

Michelle Odedina

MD Proposal

My name is Michelle Odedina and I am a junior at Brooklyn College double majoring in Communications and Africana Studies. I have an extensive passion for music that dates back to my early childhood. That being said I am running for the position of Music Director at WBCR. I currently am a programming and radio broadcasting intern at Hot97 and WBLS 107.5 which has given me relevant experience regarding music, media, and radio. On top of that I am currently digital music director of a startup site called MilliondollarTV in which I curate musical content based on the vibes of the blog site. At Brooklyn College I am involved in a few organizations and clubs outside of the radio station including BSU, BLMI, and NAACP @ Brooklyn College in which I was social media organizer for two semesters.

I've been active at WBCR for the past two semesters under the music team and now the promotions team. Under the music team I filtered through numerous albums and EP's for on-air play, learned to censor music, spoke to many directors of automations systems as well as being a factor in the choosing of the automation system that would work best with WBCR. On top of that I have posted on the mywbcr website reviewing listening content as apart of the music team. I've also helped curate christmas playlists for the radio station during winter time and transcribed calendars album anniversary dates for the months of November through May. I am very familiar with the role of music director seeing as I worked very closely with our current music director Stella Guerra for the entirety of the fall semester as well as sat in on E-board meetings to familiarize myself with the decision making process. I am a well-rounded candidate as I now work closely under our current promotions director Ebony Pinillos and I get to see how these

departments work and interact with each other. This semester I currently have an on-air show called “mostly music” in which I host and produce alongside my co-host Kevin James.

As music director, I wish to take the sound of the radio station in a different direction- one that is more representative of our demographic of the college and the city of Brooklyn itself. Brooklyn has strong roots in music giving birth to many legends and I’d like the sound to represent as such. As a DJ in training I have access to an enormous range of music and my first order of business would be filling our library with more content that appeases our very diverse demographic at Brooklyn College. Along with that I’d like to push for annual concerts such as a homecoming in which we have a live performer. I plan to execute this by collaborating with musicians and promotions teams I’ve been able to build a rapport with over the past year. Putting together album listening parties -both major and local- is another goal of mine as music director. During my time at WBCR I’ve noticed not many people are well versed in the automation system and my goal for the upcoming semester is to have every producer and host at the station comfortable with this so their show has access to even more music. I want to work alongside the programming director to organize a staff of DJ’s (at least one a day) to give our radio station an official radio sound and vibe, and organize themes for certain days (ex. Thursday - throwback Thursday). I’d like to curate special mixes as well for days of the week and special holidays and remembrance. My goal as music director is to oversee all things music and take our station’s sound to the next level as I see a lot of potential in WBCR.