



# COOG Radio

Student Fee Advisory Committee Report

FY2014

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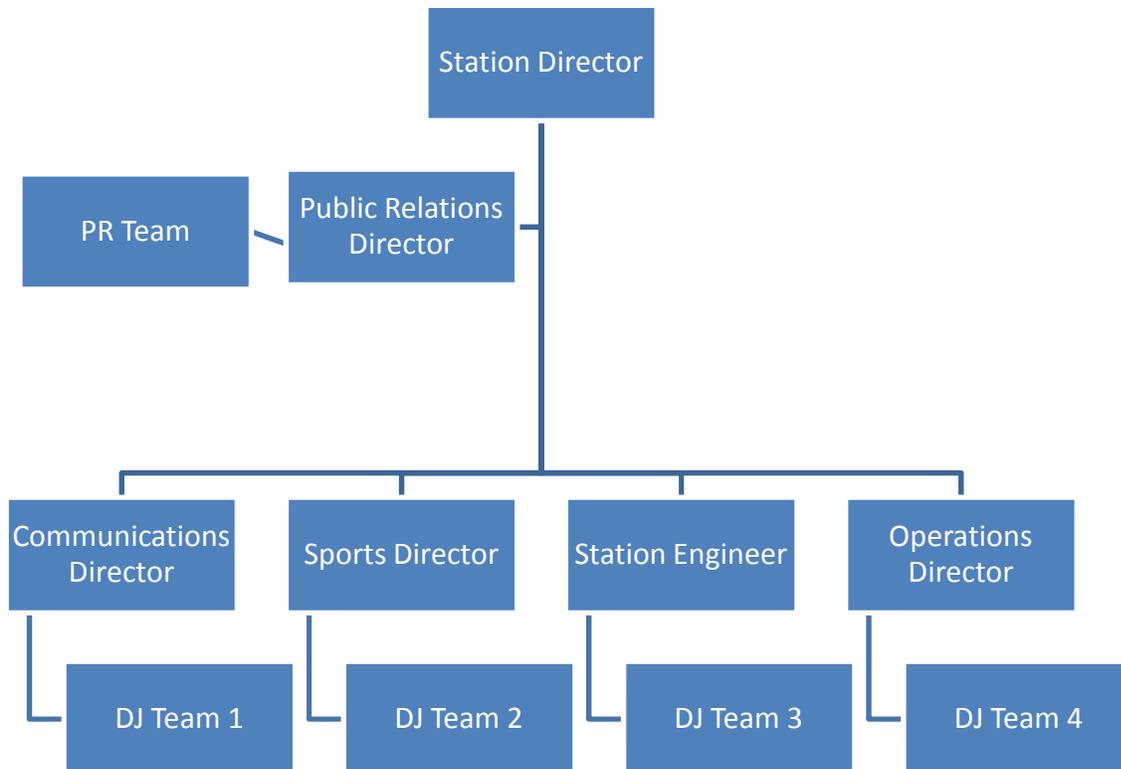
## QUESTION ONE

**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.**

COOG Radio is a non-profit online radio station operated and staffed by students from the University of Houston. For University of Houston students, COOG Radio's mission is to provide entertaining, informative, quality programming that introduces students to exciting new music. Streaming 24 hours a day, COOG Radio is unique with show genres as diverse as our student population. For its members, the mission of COOG Radio is to serve as a creative outlet for students to express themselves and to introduce them to the world of professional radio broadcasting, giving our members experience that goes beyond the classroom or lecture hall. COOG Radio has a packed roster with 55 members all of who produce a two-hour radio show every week. Along with playing music, the station promotes events and organizations on campus and has begun providing play-by-play commentary for select University of Houston Soccer games and looks to do the same for Softball games this spring. It is a point of pride for COOG Radio to also promote and support artists and groups from Houston. This installs a sense of community within the university and the city of Houston. A one-time allocation of \$15,000 in 2011-2012 allowed COOG Radio to invest in new equipment and begin marketing the station giving the organization a shot in the arm. Currently COOG Radio relies heavily on loaned equipment from KUHF and students paying to replace broken or needed equipment. A base augmentation is being sought to secure two top leader positions to ensure continuity and accountability for the organization's leadership. The one-time allocations are being sought to further upgrade our equipment, provide better programming for students, establish a visual presence on campus with a concert and to further stabilize the continuous operation of the station.

