

SFAC FISCAL YEAR 19
COOGTV



OUTLINE

- Organization Mission
- Programming
 - Facebook
 - Youtube
 - On-Demand
- Outreach Presence/Collaboration
- Q&A

“

Our mission is to provide regular, qualitative content to the student body that is informative, educational, and entertaining, while developing students into student leaders.

-CoogTV Mission Statement

”



ACCOMPLISHMENTS

- More than doubled Active Membership from prior year
FY 2015-2016 Active Membership: 45
FY 2016-2017 Active Membership: 95
- Hosted classes and workshops to teach production
- Increased online visibility from 39k views to 271k views
- Continued collaboration with The Cougar and CoogRadio to allow students the opportunities to learn all forms of Media.





CATEGORIES

NEWS & SPORTS



LIFE & ARTS



ENTERTAINMENT



PROGRAMMING QUANTITY

FY15-16 (12 SHOWS)

- @UH News & Entertainment
 - The Rundown
 - In The Game
 - Spotlight
 - This is Sketchy
- Coogs Kitchen
 - Cooglife
- Coog Cinema
 - Stylelife
- Coog Gaming
 - StArt
- Shasta Tapes

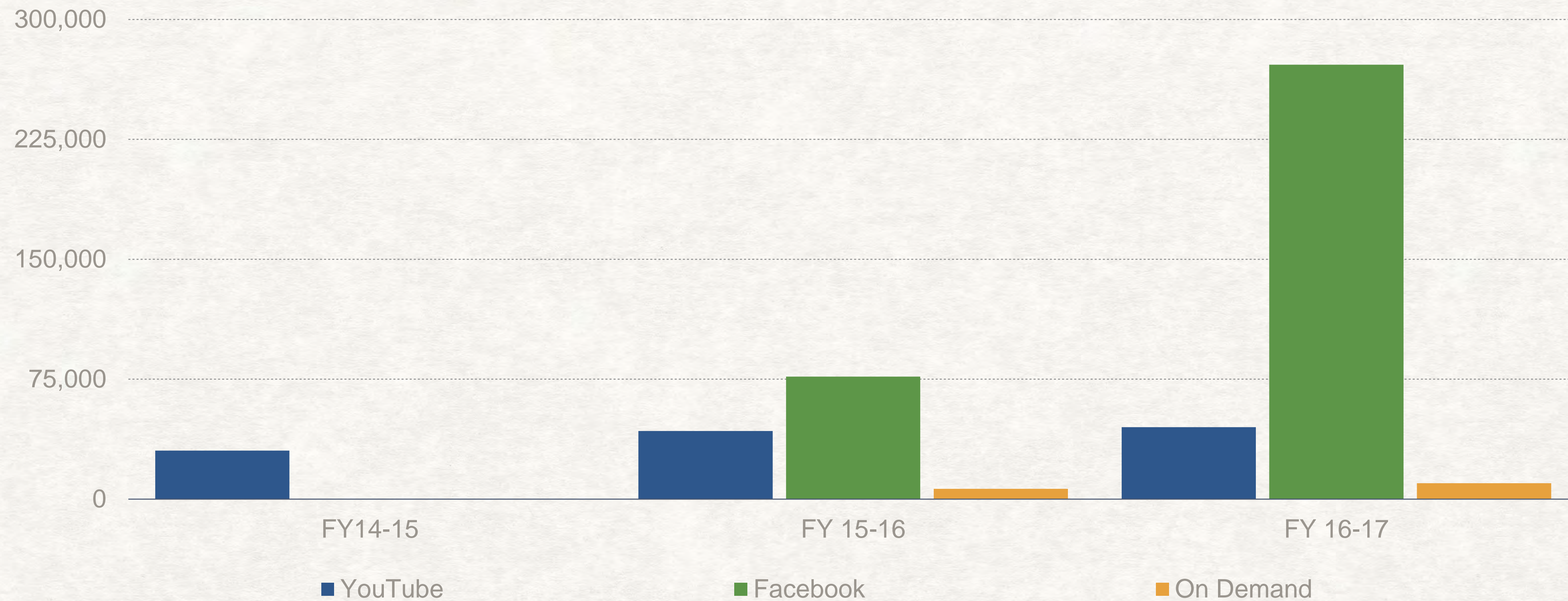
FY16-17(15 SHOWS)

