



Student Fees Advisory Committee

# FY2016 Questionnaire

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

As the only student-run radio station on campus, Coog Radio's mission is to provide an outlet for innovative individuals who are passionate about music and radio to enhance a sense of community at the University of Houston, while giving students hands-on experience with audio production equipment and procedures. After marking its fourth year of broadcasting this fall, Coog Radio is continuing its growth as a radio station and community.

Streaming 24-hours a day, seven days a week, Coog Radio has a schedule of more than 40 shows that offers a wide range of styles and interests, reflecting the diverse student body. Coog Radio's mission is accomplished by providing students real-world experience in the radio industry with the opportunity to work with industry-standard equipment within its studio to produce and record their own live broadcast on the Internet, an experience and education that goes beyond what students can learn in the classroom.

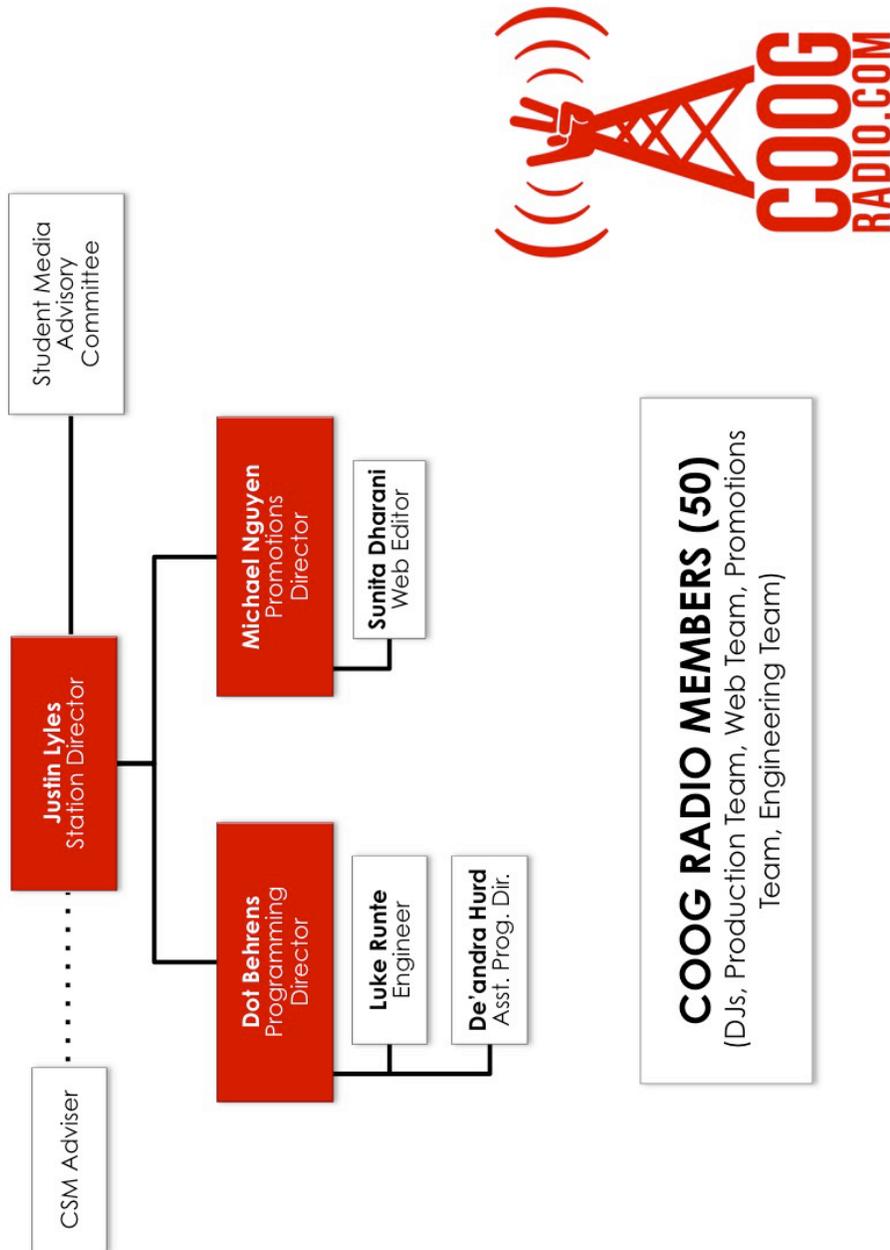
This year, Coog Radio has increased in its popularity both on the Internet and in the University of Houston community. With the move the new Center for Student Media in the UC North, Coog Radio has experienced a surge in popularity and notoriety with students. In addition, Coog Radio is gaining traction within the Houston music community as well. We have partnered with the House of Blues and Bayou Music Center to organize monthly ticket giveaways to listeners through our website, social media accounts, and on-air. In addition to this, we have worked with such record labels Sony, WB, and Epitaph.

