



UC DAVIS
AGGIES

Category: Radio Promotion

Description: The week prior to Aggie Jam IX, Robert Ehsan, one of the Men' s Basketball players appeared on a local radio station. To promote the upcoming event, Robert rapped for all of the listeners. In the rap, Robert promoted the event by rapping about everything that would happen during Aggie Jam. After rapping live on air, Robert fielded a number of phone calls from listeners. It was a great promotion that showed another aspect of Robert's life besides basketball.

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