

Coog Radio

FY 16 One-time and FY17 Base Augmentation Request(s)

Opening Statement – Coog Radio is requesting that its base be augmented to include its yearly marketing budget, as well as a one-time requests for running a concert in Spring 2016:

1. \$10,158 for annual marketing.
2. \$28,290 for a spring concert.

Both of these expenses are important for Coog Radio to continue its mission of providing real world experience for its members, as well as its mission to enhance student life at the University of Houston.

The marketing and events proposed here connect directly to Coog Radio’s #1 goal for FY 16 and FY 17 – to increase listenership of the station through outreach and events. The increase in the marketing budget from the original amount is justified by the increase in the number of events that Coog Radio needs to participate in to maintain high awareness.

FY2017 Base Augmentation Request #1 – Marketing

Coog Radio’s marketing budget is essential for our continued and future success. One of the best ways to get the student body to listen is to promote using merchandise at well attended live events, such as the Center for Student Media’s Cooglifemagazine events, The Cat’s Back and Weeks of Welcome. Last year, SFAC granted Coog Radio its first base funding and provided marketing as one-time funding option. This year we are asking to make marketing a permanent part of the Coog Radio operational budget.

The breakdown of estimated marketing costs and purpose are as follows:

Fall 2016 Marketing		
Items	Purpose	Price
1000 Stickers	Cooglifemagazine Parties, Homecoming, College Radio Day, live remotes	\$279.00
250 T-shirts	Cooglifemagazine Parties, Homecoming, College Radio Day, live remotes	\$1290.00
250 Water Bottles	Cooglifemagazine Parties, Homecoming, College Radio Day, live remotes	\$547.50
250 Earbuds	Cooglifemagazine Parties, Homecoming, College Radio Day, live remotes	\$530.00
500 Buttons	Cooglifemagazine Parties, Homecoming, College Radio Day, live remotes	\$250.00
	Subtotal Fall:	\$2,896.50
Spring 2017 Marketing		
1000 Stickers	Weeks of Welcome Cooglifemagazine Events, Frontier Fiesta	\$279.00
250 Sunglasses	Weeks of Welcome Cooglifemagazine Events, Frontier Fiesta	\$875.00
500 Buttons	Weeks of Welcome Cooglifemagazine Events, Frontier Fiesta	\$250.00
250 Water Bottles	Weeks of Welcome Cooglifemagazine Events, Frontier Fiesta	\$547.50
	Subtotal Spring:	\$1,951.50

Summer/Back to School 2017 Marketing		
500 T-shirts	Cougar Carnival, Move-In, Weeks of Welcome, Cooglife Parties	\$2,580.75
1000 Stickers	Cougar Carnival, Move-In, Weeks of Welcome, Cooglife Parties	\$279.00
250 Sunglasses	Cougar Carnival, Move-In, Weeks of Welcome, Cooglife Parties	\$875.00
1000 Buttons	Cougar Carnival, Move-In, Weeks of Welcome, Cooglife Parties	\$500.00
250 Earbuds	Cougar Carnival, Move-In, Weeks of Welcome, Cooglife Parties	\$500.00
	Subtotal Back to School:	\$4,734.75
	TOTAL Marketing budget	\$9,582.75
	Request including 6% admin fee	\$10,157.72

FY2016 One Time Request – Funding for Spring Concert

Of the 150 students polled, 97.3% of students indicated that Coog Radio should produce a concert. In collaboration with SVN, the Center for Student Media wants to introduce Houston Media Fest, a two-day festival for independently produced local films and music. Coog Radio will be providing the live music for this event.

This event would benefit students by providing a welcome break from midterms. In addition, this will increase the working relationship between Coog Radio and other programming-based organizations on campus such as SPB. Coog Radio members will see a benefit, as they gain real-world knowledge in such areas as event planning, event promotions, live audio engineering, and more.

The costs for running such an event are as follows:

Event Marketing		
50 Large Posters		\$550.00
1000 Handbills		\$180.00
250 Commemorative Shirts		\$1,290.00
Stage, lights, sound and Security (Lynn Eusan Park)		\$ 2,450.00
Catering for Artists		\$250.00
Refreshments		\$1,000.00
Artist fees for Headline act and 2 supporting bands		\$15,000.00
	Total budget for concert and promotion	\$26,689.00
	Total request including 6% admin fee	\$28,290.34

Coog Radio needs to continually look for and create ways for its name to be seen and heard. These requests will go a long way to growing the awareness and listenership of Coog Radio.

FY 17 Base Augmentation #1 – Marketing	-	\$10,157.72
FY 16 One-Time Request #1 – Large Concert	-	\$28,289.28