



**Student Fees Advisory Committee
New Funding Requests**

FY 2014 One-Time: Programming Director
FY 2014 One-Time: Spring + Back-to-school Marketing
FY 2015 Base Augmentation: Operating Budget

Coog Radio

FY 2014 One-Time Request: Spring and Back-to-School Marketing Plan

As a budding student organization, Coog Radio has immense potential to make an impact on campus by providing an opportunity for students to express themselves through radio shows and blog posts on the website while simultaneously gaining experience in the radio industry. With diverse, quality content unparalleled to other stations on other college campuses, Coog Radio depends on promotional items to promote the station and increase listenership because the station does not hold many on-campus events. Currently, the station has a very modest listenership base as well as a very limited supply of promotional items to be rationed for the academic year that is neither sustainable nor helpful in achieving the station's goal to increase listenership.

Moving forward, with improved-quality content, Coog Radio looks to further increase its listenership base and believes that having a physical presence on campus during the few events the station participates in such as Weeks of Welcome, Frontier Fiesta, or Homecoming is nonnegotiable regarding its efforts to increase campus awareness and gain listenership. Because promotional items are essential to the station's outreach on campus, Coog Radio requests that SFAC grants the station with a one-time allocation for marketing. The requested allocation would be utilized as follows:

Spring 2014 Marketing

Items	Purpose	Price
250 T-shirts	Cat's Back, Frontier Fiesta	\$1290.00
50 Posters	Frontier Fiesta Battle of the Bands	\$46.50
500 Fans	Frontier Fiesta Battle of the Bands	\$335.00
100 Circle Stickers	Cat's Back, All-Request Lunch Series, Frontier Fiesta	\$254.00
500 Buttons	Cat's Back, All-Request Lunch Series, Frontier Fiesta	\$215.00
250 Sunglasses	Cat's Back	\$670.00
100 Brand Posters	General Marketing	\$93.00
	SUB TOTAL	\$2903.00

Summer/August 2014 Marketing

Items	Purpose	Price
250 T-shirts	Cougar Carnival, Move-In, Weeks of Welcome	\$1,290.00
250 Sunglasses	Cougar Carnival, Move-In, Weeks of Welcome	\$670.00
500 Water Bottles	Cougar Carnival, Move-In, Weeks of Welcome	\$875.00
500 Earbuds	Cougar Carnival, Move-In, Weeks of Welcome	\$1,000.00
	SUB TOTAL	\$3835.75

General Marketing

Items	Purpose	Price
2 Event Flags	Tabling at events	\$330.40
2 Tables	Tabling at events	\$152.98
2 Table Covers	Tabling at events	\$389.20
	SUB TOTAL	\$872.58

6% Admin Charge: \$456.68
TOTAL: \$8068.01

With the requested marketing budget, Coog Radio would expect to increase its current listenership base threefold by the end of August 2014. Facebook "Likes" and Twitter followers are expected to increase substantially with the newly established presence on campus that would jumpstart a sustainable foundation for the station and growing success for years to come.

Coog Radio

FY 2014 One-Time Request: Programming Director

As University of Houston's only student-run radio station, Coog Radio strives to produce exceptional content while using fundamental skills gained from the classroom. With providing exceptional, student-created content, Coog Radio understands that its current leadership model does not meet its new standards to reflect an industry-standard radio station. Coog Radio also realizes after making strides to become more involved on campus that it is necessary for the station to prepare months well in advance for on-campus annual events and traditions, but also maintain a focus on producing high quality content on air and on the website.

To properly reflect an industry-standard radio station while maintaining the unique qualities of a student-run, college radio station, Coog Radio will reorganize its leadership model to include:

- the Station Manager, formerly known as the Station Director
- two assistants to the Station Manager: the Programming Director and Promotions Director, formerly known as the Communications Director and PR/Marketing Director, respectfully
- an Assistant Programming Director
- a Production Manager, who will work under the Programming Director to manage production quality and serve as the chief engineer
- a Web Editor, who will work under the Promotions Director to manage the website and blog

Currently, the station is able to provide a student stipend to two leadership positions, what would be the Station Manager and Promotions Director (formerly, the PR Director). Coog Radio is requesting additional funding toward the Programming Director position, who will be in charge of the on-air programming and other content produced by the Coog Radio. With the new studio coming online in January 2014, Coog Radio anticipates a heightened level of production and interest in developing more content for the station.

Programming Director, proposed job description:

- Assist the Station Manager in recruiting, selecting and training DJs
- Develops broadcast schedule and ensures website has up-to-date schedule information
- Develops original programs and leads audio production efforts
- Maintains in-house music library and other recordings
- Enforces broadcast standards and studio operating procedures
- Maintains DJ handbook
- Facilitates DJ reviews and program assessment

Thus, Coog Radio requests that SFAC grants the station a one-time request of \$2,956 to support a student stipend for this new position starting in February of 2012 and continuing through the summer. Coog Radio's FY 15 request includes funding for this position for 12 months along with the Station Manager and Promotions Director.

