Four CSUSB alumni win top award for radio show

PALM DESERT, Calif. – A monthly radio show created by four alumni from the Cal State San Bernardino College of Arts and Letters has been honored with the Best of the West Media Award in the category of “Locally Produced Show of the Year” by the Western Region of the American Advertising Federation (AAF).

The “Education Insight” radio show and podcast focuses on issues and advances in education in the Inland Empire, and is produced by Growing Inland Achievement (GIA) in partnership with KVCR 91.9 FM.

The show’s four-member production team, all of whom received a bachelor’s or master’s degree from CSUSB and met at Coyote Radio and Paws Radio, the two campus radio stations at CSUSB, consists of Jake Poore, executive producer; Tyler Veazey, production engineer; Alyssa
Silva, chief production assistant; and host, consultant and CSUSB communication studies lecturer, Lacey Kendall.

The Best of the West Media Awards honor individuals or companies who exemplify excellence in service to their communities and the media industry.

“Guests on ‘Education Insight’ have included legislators and experts from Washington, D.C., to the Inland Empire, and programs have focused on the value of early childhood education, equity and diversity in Inland schools, the importance of family engagement, adult learning, the value of a college degree, and discipline in Inland schools, among others,” said Poore, who is also the director of communications at GIA. “Alyssa was already hosting a CSUSB radio and podcast program called ‘Educated’ and Tyler was creating some impressive audio productions. We knew right away this was a team that could create something that really mattered.”

Silva and Veazey began working on the team immediately after they graduated.

“I never dreamed that the podcast I created as a student at the CSUSB Palm Desert Campus would help me walk right into a position with GIA, creating an award-winning radio program,” said Silva.

“CSUSB isn’t just a place where you can become a great audio-engineer, you can make connections with people and find yourself producing an NPR show like this,” said Veazey.

“We intend to be a team for a long time,” said Kendall. “There are no shows like this one out there, so our goal is to take this to other California markets also.”

Growing Inland Achievement (GIA) is a regional K-16 education collaborative that works to achieve educational and economic equity in the Inland Empire.

“Education Insight” is broadcast the first week of every month on NPR affiliate and partner station, KVCR 91.9, followed by broadcasts on multiple podcast carriers.

Visit the Growing Inland Achievement website for more information.

About PDC: The CSUSB Palm Desert Campus offers bachelor’s and master’s degrees, a doctorate in educational leadership, teaching credentials and certificates. Serving more than 2,300 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 or (760) 341-2883, ext. 78107, or visit the PDC website at www.csusb.edu/pdc.