

FSC '23 - Appeal #5.5 - PDC

Uplift our Coyote Community

CSUSB is an integral part of the Inland Empire community, serving over **21,500 students** in our San Bernardino and Palm Desert campuses. In fact, over **85% of our students are local residents** of San Bernardino and Riverside counties, with **80% of all students being First-Generation**.

This 18th Annual Faculty and Staff Giving Campaign, join our community of supporters who are committed to the mission of our institution and the success of our students. We have hundreds of funds to choose from to ensure your gift goes to the area most meaningful to *you*, including funds specific to our Palm Desert Campus.

The **Dean's Innovation Fund** allows the campus to promote the exceptional work of our Palm Desert students and faculty by providing essential resources to create top-of-the-line student experiences, recruit new support, and establish unique co-curricular activities for the campus community.

The **PDC Endowed Scholarship** has created a long-lasting legacy of support for PDC students. Several scholarships are awarded to full-time students who maintain a 2.5 GPA or better each year.

The **Osher Lifelong Learning Institute (OLLI)**, created in 2003, provides intellectually stimulating programming for the large and growing 50+ population in the Coachella Valley, both full-time residents and seasonal visitors.

PAWS Radio is a student-initiated program that began streaming worldwide in 2019. Here, college students from all disciplines have the opportunity to participate in a hands-on experience in broadcasting, streaming technology, digital audio production, broadcast journalism, strategic social media production, public relations, media programming, digital marketing, and media promotion.

Our coyotes are the future, and your support directly transforms not only their lives, but the lives of their families. **Lead by Example**. Join us now until April 14th.

Coyote Radio and Advertising

P201675

Coyote Radio & Advertising Gift Account

Creating real-world experiences for Coyotes on our campus is crucial as they gain the skills necessary to build a future successful career in Radio, Media, and Advertising.

Support the **Coyote Radio and Advertising fund (P201675)** on our campus to continue to help offer a unique, exciting, and hands-on learning environment where students can apply concepts and theories they are learning in the classroom.

Coyote Radio

The station's mix of music includes Southern California's greatest unsigned and independent new musical artists, such as Lakin, Kunceal, The VP, Daise, Reyna Roberts, and AG. No other college station in California currently offers a total local band format with 16,000 monthly listeners.

(Maybe text) Coyote Radio has also placed students into paid broadcast and media careers at Disney, CBS, Anaheim Broadcasting Corporation, MTV, PBS, Nickelodeon, and so much more.

Coyote Advertising

Students work with real-world client projects and campaigns and apply creative, entrepreneurial, ethical, social, and relationship-building skills learned through the multimedia training facility.

Support the Coyote Radio and Coyote Advertising students by making a gift of any size from now until April 14.

Student testimonials

Erica Zamora Reyes

"To summarize my experience at Coyote Advertising is very difficult, considering all aspects of what has made my experience. I've gain more knowledge and experience

from my co-workers and Jacob than through hands-on work experience. Working in an open and creative environment of people has prepared me to work with others to develop bigger concepts that impact a company and every department within the company."

Monica Rosales

"Working at Coyote Advertising gave me the opportunity to experience business in a whole new light. I have met amazing people thought multiple networking opportunities and the team work within the company truly allowed me to grow as a person. Although it was not the experience I was expecting, I can truly say it was an experience I wouldn't give up for the world."

Ricky Aitken

"Working at Coyote Advertising has forever changed my life. Coyote Advertising gave me a purpose and provided me with a vision of exactly what I want to do with my life. This program opened numerous doors of career choices for myself and provided me with hands on experience that I could not obtain from the classroom. Without my experience at Coyote Advertising, I would not have obtained my first professional job as a Graphic Designer and definitely would not be where I am today."

Coyote Radio & PAWS Radio

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