Proposed Student-Stipend Request

Programming Director, 6 months x \$466.34.....	\$2,798.00
6% Admin Charge.....	\$168.00
Net Total.....	\$2956.00

Coog Radio

FY 2015 Base Augmentation Request: Annual Operating Budget

Based on the station's experience since its inception in fall 2011, Coog Radio understands the requirements necessary in order to become a thriving opportunity on campus for students to learn and nurture their craft in the radio business through creating and managing quality content. While the station has gained a much stronger approach to managing the station and ensuring consistent programming, it still struggles with attracting large audiences. The new operating budget proposed for Base Augmentation in FY 2015 addresses Coog Radio's mission, day-to-day operations, leadership, promotion and outreach.

Coog Radio's top 3 goals for 2014-15 are:

1. Improve infrastructure and outreach to support potential for advertising on air and on the website or to increase promotional activities.
2. Improve quality of programs and production.
3. Increase total unique listeners across all platforms.

We believe the budget items requested below, which would form the base budget of Coog Radio moving forward, will ensure the organization can meet these goals and continue to make strides. The station realizes the necessity of having 12-month student stipends for its executive leaders, the Station Manager, Programming Director, and Promotions Director, considering the demanding nature of each position to continue improving campus visibility, increase its listenership base, and sustain and lasting presence on campus to promote student success year round. Note that the Station Manager and Promotions Director positions were funded by SFAC One-Time allocation for FY 14.

The proposed budget to support three student-stipend positions is as follows:

Proposed Student-Stipend

Station Manager, 12 months x \$613.60.....	\$7,363.20
Promotions Director, 12 months x \$466.34	\$5,596.08
Programming Director, 12 months x \$466.34	\$5,596.08
	Subtotal: \$18,555.36
	Benefits: \$1120.00
	STIPEND/WAGES TOTAL: \$19,675.36

With improved content, Coog Radio hopes to keep listeners coming back. But in order to drive listeners to the station, Coog Radio believes that a physical presence during events such as Weeks of Welcome, Frontier Fiesta, or Homecoming will increase campus awareness and gain listenership. For that reason, promotional items are a significant portion of the proposed operating budget. The requested marketing allocation would be utilized as follows:

Fall 2014 Marketing:

Items	Purpose	Price
300 Brand Posters	General marketing on campus and residential halls	\$279.00
250 T-shirts	Weeks of Welcome, Homecoming, events	\$1290.00
250 Water Bottles	Weeks of Welcome, Homecoming, events	\$437.50
250 Earbuds	Weeks of Welcome, Homecoming, events	\$500.00
500 Buttons	Weeks of Welcome, Homecoming, events	\$212.50
		Subtotal Fall: \$2719.00

Coog Radio

FY 2015 Base Augmentation Request: Annual Operating Budget

Spring 2015 Marketing:

250 Sunglasses	Weeks of Welcome, All-Access Lunch Series, Fiesta)	\$875.00
50 Posters	Battle of the Bands at Frontier Fiesta	\$46.50
500 Fans	Battle of the Bands at Frontier Fiesta	\$335.00
		Subtotal Spring: \$1,256.50

Summer/Back to School 2015 Marketing:

Items	Purpose	Price
500 T-shirts	Cougar Carnival, Move-In, Weeks of Welcome	\$2,580.75
200 Hats	Cougar Carnival, Move-In, Weeks of Welcome	\$800.00
250 Sunglasses	Cougar Carnival, Move-In, Weeks of Welcome	\$875.00
500 Water Bottles	Cougar Carnival, Move-In, Weeks of Welcome	\$212.50
250 Earbuds	Cougar Carnival, Move-In, Weeks of Welcome	\$500.00
		Subtotal Back to School: \$4,968.25

TOTAL MARKETING: \$8,944.75

Alongside the proposed base marketing budget, to ensure continued quality, student-produced content year-round, Coog Radio needs to maintain the upkeep of equipment, which is constantly in use, as well as studio operations to main the functionality of the station.

Other Maintenance and Operations

Equipment Maintenance	\$500.00
Supplies	\$400.00
Sound Exchange Fee	\$600.00
Telephone lines (3)	\$1048.00
College Broadcasters, Inc membership	\$224.00
Other M&O TOTAL: \$2,772.00	

Budget Summary

Stipend/wages total: \$19,675.36
 Marketing/promotion total: \$8,944.75
 Other M&O TOTAL: \$2,772.00
 Subtotal:\$31,391.11
 Admin charge (6%): \$1883.47
Total: \$33,274.58

With these requested base augmentations for FY 2015, Coog Radio expects to solidify its presence and enable a lasting image on campus. The station expects to grow in campus awareness with a steady increase of listenership during the academic year, page views on the website, “Likes” on Facebook, and followers on Twitter as an effect to the requested marketing base. In doing so, ultimately, Coog Radio expects to create new opportunities for student success through learning, engagement, and discovery through a greater variety of student involvement to promote the development of a vibrant campus life with its unique 24-hour programming.