


Central Coast LIVE! to stream local music online

“Central Coast LIVE! is on the cutting edge
with their local Internet radio station.”

Louie Ortega


Covering live, local music on
the California Central Coast.

By Melissa Chavez

Imagine the entertainment of *Austin City Limits*, YouTube, *Rolling Stone*, Pandora Internet Radio and television meshed into one and you have Central Coast LIVE! Finally, there is a clever resource specially designed to showcase the talents of local musicians from the Central Coast. Live music and video performances, featured artist interviews, concert calendars, venue information and more will be made available *free* on computers, laptops and mobile applications through Android and iPhone devices.

“My wife Jennifer and I originally conceived the idea of Central Coast LIVE! in 2011,” says owner and founder Brad Golden. His background in graphics, Web design, animation and video coupled with the capability of live streaming video intrigued him. “I began looking further into these technologies and building our own proprietary, multi-camera streaming video system.”

Previously, Golden produced twelve, one-hour episodes of an Internet-based food and wine show in ad-

dition to broadcasting concerts, weddings and sports, but decided to set his sights exclusively on showcasing local music. Armed with vision and a business plan, Golden hopes that start-up funding, grants and investors will enable him to hire additional personnel, purchase equipment and secure larger office space. “We have a small staff working with us now.”



Above, Brad Golden at Google, and below, the app on an Android smartphone.



Jennifer Golden

As musicians are added to the site lineup, Central Coast LIVE! Internet Radio for computers and mobile apps will supply music options to choose from various genres. “The radio station is going to be a really big part of our offering and one that both musicians and fans will be very excited about,” Golden emphasizes. To make listening more enjoyable, promotional spots will be geared to yield maximum effects for their advertisers with a soothing, nostalgic tone, unlike more typically jarring, modern-day ads.

“We’re being received with open arms from the music community and connecting with great people out there,” says Golden. “Carmine Rubino of D’Anbino Tasting Room and Music Venue has been very supportive and we’ve developed a strategic relationship to bring live, streamed concerts most every weekend. We’ve done a lot of work with local favorite Louie Ortega and his band, Louie and the Lovers, who are big supporters.”

Ortega, a Grammy award-winner, was recently voted the 2015 “Best of SLO - Best Local Entertainer Award” in a local media poll. Enthusiastic about the potential for area artists, Ortega says, “Central Coast LIVE! is on the cutting edge with their

local Internet radio station.” Other professionals who favor Golden’s concept is Eddie Frawley of Central Coast Music in Morro Bay, recently named “Best Place to Buy Music Instruments” in the same media survey, and Human Nation band member Adam Levine. His credits include session work on major record labels, prime-time television shows and commercials.

In the works is a print version of Golden’s website, *Central Coast LIVE! The Magazine*, and his team is creating a how-to video for music fans so that they, too, can get content onto their televisions. “Although it’s fun and convenient to watch a concert on your tablet or phone, we want folks to enjoy our live, streamed concerts on widescreen TVs,” says Golden.

Web streaming for Central Coast LIVE! will come at no cost to artists or audience members. By offering premium content, Golden hopes to build a large, sponsored viewership. Last but not least, he’s even putting up a virtual Tip Jar for grassroots fans, where 100 percent of the proceeds will benefit their favorite musicians.

For more information, visit the *Central Coast LIVE! Facebook page*, www.centralcoastlive.com or email info@centralcoastlive.com.