



THE SUSTAINABILITY SHOW

**YEAR-END REPORT, 2017-18 &
BUDGET REQUEST, 2018-19**

EXECUTIVE SUMMARY:

This radio talk show is a creative venture that emerged from faculty effort from The Jack Brown College that educates, entertains, and engages CSUSB stakeholders, and our regional and international partners called **THE SUSTAINABILITY SHOW**. This lively talk show on CSUSB Coyote Radio brings in global and regional sustainability issues and the Triple Bottom Line, side-by-side with CSUSB solutions from its academic programs and operational units.

PURPOSE: The underlying purpose of THE SUSTAINABILITY SHOW derives from 3 pillars:

- **Education**—Learning About: *Why Sustainability is Important in the 21st Century. How it Impacts Humanity. It raises the question: Who is Responsible for Sustainability?*
- **Entertainment**—*Learning About: Exciting Innovations, Creativity and Developments in Global Sustainability in Manufacturing, Medicine, Urban Planning, Agriculture, etc., from best practices around the world*
- **Engagement**—*Learn About: How to Link CSUSB Stakeholders to Sustainability*

STRATEGIC ALIGNMENT

THE SUSTAINABILITY SHOW is strongly aligned with our CSUSB mission and values as follows:

- The CSUSB campus’ mission of *Sustainability and Integrity*.
- President Tomas Morales’ 2017-18 “*Resilient CSUSB*”, which encourages and develops sustainability issues in operations and academics on the campus.
- The Jack Brown College of Business & Public Administration’s interest in embedding ethics and Sustainability issues into courses and programs in the College, and its membership since 2012, in the *United Nations Global Compact on Sustainability*, which urges Business Schools to educate students in Principles of Responsible Management.
- Professor Coates’ own research and teaching over the last decade on corporate social responsibility.

DESCRIPTION:

Each show begins with a general commentary on the theme of the particular show—“e-waste,” “plastic pestilence,” “the ecological footprint” to name a few. It After the general commentary, we have a guest from CSUSB operations who helps us understand how campus operations deal with things like waste, pollution, energy sustainability and the like. We also have guests from the academic side to tell us how they embed sustainability issues into their classes and in their research.

In this way, we hear from CSUSB operations and academics of how the campus “walks the talk” about our sustainability strategic goals.

RESEARCH & DEVELOPMENT:

The SUSTAINABILITY SHOW requires considerable background research for the opening monologue, followed by the writing of the script in a way that educates, entertains and engages the audience. For a sample of a radio script see APPENDIX A.

GUESTS:

Appropriate Guests for the show are contacted for knowledge of subject matter expertise from campus operations and academic programs. Each guest has a segment of the show, which must be scripted to merge seamlessly with the theme of the show and the other speakers. This requires an initial meeting between the host and the guest where appropriate topics are determined, and the questions to be asked are agreed upon, with an understanding of possible answers, based on guest knowledge and expertise. The Host then takes these questions and answers and provides a flexible script that fits into the time slot for the segment. The Host sends this flexible script for final approval to the guest.

Guests can also be put on the show from remote locations. This requires managing the telephone line and sequencing in the call. The same process is followed for on-the-air calls from listeners.

On occasion a guest call-in, may have rough spots and inaudible speech. This requires a re-do of the segment at the Coyote Radio station, and this re-do is inserted into the show before it is put on the cloud archive.

PREPARATION FOR AIRING:

The Host indicates date and subject matter to Coyote Radio Management. Names of guests are provided.

The Host meets with the Radio Engineer to go over the script for the show and to indicate where breaks should occur, and what the selected music and advertisements will be. The Host and Radio Engineer make notes on the script for

cueing in segments and managing radio dynamics, between Host, Guest and Radio Engineer.

CURRENT AUDIENCES:

Coyote Radio manager, Jacob Poore will be focusing on to audience development in 2018-2019. The show has a current list of listeners as follows:

1. Coyote Radio Listeners: a) Listeners to live show; b) Listeners to radio show played back on subsequent Fridays; c) Listeners to radio show from the sound cloud archive.
2. The Jack Brown College Social Media
3. The SUSTAINABILITY SHOW, Social Media
4. The electronic archives are stored in the Sound Cloud, and are available as follows:

**SUSTAINABILITY SHOW ARCHIVES
Sound Cloud Website**

Website	Date	Show#
https://soundcloud.com/user-83979802/sustainability-show1-introduction	11/17/2017	1
https://soundcloud.com/user-83979802/sustainability-show2-e-waste	12/15/2017	2
https://soundcloud.com/user-83979802/ss3-humanitys-ecological-footprint	1/26/2018	3
https://soundcloud.com/user-83979802/sustainability-show-4-plastic-pestilence	2/23/2018	4
https://soundcloud.com/user-83979802/sustainability-show-5-conscious-capitalism	3/23/2018	5
https://soundcloud.com/user-83979802/ss6-conscious-capitalism-ii	4/27/2018	6
Not yet aired	5/25/2018	7

Finally, we are undertaking the following efforts to increase audiences in 2017-2018:

1. We have compiled a list of university radio stations. These will be contacted next academic year 2017-2018 for alliances and simulcasts.
2. We have contacted the PRME Secretariat for permission to link into their communications to upload our sound cloud information month-by-month.

PUBLICATIONS:

“The Jack H. Brown College Launches a Radio Talk Show on Sustainability, forthcoming, Fall 2018, *Biz Ed Magazine*.

“Sustainability and Business: Capitalism with a Conscience,” *Impact Magazine*, Spring 2018.

“Sustainability in Action” Keynote Address to ICMS International Conference, Hyderabad, India, September 2018.