Coog Radio takes pride in supporting other student organizations around campus and local artists in the community. This year, Coog Radio celebrated a strong showing at Frontier Fiesta, with seven students providing over eleven hours of DJ entertainment spread over three days on the student performance stage. In addition, Coog Radio marked a milestone by broadcasting our first non-sports student event: Student Programming Board's The UH Voice.

With student fees, Coog Radio can increase its technical capabilities as prepare for the future. Student fees will help Coog Radio expand its music library, providing for a more consistent product throughout the day. Student fees can also help us offset our concert presentations, bringing in bigger acts to perform for students on campus.

2. Provide an organization chart of your unit. 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, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

Note: Positions marked with red indicate stipend student leaders.



**3. List the objectives that you identified for the 2013-2014 academic year. 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.**

Coog Radio's objectives for the 2013-2014 year were:

1. Continue to improve COOG Radio Infrastructure and Technology.
  - a. Replace donated equipment from KUHF.
    - i. **Status: complete.** From summer 2013 to date, Coog Radio has installed the following equipment:
      1. (2) AEQ Bravo Soundboards
      2. (2) Teleos Live Stream Encoders
      3. (1) iMac, (4) PC Workstations
      4. (2) Shure SM-7B microphones with stands
      5. (1) Tascam audio recorder
    - ii. Remaining equipment pending order:
      1. Sound mixing board
      2. Studio automation/logging system
      3. (2) additional SM-7B microphones
      4. (1) mobile soundboard for sports broadcasts
  - b. Expand and improve online and mobile presence in coordination with Center for Student Media strategic initiatives.
    - i. **Status: ongoing.** With the proposed addition of Coog Radio to the UH Redline app, Coog Radio will be able to increase it's mobile presence.
  - c. Take the cost of replacing malfunctioning equipment away from students.
    - i. **Status: ongoing.** With the establishment of the CSM Advertising Department and the advertising schedule for on-air and online content, Coog Radio is on the way to alleviating operating costs from the students.
2. Increase the campus-based listenership.
  - a. Expand to 24-hour live programming.
    - i. **Status: not achieved.** Demand for such a programming schedule was not feasible in the 2013-14 year. However, Coog Radio has increased its broadcast day by four hours (from 7am-1am) and offers 24-hour streaming with an automated playlist.
  - b. Identify public areas on campus where stream could be played and work towards that end.
    - i. **Status: ongoing.** Coog Radio has reached out to local businesses such as The Nook and Pink's Pizza. Coog Radio is working with SGA to negotiate the station being played as part of the Campus Recreation and Wellness Center's entertainment setup. Coog Radio is currently played in Cougar Grounds during operating hours and is in discussion for being played in the UC Games Room.
  - c. Increase the collaboration with UH Athletics and increase live sports broadcasts.
    - i. **Status: on-hold.** Coog Radio's lack of professional on location broadcasting equipment made live sports coverage not feasible in the past year. Recent

equipment purchases, such as a mobile soundboard and broadcasting laptop for streaming, will make this more feasible in 2014-15.

3. Improve visibility and awareness of COOG Radio.
  - a. Coog Radio would like to eventually host major musical festivals on campus akin to the free music festivals that UH held in the 1970s. To begin with we would like to host a concert on campus to show our capability.
    - i. **Status: complete.** The Coog Radio Birthday Party was established in 2013-14, and played to more than 100 students in the UC Ballroom featuring four local bands/artists.
  - b. Increase the quantity and quality of promotional items.
    - i. **Status: complete.** Coog Radio has increased the quantity and quality of the promo items distributed at events such as Cat's Back, Homecoming, Frontier Fiesta, and more. Coog Radio coordinated the redesign of t-shirts and collateral with the CSM Design Team.
4. Expand community involvement by providing on-site DJ or live broadcast services of events.
  - a. Collaborated with Student Program Board to live-broadcast performances from the "UH Voice" and provided social media promotion of the event.
  - b. Partnered with UH Student Housing & Residential Life to provided live broadcast for 16+ hours over three days at Move-In, creating a fun environment for parents and students moving to UH.
  - c. Provided DJ at Frontier Fiesta for all three days of the event.
5. Established relationships with local music venues to offer ticket giveaways and shared promotion.
  - a. Bayou Music Center and House of Blues are now actively supporting Coog Radio with ticket giveaways.

4. 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 and any assessment measures used to evaluate program success. Please provide the method for collecting these data.

