# Student Fees Advisory Committee
FY 2017 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 radio and entertainment to enhance a sense of community while adding significant value and community to the students of UH. Thanks to last year's SFAC, Coog Radio has received base funding. These fees have been put to good use, buying equipment and software which will not only increase the production quality but increase the frequency and quality of live events put on by our organization.

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.

Thanks to its establishment as a fee-funded organization, Coog Radio has experienced the largest growth we have seen in our short time as an on campus organization. From the success of our Birthday Bash to our Live Lounge series, Coog Radio has grown into a media organization that sustains and improves life on-campus and off-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.
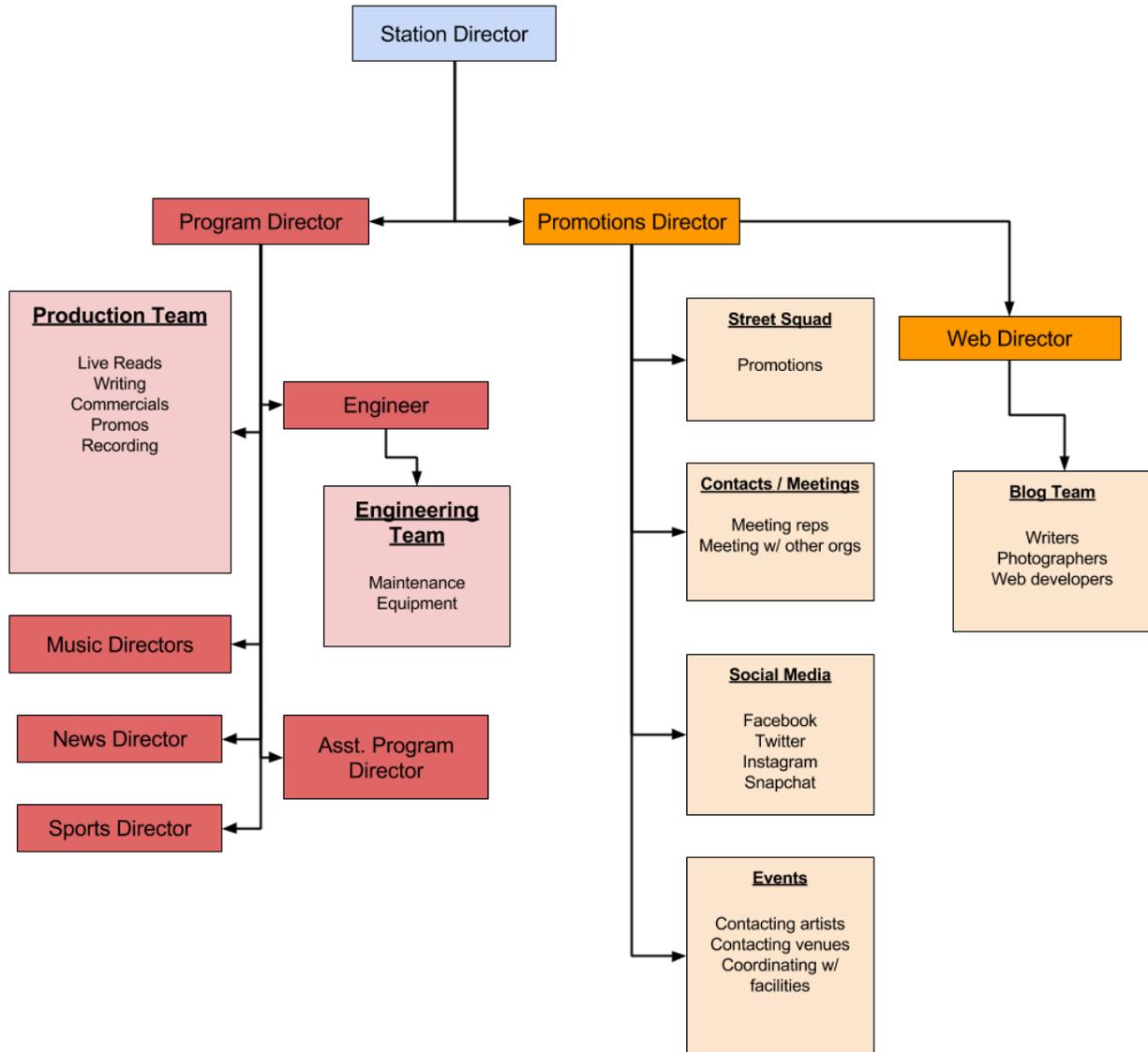
The Station Director, Program Director and Promotions Director receive stipends from SFAC funds. All other positions are volunteer.

