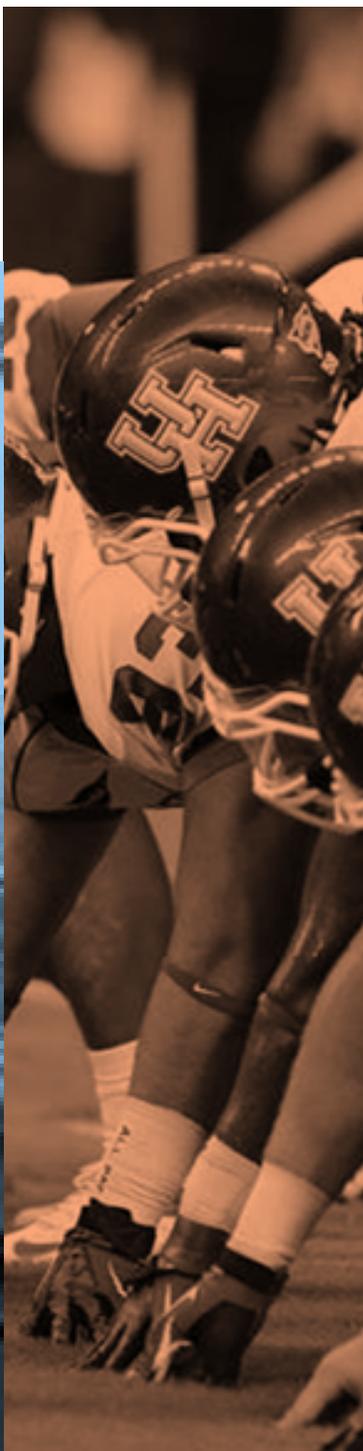




COOG
RADIO

STUDENT-RUN RADIO AT
THE UNIVERSITY OF HOUSTON

PROGRAM QUESTIONNAIRE FY 2019



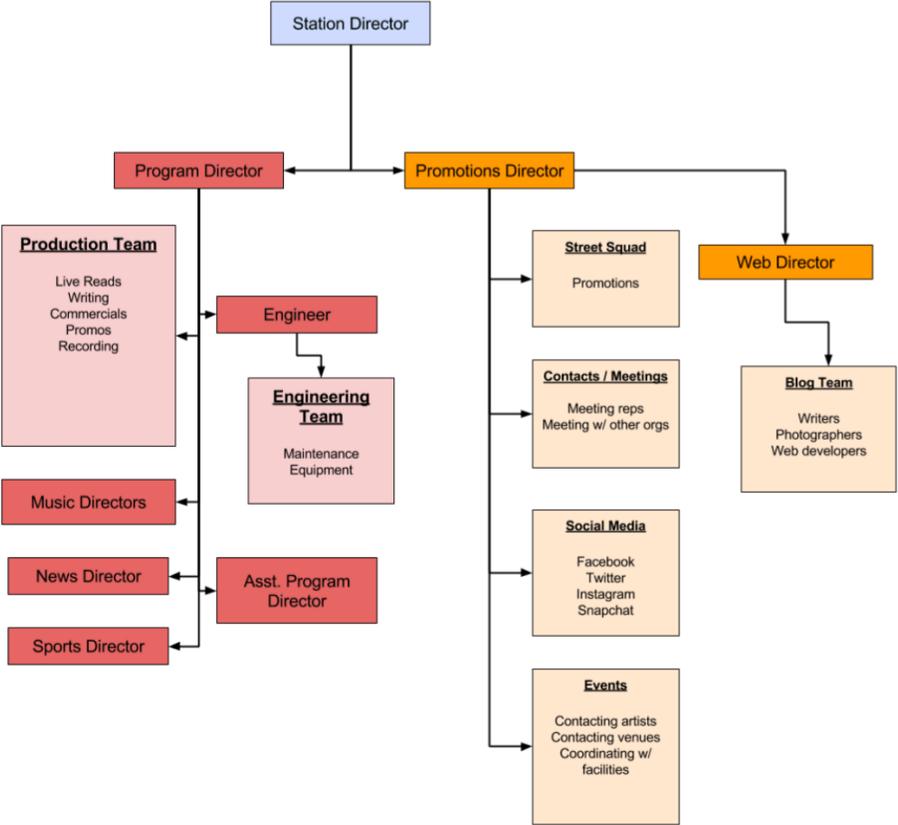
1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

