimate goal of Coyote Radio & Advertising and Paws Radio is to help students gain experiences in media technology and storytelling. By pulling together these shows and integrating radio stations on both campuses, we increase those opportunities while sharing our work with an even larger audience. This is a transformative experience for our students,” said Rueyling Chuang, interim dean of the College of Arts & Letters, who oversees both stations.

To listen live to Paws Radio, visit: <https://pdc.csusb.edu/paws-radio>. To listen live to Coyote Radio, visit: <https://www.csusb.edu/coyote-radio>.

For information regarding Coyote Radio and Advertising, contact Alfredo Cruz at (909) 537-3448 or Kelli Cluqué at (909) 537-3473. For information regarding Paws Radio, contact Lacey Kendall at (909) 537-5781.

The CSUSB Palm Desert Campus offers bachelor’s and master’s degrees, a doctorate in educational leadership, and teaching credentials and certificates. With more than 1,400 students, it is the Coachella Valley’s four-year public university and plays a vital role in educating and training the region’s growing population.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the Office of Strategic Communication at [msinger@csusb.edu](mailto:msinger@csusb.edu) or (760) 341-2883, ext. 78107, or visit the campus website at [pdc.csusb.edu](http://pdc.csusb.edu).