3. List your unit's strategic initiatives and action steps identified for the 2014-2015 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. Improve infrastructure and outreach to support potential for advertising on air and on the website or to increase promotional activities. (DSAES 2.b.)
    a. Systemize audio system to incorporate recorded advertisements: With scheduling pre-recorded messages and using live-reads when necessary, develop a consistent workflow for on-air commercials.
        i. **status: Complete.**
        ii. Coog Radio has put into place a system for putting recorded commercials and promos into rotation. With the recent purchase of WideOrbit, Coog Radio now has more control over its on-air programming, as well as its advertising rotation.
    b. Work with Center for Student Media to determine potential online advertising positions and rates.
        i. **status: Complete.**
        ii. With help from the CSM Advertising department, we have determined the ad rates for the station. We feel these prices are standard throughout college radio, and put us in a good position for additional revenue.
    c. Work with venues and music stores to obtain giveaways and increase awareness.
        i. **status: Complete.**
        ii. Coog Radio has developed connections with Sony, Warner Brothers, and more record labels for promotions and giveaways. In addition, we have strengthened our relationship with local music venues such as Bayou Music Center and House of Blues. Festivals played a big part in our promotional schedule as well, with Coog Radio providing giveaways for Fun Fun Fun Fest, Levitation, Free Press Summer Fest, and more.
    d. Assist CSM with identifying potential advertisers and sponsors and support production of commercials.
        i. **status: Complete.**
        ii. Coog Radio is working with the advertising department to identify and follow up with potential advertisers.
2. Improve quality of programs and production. (DSAES 2.b.)
    a. Work with CSM adviser and Student Media Advisory Committee resources to establish audio production workshops, voice training and other sessions geared toward radio broadcasting; require membership participation.
        i. **status: in progress**

       ii.   Membership participation has increased with the implementation of "Service hours", a requirement that all on-air talent must spend time volunteering for the station at events and other tasks.
- b. Arrange an annual tour of KUHF/KUHA. (DSAES 6.)
  - **i. status: on hold.**
  - ii. Coog Radio is currently arranging a tour of KUHF as part of its annual educational program.
3. Increase total unique listeners across all platforms. (DSAES 2.b.)
   - a. Utilize The Daily Cougar and SVN/Channel 6 to promote programming on an ongoing basis.
     - **i. status: complete.**
     - ii. Through strategic partnerships within CSM, we have utilized TDC and SVN to promote programming on Coog Radio, as well as developed original programming and content for the newspaper and video channels as well.
   - b. Develop and implement annual marketing and outreach plan with specific actions for every month to ensure a constant stream of promotion is carried throughout the academic year.
     - **i. status: complete.**
   - c. Offer student organizations and departments DJ services to promote the Coog Radio brand.
     - **i. status: complete.** DJs have provided service to Student Housing & Residential Life Move-in Weekend, Parent & Family Weekend, Cat's Back and other events.
   - d. Establish consistent campus outreach at events.
     - i. Cat's Back
     - ii. Welcome Week event
     - iii. Birthday concert
     - iv. Homecoming event
     - v. Mid-semester fall event
     - vi. Spring lunch concerts
     - vii. Frontier Fiesta event
     - **viii. status: ongoing**
       1. Coog Radio established itself as a staple of events like Cat's Back and Weeks of Welcome. Our Birthday concert saw hundreds of students interacting and enjoying the event. Our Live Lounge series was a success, providing students exposure to local musicians in an intimate setting.
   - e. Increase likes on Facebook
     - **i. status: ongoing**
     - ii. Oct 2014 Likes: 2488
     - iii. Current total: 2844
     - iv. Difference: +356
   - f. Increase followers on Twitter