As the only student-run radio station on campus, Coog Radio's mission is to provide an outlet for innovative individuals who are interested in a wide array of music and radio content, a community to share said love of music, and an outlet to express their interests, such as sports, news, politics, and other pop culture ventures. Here at Coog Radio, students have the opportunity to receive hands-on experience with audio production equipment, while providing an overall fun and diverse environment within Coog Radio's community. After marking its seventh year of broadcasting this fall, Coog Radio has continued its growth as a radio station and community, streaming 24-hours a day, seven days a week, and a schedule of more than 40 shows that offers a wide range of styles and interests, reflecting the ever changing 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 broadcasts on the Internet, and an experience and education that goes well beyond what students can learn in the classroom and provide valuable traits and experiences, that students can not only apply to their post-graduation careers, but for the rest of their lives.

Coog Radio has increased its popularity both on the Internet, the University of Houston community, and the city of Houston. In addition, Coog Radio has become a recognized name within the Houston music community. We have partnered with several reputable groups such as House of Blues, Revention Music Center, White Oak Music Hall, Warehouse Live, Sound On Sound Fest, Day For Night, Yes Indeed Music Fest, Live Nation, and Pegstar to not only organize monthly ticket giveaways, but help bring local, unique and eclectic content to the student body here at The University Of Houston. Coog Radio takes pride in supporting and working with other student organizations around campus and local artists in the community, and artists/students right here from The University of Houston. Additionally, Coog Radio has become the go to service for university departments and student organizations to provide musical entertainment for events here at the University of Houston. Coog Radio provides free DJ training with industry standard software.

Student fees will help Coog Radio expand its content library that our radio shows hosts can use to help expose students to new ideas and sounds that they can't find elsewhere on campus, keep a diverse playlist that our radio hosts can use to provide unique performances, and ensure that Coog Radio is up to date with the quickly evolving radio industry. Currently, Coog Radio has three paid positions and a slew of hard-working volunteers.

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.



The Station, Promotions and Programming Directors receive stipends from SFAC funds. All other positions are volunteer.

3. List your unit's strategic initiatives and action steps identified for the 2015-2016 academic year and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

1. Increase campus and community listenership of Coog Radio stream. (DSAES Initiative 5)

a. Leverage on-campus events to increase awareness of the station.

1. Status: Ongoing

- i. Coog radio has hosted multiple tabling events with the other two CSM organizations once a month
- ii. We have participated in and collaborated with other fee funded units' events to expand awareness.
- iii. Co-hosted a live pre-game coverage radio/video show with CoogTV and the Valenti School of Communications.

b. Add broadcast platforms to give listeners easier ways of accessing the station.

1. Status: Ongoing

- i. Introduced Podcast system hosted on the website, Soundcloud, Apple's multiple platforms, and Mixcloud.
- ii. Livestreamed shows and events on social media platforms to reach the student body.
- iii. Gained a new app called RadioFX that showcases college radio

c. Bring together Houston-based organizations and business to the station

1. Status: Ongoing

- i. Invite community leaders to the station and remote streaming locations to bring diverse content to the student body.
- ii. Create opportunities for the student body to get involved with professional opportunities on and off campus.

2. Coog Radio will grow to 80 active members (DSAES Initiative 1)

a. Gained participates in the radio hosts, street team, engineering team, and music team.

1. Status: Complete

- i. Help members develop a professional portfolio of content that is applicable to their respective fields.
- ii. Establish the benefits of being part of teams with similar goals.

3. Create initiatives that foster a national learning community (DSAES Initiative 3)

a. Compete and work together with contemporaries in a variety of established initiatives

1. Status: Ongoing

- i. Participated in College Radio Day (CRD) and received a CRD prize box
- ii. Competed for Intercollegiate Broadcasting System Recognitions
- iii. Attended the CMA/ACP National College Media Convention in Dallas

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.