## QUESTION TWO

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 DJ Teams are evenly split.

### QUESTION THREE

**List objectives that you identified for the 2011-2012 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.**

Since COOG Radio is a new organization, there was not an SFAC request that contained objectives for the 2011-2012 academic year; however we can give you an update on objectives that are aimed at the 2012-2013 academic year. Update our station with more suitable equipment: The station purchased a new turntable, two remote broadcast devices with additional headsets, a phone coupler, a new iMac and a recorder. Create a mobile app: As mentioned in last year's questionnaire no advancement in this area due to a lack of funds. Purchase promotional products: COOG Radio's PR team purchased a tent and a banner for a visual presence along with stickers, buttons, fans and water to give out. Expand our music library: This has been accomplished through donation from various bands and studios that have given COOG Radio music. Host promotional events: COOG Radio hosted its One Year Anniversary Show at Mangos in Houston. Since we did not have funds the venue and bands donated their services for free. Over one hundred people attended the event that featured five different acts. The PR Team also had a tent at Free Press Summer Fest during the summer. Reconstruct our website: An incident in January caused the face of our website to be our Tumblr page currently. A Center for Student Media initiative will be to assist all student groups in developing their own websites.

## QUESTION FOUR

**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 is committed to providing the University of Houston with a radio station that not only entertains the student population but also expands their musical knowledge base, and does so in a professional manner. Our officers are in daily contact with one another to ensure that the station runs as smoothly and efficiently as possible. Monthly meetings with the entire COOG Radio membership are held in order to monitor progress of the objectives we have set, address any issues, and ensure that the organization is on the same page. Our success is currently measured by our listenership, which is gauged through Google Analytics, as well as other social media statistics. According to Google Analytics reports COOG Radio on average has between 500-800 page views weekly\*, reaching not only a campus wide following but an international listenership as well. With over 1,500 “likes” on Facebook, 581 Twitter followers, and 134 followers on Tumblr, COOG Radio has the second highest social media following of any student organization on campus, garnering new Facebook “likes” on a daily basis as well as new Twitter followers on a weekly basis. Listenership has continued to grow since the beginning of the fall semester. There have also been more inquires into joining or working with COOG Radio by students and outside organizations this semester than in previous semesters.

## QUESTION FIVE

**Please discuss any budget or organizational changes experienced since your last (FY2013) 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 received a \$15,000 one-time allocation from SFAC in FY 2012 but it was not made available until May 2012. During those three months, our organization purchased new equipment and promotional items. The promotional items were utilized at local concerts, festivals and New Student Orientation. COOG Radio did not receive outside monetary funding in order to keep the artistic integrity of the station intact.

## QUESTION SIX

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 2013-2014 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.) you implemented to accomplish your stated initiative.

Our objectives for the 2013-2014 year are:

1. **Continue to improve COOG Radio Infrastructure and Technology**
  - a. Replace donated equipment from KUHF.
  - b. Expand and improve online and mobile presence in coordination with Center for Student Media strategic initiatives.
  - c. Take the cost of replacing malfunctioning equipment away from students.
2. **Increase the campus-based listenership.**
  - a. Expand to 24-hour live programming.
  - b. Identify public areas on campus where stream could be played and work towards that end.
  - c. Increase the collaboration with UH Athletics and increase live sports broadcasts.
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.
  - b. Increase the quantity and quality of promotional items.

## QUESTION SEVEN

**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.**

Other possible funding sources would be handled by our Public Relations department in the means of soliciting donations from businesses in exchange for advertisements on COOG Radio air and website or air play for singers and studios. At this time this is something COOG Radio does not want to participate in as it could jeopardize the artistic integrity of the station.

## QUESTION EIGHT

**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 is no overlap between COOG Radio and any other units on campus.