



COOG Radio

Student Fee Advisory Committee Report

FY 2013

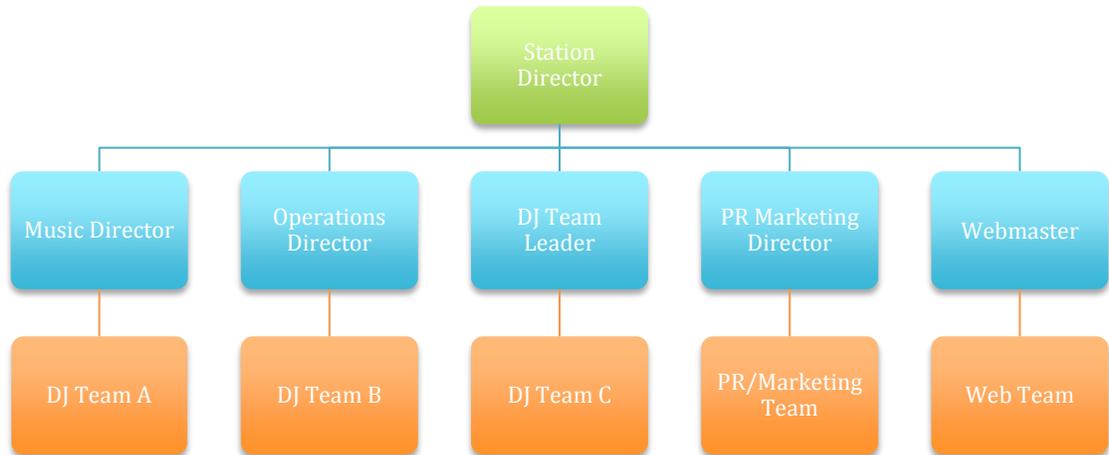
QUESTION ONE

Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms; your unit's mission, how you would accomplish your unit's mission, and justification of your unit's student fee allocation in terms of benefits for students.

COOG Radio is a non-profit radio station operated and staffed by students from the University of Houston. COOG Radio not only provides a creative outlet for fellow students to express themselves over the air but also introduces them to the world of broadcasting. The station currently staffs five department heads: Public Relations Director, Station Director, Music Director, Operations Director, and Webmaster, as well as separate staff for web design, public relations, and over forty disc jockeys. Our website plays music 24 hours a day and takes advantage of the University Center to showcase live music as much as possible. Show genres are as diverse as the university demographic and range from classical to electronica to international music while others focus exclusively on local acts. We also promote events and organizations on campus through our stream. It is a point of pride for COOG Radio to promote and support artists and groups from Houston so as to instill a sense of community within the university and city. Currently COOG radio has had no monetary supplementation from the University and solely the pockets of our volunteer staff have supported our grassroots launch. With a budget dispersed by the university we would be able to utilize our public relations staff with promotional material as well as purchase up to date equipment for our station. Currently we do not have sufficient microphones, CD players, DJ software, or any means of repairing broken equipment.

QUESTION TWO

Provide an organization chart of your units. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, custodian, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.



QUESTION THREE

List the objectives that you provided with your 2010-2011 SFAC request. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.

Since we are a new organization, we did not submit an SFAC request for 2010-2011. We did, however, have several objectives that we nevertheless completed. For the past two years, we have worked diligently to get a student-run radio station off the ground, with little to no money, and, on August 29 of 2011, we succeeded. We were able to secure all of the necessary equipment we needed without having to spend a dime, thanks to the generosity of our friends at KUHF. We even had a moderately successful promotional campaign for our launch that we didn't have to spend money on thanks to social networking sites such as Twitter and Facebook. The only item we at COOG Radio had to spend money on was our t-shirts, which every DJ paid for individually.

QUESTION FOUR

Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs, the satisfaction level of those served, and/or any other assessment measures evaluated. Please provide the method for collecting these data.

With a staff of well over 50 music enthusiasts we try to provide everyone with a media outlet that is educational, entertaining, and professional. Our department heads hold weekly meetings to ensure the consistency of our station. Staff meetings are held in the University Center as needed. Contact Emails are available for all of the department heads as well as a direct message box on our website, COOGRadio.com. So far our success has been measured by the positive feedback sent to us via email, twitter, and our Facebook page along with the enthusiasm of our large staff. While COOG Radio does have thousands* of listeners all over the world, listenership has dropped significantly recently. Right now, COOG Radio's promotional efforts have been reduced to word of mouth efforts, due to a lack of funding.

*According to Google Analytics.

QUESTION FIVE

Please discuss any budget changes experienced since your last (FY2012) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY2011 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

Although COOG Radio has been pursuing a launch date since 2009, our official launch was August 29th, 2011. As mentioned previously, COOG Radio has not received any monetary compensation from the university although our infrastructure has always relied on the expectation that we could one day allocate a budget from the university. We do not project to receive funding by any other sources for fear that it may compromise the artistic and nonbiased integrity of the station. If we do not receive a budget we would have to ask for donations from businesses who in exchange would want to advertise on our internet stream and our website. This would not only create an unfair bias towards our partners, but would compromise our DJs allotted time for their shows.

QUESTION SIX

Please list your 2012-2013 objectives in priority order. Larger units may wish to group your response by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

Our objectives for the 2012-2013 year are to:

- i. Update our station with more suitable equipment
-All of our equipment at COOG Radio is either on loan or have been generously donated by KUHF. We fear that, one day, KUHF will ask for their equipment back. If we have no equipment of our own, then COOG Radio will be over.
- ii. Create a mobile app
-Our web development team at COOG Radio was initially developing a COOG Radio app in an attempt to increase our listenership, but all efforts on this project had to cease due to a lack of funds.
- iii. Purchase promotional products
-Before launch, one member of COOG Radio had to spend a large amount of their own personal money (<\$400) in order to help us acquire t-shirts. Their generosity, while appreciated, cannot be annually expected. We will need funds in order to buy promotional give away items such as shirts, stickers, mugs, etc.
- iv. Expand our music library
-As a college radio station, COOG Radio has a responsibility to play new music as soon as it becomes available. This music, however, is not always free. In order to ensure that the COOG Radio DJs do not end up having to turn to illegal means to procure new music, we would need funding to purchase CDs to improve our music library.
- v. Host promotional events
-One of the first promotional activities that COOG Radio has been discussing with the University of Houston as the possibility of a music festival on campus, akin to the free music festivals that the University of Houston used to host in the 1970s.
- vi. Reconstruct our website
-Right now, our website serves its primary purpose of letting people listen to our broadcast. However, there are a lot of features that our website lacks that we desperately need, such as a “Now Playing” feature.

QUESTION SEVEN

What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)?

Other possibilities of funding would be handled by our Public Relations department in the means of soliciting donations from businesses in exchange for advertisements on our airwaves and our domain. All departments agree that this means for budgetary compensation is risky and against our code as an unbiased media outlet for the university.

QUESTION EIGHT

Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

Currently, there is no overlap between COOG Radio and any other units on campus.