Our success is measured through two main metrics: Listenership and Social Media Penetration.

Platform	Current Follower Count	Follower Count from Oct 2016	Change Since Oct 2016
Twitter	2950	2309	+641
Facebook	4602	3860	+742
Instagram	1416	1071	+345

Month	Session	Contact	Bounce	Total
Sep 16	2654	4896	25700	33250
Oct16	2676	3966	24164	30806
November 16	1400	3920	24124	29444
December 16	746	2504	22848	26098
January 17	1016	4284	26882	32182
February 17	998	5264	25016	31278
March 17	818	2646	26454	29918
April 17	798	2366	24718	27882
May 17	386	1880	32004	34270
June 17	286	1942	38282	40510
July 17	104	622	8774	9500
TOTALS	11882	34290	278966	325138

5. Please discuss any budget or organizational changes experienced since your last (FY2017) 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 FY2018 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

No changes to report.

6. If your unit concluded FY2017 with a Student Service Fee (SSF) Fund 3 addition to the SSF Reserve in excess of \$5,000, please describe the conditions which caused the addition and provide a line-item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).

Coog Radio did not conclude FY2017 with an excess of \$5000.00

7. Please list your 2018-2019 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Strategic Initiatives and University of Houston Strategic Goals to which they relate. 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.

Coog Radio's objectives for the 2018-2019 year are:

1. Increase campus and community listenership of Coog Radio stream. (DSAES Initiative 5) (UH Strategic Goal 1)
 - a. Create on-campus events to increase awareness of the station.
 - i. Host a variety of College Radio Day activities
 - ii. Participate in a variety of events presented by organizations like Student Programming Board, Homecoming, and others as Coog Radio representatives.
 - iii. Work together with the various school departments, and other organizations to host live broadcasts on location.
 - b. Increase awareness of new platforms to listen to Coog Radio.
 - i. Incentivize the podcast system with tickets to concerts and other giveaways for listeners.
 - ii. Promote Livestream shows and events on social media and posters.
 - iii. Promote apps like RadioFX and UH Redline by social media and event promotion
 - c. Bring together Houston-based organizations and business to the station
 - i. Invite community leaders to the station and remote streaming locations to bring diverse content to the student body.
 - ii. Increase the number of on air advertisements that Coog Radio broadcasts.
2. Create a hub of internships and job offers with businesses in the Houston area for students (DSAES Initiative 1) (UH Strategic Goal 3)
 - a. Increase acknowledgement of jobs and internships available from local and national businesses
 - b. Arrange meet and greets between students and professionals.
 - i. Arrange a tour of local TV and radio stations with a QA section.
 - ii. Invite job recruiters onto campus to meet students.
3. Form a series of trainings geared towards developing students' skills (DSAES Initiative 3) (UH Strategic Goal 2)
 - a. Develop a plan towards specific equipment, programs, and skills that the Valenti School of communication targets

- i. Discuss with professors of classes the curriculum that can be condensed into workshops
 - ii. Arrange for community and workforce leaders to present
- b. Help build professional resumes and audio reels for students
 - i. Increase the number of times radio shows are submitted for review
 - ii. Have various organizations like University Career Services on campus review resumes and help create a sheet to review audio reels

8. Recognizing that the potential to generate additional Student Service Fee income for FY2019 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the FY2019 base budget augmentations and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total approved FY2019 base Student Service Fee budget and provide a line-item explanation of where budgetary cuts would be made.

Coog Radio would take a 5% reduction, which is \$2,491.45, from our Programming/Events budget, which consists of \$4,523. If we accommodate the 5% reduction in the above mentioned area, Coog Radio would reevaluate the way we host events and try to host stripped down events. We would increase our exposure through social media and basic tabling events.

9. 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.

Coog Radio is airing advertisements and with time breakdowns of when played thanks to the automation system for ensuring the ads are broadcast effectively. Live radio hosts also read the paid underwriting every half hour. Coog Radio will continue to work with CSM to deliver on-air advertising.

In addition, DJ services has become a source of income for Coog Radio.

10. 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.