



SFAC Presentation

FY 2019



COOG
RADIO

STUDENT-RUN RADIO AT
THE UNIVERSITY OF HOUSTON

Our Mission

Coog Radio's mission is to provide an outlet for innovative individuals who are passionate about radio and audio production to enhance the student life at UH.

Strategic role at UH: At Coog Radio, students get an opportunity to **learn, engage, discover** about radio and audio practices; and **become more involved** in campus life.

Accomplishments- Podcasts

Coog Radio has trained and helped student to produce podcasts on a variety of subjects ranging from wrestling, sports and lifestyle

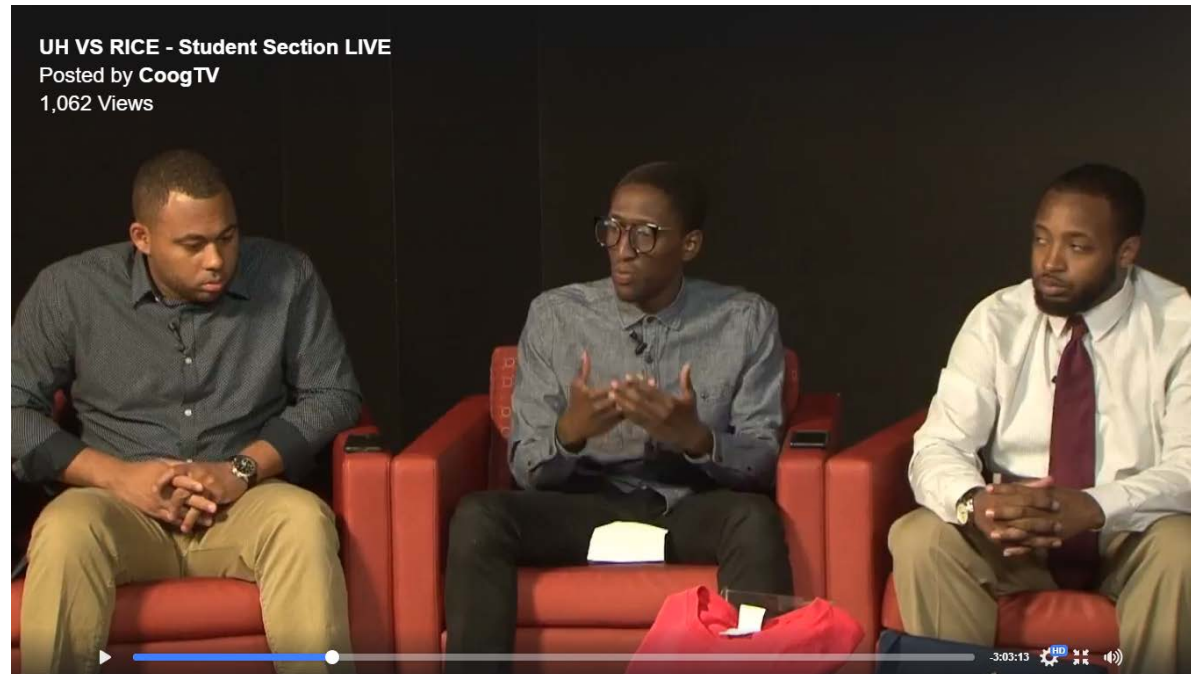


Accomplishment – New Listening Platforms

Including UH Redline, TuneIn Radio, IHeartRadio, Coogradio.com, Soundcloud, mixcloud, and various misc. way; we added RadioFX and Apple music to our portfolio.

Accomplishments – Collaborated Video Broadcasting

Worked together on remote live video broadcasts with CoogTV for special events like Sports, tabling events, and performances.



Web traffic

Platform	Current Follower Count	Follower Count from Oct 2016	Change Since Oct 2016
Twitter	2309	1790	+519
Facebook	4583	3860	+723
Instagram	1407	1071	+336

Social media is one of the ways that Coog Radio tracks its audience and popularity. A larger social media following also allows us to trade more with various organizations like music festivals and potential advertisers.

Source: Wordpress Stats

Listenership

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
Febuary 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

Source: Casterstats

Current Progress

Increased Listenership

- The reported numbers for the past year have been 100-500% increased compared to previous years
- We accredit this to increased diversity of programming and special event broadcasts

Improved Equipment

- With new tools, student are able to create new content like podcasts, remote broadcasts, and live musical performance recordings.
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Challenges and Opportunities

Small number of Paid Board Positions

- The commitment that Coog Radio requires in order to continue to grow in various areas, like the blog and audio engineering, impedes with others financial situation and lack of incentive
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Challenges and Opportunities cont'd

One Time Request and Base Augmentation

- We would like fund the Web Director and Engineer positions
 - We requested the One Time Funding FY18 to pay these positions from January till FY19
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Importance One Time Funding and Base Augmentation

Web Director

- Proofread and edit articles that will be posted on the website
- Maintenance work with website, which includes, but is not limited to, DJ Rotary, DJ Index, and the content of the home page
- Post articles in a timely manner
- Manage writers that attend music festivals and organize their articles in order to be reported back to music festivals' publicists

Station Engineer

- Train and run the “Engineering” team
 - Keep a list of equipment that Coog Radio has, and make weekly checks on the condition
 - Attend any off campus or on campus event to ensure the event whether it be live Dj'ing or remote broadcasts running smooth and efficiently.
 - The station engineer shall make sure both Studio A and B are clean and operational for any live show or recordings for Coog Radio
 - Create a recommended equipment purchase list at the end of the fiscal year
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Return on Investment

- Enhances Student Life
 - Provides 100+ hours of programming per week
 - Brings in local acts for performances
 - Provide an environment conducive to education and enrichment, as a student and improve as a professional
 - Lower cost per student than comparable stations.
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Thank you!

Q+A