Coog Radio uses three metrics to evaluate success:

#### CoogRadio.com Web traffic

Month	Total Views	Average Views per Day
September 2013	9,619	321
October 2013	7,523	243
November 2013	5,197	173
December 2013	3,362	108
January 2014	5,012	162
February 2014	7,506	268
March 2014	5,122	165
April 2014	4,575	153
May 2014	2,732	88
June 2014	8,258	275
July 2014	2,298	74
August 2014	5,759	186
September 2014	5,571	338
October 2014*	2,891	243

\* as of October 10, 2014. Source: WordPress statistics

Accounting for dips in views attributed to exams and vacations, Coog Radio's website views have remained steady throughout the year. In some months, such as November 2013 and June 2014, they have increased by 200-300%.

#### Social Media Statistics

Social Media	Likes / Follows as of Oct. 2013	Likes / Follows as of Oct. 2014	Change
Facebook	2,112	2,517	+405
Twitter	815	1,344	+529
Instagram	n/a	246	+246

Social media interaction is in a steady increasing per year. With the opening of several new accounts, such as YouTube and Instagram, more students are becoming engaged with Coog Radio. An important milestone is that during the 2013-14 year, our Twitter account broke 1,000 followers, a feat that similar college radio stations in similar markets have yet to achieve.

## Listenership Metrics

Month	Total Connections > 1min.	Unique Listeners
October 2013	2973	711
November 2013	3757	507
December 2013	1974	261
January 2014	1596	370
February 2014	2670	490
March 2014	2853	597
April 2014	1918	444
May 2014	1382	354
June 2014	1704	352
July 2014	756	222
August 2014	1396	374
September 2014	3249	779
October 2014*	830	237

Source: Casterstats

\* as of October 10, 2014

**5. Please discuss any budget or organizational changes experienced since your last (FY2014) 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 FY2012 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.**

Coog Radio ended FY 2014 with positive fund equity of \$14,408. Of those funds, \$13,013.62 were approved for carryover into FY 15, resulting in an actual fund equity of \$1,395.29.

The large equity resulted from equipment orders that were suspended for two reasons: 1) to wait for the move to the new UC North location to verify the equipment was in fact best suited for the space, and 2) to wait for the hiring of the full-time Coog Radio/SVN adviser, to ensure the equipment met his or her standards and could be effectively implemented and managed appropriately.

The carryover request was reviewed and approved by Vice President for Student Affairs & Enrollment Services Richard Walker to complete these equipment and systems purchases.

**6. The terminology for responding to this item has been amended to be consistent with the strategic planning framework. Therefore, SFAC requests that you report your success measures in terms of strategic initiatives and action steps versus goals and objectives as previously requested. To this end, please list your 2015-2016 strategic initiatives and action steps in priority order. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.**

1. Increase campus listenership of Coog Radio stream. (DSAES Initiative 1.D.)
  - a. Leverage on-campus events to increase awareness of the station.
    - i. Birthday party
    - ii. Coog Radio Live @ the Legacy Lounge
    - iii. Collaborations with student organizations such as Frontier Fiesta and Homecoming.
  - b. Add broadcast platforms to give listeners easier ways of accessing the station. (DSAES 6.B.)
    - i. Contact iHeartRadio for adding Coog Radio to its selection of streaming stations on the iHeartRadio app.
    - ii. Investigate feasibility of Low Power FM broadcasting.
    - iii. Investigate addition to KUHF's lineup of HD stations.
  - c. Expand live event DJ services to create more opportunities to establish a presence on campus and assist other departments in hosting events.
    - i. Obtain new equipment for expanding live DJing and live band performances.
    - ii. Develop forms and procedures for tracking requests and assigning team members to cover events.
  - d. Create avenues for students to provide feedback and live interaction with on-air talent.
    - i. Investigate services and technology necessary for implementation of two-way communication between DJ and audience.
    - ii. Implement monthly survey for students to provide feedback on station content.
2. Expand educational opportunities for members to learn media ethics, broadcast techniques and leadership skills. (DSAES Initiative 1.F.)
  - a. Coordinate with the Center for Student Media, in radio industry professionals for seminars and talks.
  - b. Expand the compilation CD, named "The Red Tape", as a project for members to learn audio recording and mastering.
    - i. Investigate this a potential revenue source.
    - ii. Work with the Jack J. Valenti School of Communication for faculty guidance.
3. Expand to 24-hour professional programming with capabilities for scheduled announcements and advertising.
  - a. Implement automation software such as RCS NexGen or WideOrbit.
  - b. Expand and add equipment in second studio to facilitate commercial production for advertising and music recording.

**7. 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.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.**

The CSM is committed to generating sponsorship revenue for Coog Radio. This involves Coog Radio staff and members working directly with clients to produce radio commercials, live read scripts, and other on-air content related to upcoming client events and products. A projected \$2,000 per year has been placed on the spreadsheet as Advertising Income in FY 15 and FY 16.

**8. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.**

Currently, there are no overlaps between Coog Radio and any other organization on campus.