4. Explore production of audio programs available on demand through CoogRadio.com. (DSAES 2.b.)
    a. Identify 2-3 episodic program models based on content of interest to college students, including one campus news update in collaboration with The Daily Cougar.
    b. Produce 3-4 episodes of each.
    c. Promote new programs through all CSM channels.
    d. **status: In progress**
        i. Coog Radio has produced a series of podcasts, including the following:
            1. The Roar: devoted to interviews of students from all walks of life
            2. Too Many Coogs: a comedy/variety talk show
            3. Interviews: a series devoted to interviews with famous artists and personalities, ranging from BMX legend Travis Pastrana to nationally recognized hip-hop artist Mack Wilds.
        ii. A collaboration with The Cougar is on hold currently. However, with the recent creation of the News Director position, a collaboration with the Cougar is planned to begin in the Fall of 2015.
5. Explore the ramifications of music licensing to allow for professional-standard programming.
    a. Approach KTRU to research how to operate under certain licensing agreements, such as music provided by outside record labels.
        i. **status: complete**
        ii. Consultation with KTRU and UH's legal department have addressed all immediate issues associated with licensing agreements and copyright.
    b. Identify a method to incorporate songs that require royalties in station programming.
        i. **status: ongoing**
        ii. Coog Radio and CSM are engaged with UH General Counsel about services like Sound Exchange, which will pay royalties to artist for airplay. A copyright release form has been developed to obtain artist permissions as needed.

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.

Listenership

Month	Sessions (>15 min)	Contacts (1min-15min)	Bounces (<1min)	Total
Sep	390	1186	1473	3049
Oct	136	235	250	621
Nov	134	293	342	769
Dec	194	1207	1229	2630
Jan	374	1907	2861	5142
Feb	505	1646	1804	3955
Mar*	0	9	6	15
Apr	355	2528	3367	6250
May	56	560	866	1482
Jun	192	1841	3515	5548
Jul	244	2150	3909	6303
Aug	318	2259	3214	5791
Sep	397	2581	2550	5528
	3295	18402	25386	47083

*Casterstats did not record for the month of March due to a malfunction with their software.

Social Media Reach

Platform	Current Follower Count	Followers Count from Oct 2014	Change since Oct 2014
Twitter	1790	1344	+446
Facebook	3130	2517	+645
Instagram	500	246	+254

5. Please discuss any budget or organizational changes experienced since your last (FY2016) 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 FY2015 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

No organizational changes occurred that impacted the budget.

Coog Radio returned $1,382 to SFAC Fund Equity. This amount is what remained from the FY 14 Fund Equity carry-over allocated for WideOrbit automation system.

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 2016-2017 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.

Coog Radio's objectives for the 2016-2017 year are:

1. Increase monthly unique users and sessions (as tracked on Casterstats), increase social media followership and CoogRadio.com pageviews. (DSAES 2.b.)
    a. Incentivize audience reach by awarding prizes or recognition to best DJs or shows.
    b. Schedule social media posts to auto-promote all upcoming shows.
    c. Develop programs that are heavily promoted to attract audience during a targeted time of day or day of week. Use features such as call-ins to increase interaction and notoriety.
2. Fully implement a local-music format and identity for the station.
    a. Use existing contacts and resources in the local music community to build a substantial local music catalog.
    b. Using WideOrbit, format the Coog Radio programming schedule to feature local artists.
3. Increase attendance at Coog Radio events. (DSAES 2.b.)
    a. Secure funding to host an annual Spring concert highlighting a local artist or artists.
    b. Organize and promote 4-6 "Live Lounge" events in the academic year and track attendance growth. Create incentives for attending all events through drawings and prize giveaways.
4. Consistently produce video content to supplement the local-music format. (DSAES 2.b.)
    a. Expand collaboration with SVN for a bi-weekly show featuring local artist interviews and performances and promote viewership to reach 500 views per video on Youtube or Facebook.
5. Increase awareness of Coog Radio on and off-campus. (DSAES 2.b.)
    a. Commit members to providing a presence at campus programming and events.
    b. Create relationships with local music distributors, stores, vendors and venues. Provide posters, fliers, etc. to be displayed at these locations.

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.

Coog Radio now has the capability to air advertising and will expand this offering now that it has an automation system for ensuring the ads are broadcast effectively. Coog Radio will continue to work with CSM to deliver on-air advertising.

In addition, DJ services are becoming increasingly popular and Coog Radio can assess a fee for departments and off-campus vendors that want to utilize the service.

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.

Student Programming Board produces concerts, which Coog Radio hopes to provide more of in the future. While SPB focuses on more widely known acts, Coog Radio hopes to bring more up and coming talent to the campus.