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SERVING ALL OF THE DESERT CITIES AND UNINCORPORATED AREAS OF RIVERSIDE COUNTY IN THE COACHELLA VALLEY

Four CSUSB Alumni Win Top Award for Radio Show

BY STAFF REPORTS

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 compa-

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Technology Entrepreneur Wins 1st Place at Coachella Valley Fast Pitch

BY STAFF REPORTS

Palm Springs, California – Palm Springs technology entrepreneur Marcus Motamedi has been awarded first place in the 5th Annual Coachella Valley Fast Pitch Competition held on April 7, 2022 at the COD Campus in Indio. Motamedi was one of four Coachella Valley entrepreneurs who qualified for the competition.

"Each year, the competitors from our region get more impressive," said Laura James, CVEP's VP of Innovation. "We are seeing an increase in educated entrepreneurs like Marcus with ideas that solve real problems, and have the tenacity to follow through. We are excited to continue to provide guidance to this outstanding Palm Springs iHub portfolio company as he grows this cutting-edge business in the Coachella Valley."

Motamedi's award winning product, LifeID, is a wearable QR Code-based identification system that stores emergency contact and medical information in the cloud. Applicable markets include Alzheimer's and dementia patients, active outdoor athletes (cyclists, runners), and those that cannot communicate clearly. The company has recently expanded operations into the Palm Springs iHub Accelerator Campus.



Marcus Motamedi, Owner, LifeID with Joe Wallace, CEO, Coachella Valley Economic Partnership

First place prize was \$1,000, plus \$500 in marketing and design services from Hunter|Johnsen. Second place prize was \$750, and third place prize was \$250.

"I was very excited when they announced the winner," says Motamedi. "There were some great individuals with very good presentations. When we

won, it was wonderful."

Second place was awarded to Wally Baker of Palm Desert for NFTsn.TV, an NFT shopping channel, and third place was awarded to David Ceballos of Indio, for Reeval, an online real estate and property management tool.

Motamedi added "the guidance and resources that were provided from

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Four CSUSB Alumni Win Top Award for Radio Show

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nies 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. **TPR**

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CVEP leading up to the competition were so valuable to my presentation and we can’t thank them enough for their continuing support.” Motamedi will now go on to compete in the Riverside County Fast Pitch Finale, taking place on Wednesday, April 27, 2022.

Coachella Valley Fast Pitch 2022 was sponsored by Hunter|Johnsen, College of the Desert, Buzzbox, Cathedral City, Coachella Valley SBDC, Desert Insurance Solutions, SoCalGas, and Jan & Brian Harnik.

*About CVEP: The mission of the Coachella Valley Economic Partnership is to incite a vision-driven economic transformation in the Greater Palm Springs region. Established in 1994, the nonprofit organization is a vital innovator of regional business development initiatives, fostering entrepreneurship and diversifying industry. As the only regional entity with the capacity to execute technology-led economic development, the partnership has dedicated significant resources to incubate cutting edge businesses through its pioneering iHubs in Palm Springs, Palm Desert, and Indio. CVEP is committed to promoting a diversified, year-round economy through business attraction, retention, and expansion. Visit www.cvep.com or call 760-340-1575. **TPR***

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MEMORABLE MEETING MAKERS

JUNE 21, 2022

The Palm Springs Coachella Valley offers an infinite variety of venues and experiences for meetings of all kinds. Explore the options with guest Visit Greater Palm Springs’ Carolina Viazcan. (This is a companion podcast to the 2-part article published in The Public Record on April 19 & April 22, 2022). Hosted by Managing Editor Ken Alan.



thepublicrecord.podbean.com

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