

## **COOG Radio FY13 One-Time Request #1- One-Time Allocation for Stability & Visibility**

With COOG Radio becoming a permanent fixture on the University of Houston campus COOG Radio would ask that SFAC grant one-time funding to help solidify the stability of the station and to spread its visibility to the student population.

Last year COOG Radio began operation. Since that time listenership has steadily climbed throughout the campus. This was completed with loaned equipment and a miniscule marketing budget. A new listener is found almost daily and COOG Radio would like to guarantee this growth. COOG Radio this year has relied on the generosity of others as it forged ahead but with the creation and inclusion within the Center for Student Media it would like a solid foundation.

This allocation, if granted, could allow COOG Radio's equipment to be solely its own. Marketing would help increase the visibility of the newest media outlet that serves the University of Houston. A concert hosted by COOG Radio would also accomplish this task as well as expand the music knowledge of the student population. As COOG Radio becomes a member of the CSM we feel it is vital to be on as firm footing as the other members.

The numbers for this request can be seen below:

Equipment:	\$14,000
Marketing:	\$8,000
Concert:	\$15,000
Subtotal Request:	\$37,000
1.5% DSA Fee:	\$555
6% Admin Fee:	\$2,220
<b>Total:</b>	<b>\$39,775</b>

## **COOG Radio FY14 One-Time Request#2- One-Time Allocation for Growth**

The new UC North is scheduled to open December 2013/January 2014. At this time it is expected that COOG Radio will no longer have just one radio studio but will have two studios side by side. This is similar to how radio stations outside of academia are set up.

With the University of Houston already taking into consideration the best design to accommodate COOG Radio the station will need funds to equip this new studio. A new sound board, turntable, Dual CD player, microphones and cable will all have to be purchased to equip the second studio. Marketing and a concert will also be key to announce our new location as well as moving to a format that features live DJs 24 hours a day.

This allocation, if granted, would allow COOG Radio to function as much like commercial radio stations as possible. This would be a valuable tool to all students who would like to get real world experience if they want to enter the radio industry.

The numbers for this request can be seen below:

Equipment:	\$14,000
Marketing:	\$8,000
Concert:	\$15,000
Subtotal Request:	\$37,000
1.5% DSA Fee	\$555
6% Admin Fee:	\$2,200
<b>Total:</b>	<b>\$39,775</b>

## **COOG Radio Base Augmentation FY14**

COOG Radio is joining forces with The Daily Cougar and the Student Video Network to form the Center for Student Media. This move is proposed, supported, and has been led by the University of Houston with the input of the student leaders of the three organizations. The University is building COOG Radio its very own space in the new UC North and as such plans on COOG Radio to exist for the foreseeable future.

With this base augmentation COOG Radio would become an organization with equal footing within the Center for Student Media. This base augmentation is also called for by the CSM Task Force recommendations. This augmentation would allow COOG Radio to run as professionally as the other organizations and will become an important tool and source for media on the University of Houston.

The numbers for this request can be found below:

Studio Director: (\$613.60 x 12 mo.)	\$7,363.20
Asst. Director: (\$466.34 x 12 mo.)	\$5,594.88
Sound Exchange	\$500.00
Phone Line	\$315.00
FICA/Unemployment:	\$1,120.87
Subtotal Request:	\$14893.95
1.5% DSA fee:	\$223.41
6% Admin Fee:	\$893.64
<b>Total:</b>	<b>\$16011.00</b>