

SFAC Special Report: Coog Radio Key Expenses FY 2014

The following is a detailed report of the major M&O expenses by Coog Radio in FY 14, as requested by SFAC.

Budget category	Vendor	Item quantity/description	Purpose/benefit	Cost
Marketing/promos	CC Creations	(300) station logo shirts (March 2014)	Spring 2014 marketing (Frontier Fiesta)	\$ 1,844.00
Marketing/promos	CC Creations	(300) station logo shirts (June 2014)	Summer marketing (Cougar Carnival)	\$ 1,844.75
Marketing/promos	CC Creations	(300) station logo shirts (August 2014)	Back-to-school marketing (Cat's Back)	\$ 1,867.50
Marketing/promos	International EZ-Up Inc.	(2) 11' flags + base and table cover	Outdoor signage at events	\$ 668.26
Marketing/promos	4imprint	(300) ear buds, (300) sunglasses, (480) sport bottle	Back-to-school marketing (Cat's Back)	\$ 2,323.57
Marketing/promos	4imprint	(190) frisbees	Back-to-school marketing (Cat's Back)	\$ 314.64
Marketing/promos	Displays2go	(4) aluminum A-Frames	On-campus event and station marketing	\$ 415.88
Marketing/promos	DRI Printing	(500) stickers	Event giveaway/branding	\$ 228.15
Marketing/promos	DRI Printing	(100) 11x17 posters	General station awareness	\$ 90.44
Marketing/promos	DRI Printing	(300) Business cards	Board member networking	\$ 45.60
Marketing/promos	UC Creation Station	(250) bookmarks	Station promotion	\$ 58.50
Marketing/promos	UC Creation Station	(150) bookmarks	Station promotion	\$ 52.65
Marketing/promos total				\$ 9,753.94
Special events	Reimbursement	Birthday Party supplies	Coog Radio birthday event	\$ 228.11
Special events	ACF Awards	Microphone trophies	CSM awards banquet	\$ 131.85
Special events total				\$ 359.96
Supplies	Tejas Office	Bulletin boards, write boards, office organization racks, crates for storage	New studio accomodations	\$ 830.90
Supplies	Tejas Office	Incidental office supplies (paper, pens, folders, staplers, etc.)	General activity support	\$ 599.53
Supplies total				\$ 1,430.43
Tools/equipment	Amazon	(1) storage locker	Storage of supplies and equipment	\$ 504.40
Tools/equipment	APT Communications	(2) Teleos Prostream encoders	Improve stability of broadcast stream	\$ 3,410.00
Tools/equipment total				\$ 3,914.40
Online services	MyCommerce/CasterStats	3 years of listener tracking services	Broadcast audience measurement	\$ 599.85
Online services	WPENGINE	Web hosting (coogradio.com)	Off-campus web hosting for independent student media	\$ 92.70
Online services	GoDaddy	Domain registration	Registration fee for "coogradio.com" for 2 years	\$ 30.34
Software	????	????	????	\$ 199.95
Software/services total				\$ 922.84
Other				
Bottle water service				\$ 38.89
Meals/business mtgs				\$ 228.61
Total M&O				\$ 16,649.07