- @UH News
- @UH Entertainment
 - @UH Health
 - The Rundown
 - In The Game
 - All The Above
- CoogTV Spotlight
 - This is Sketchy
- Coogs Kitchen
 - CoogCulture
 - ShastaDocs
 - CoogEATS
- Coog Cinema
- Coog Cinema Reviews
 - Shasta Tapes



VIEWERSHIP ACROSS PLATFORMS

Total Views



Production Viewership Numbers

Facebook Page Viewership (Organic)

FY 15-16 Total Views: 39,600 Views

FY 16-17 Total Views: 271,700 Views

FY 15-16 Minutes: 1,900 minutes watched

FY 16-17 Minutes: 156,800 Minutes watched



YouTube Channel Viewership (Organic)

FY 15-16 Total Views: 39,803

FY 16-17 Total Views: 40,810 Views

Top Views (2016):

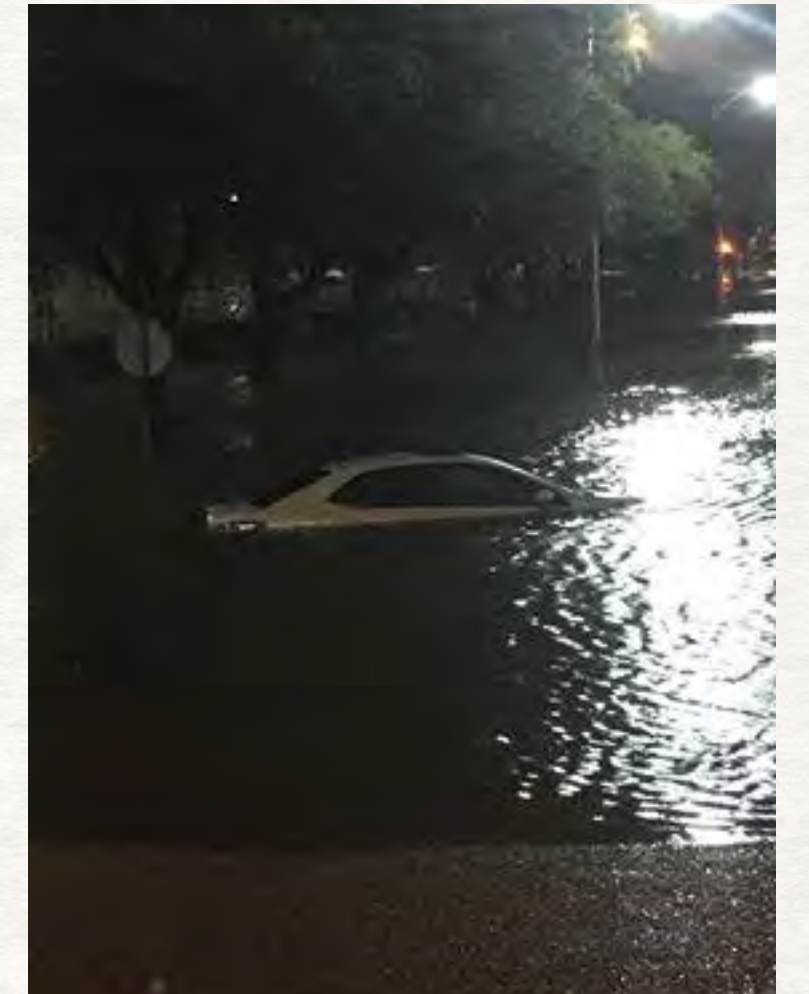
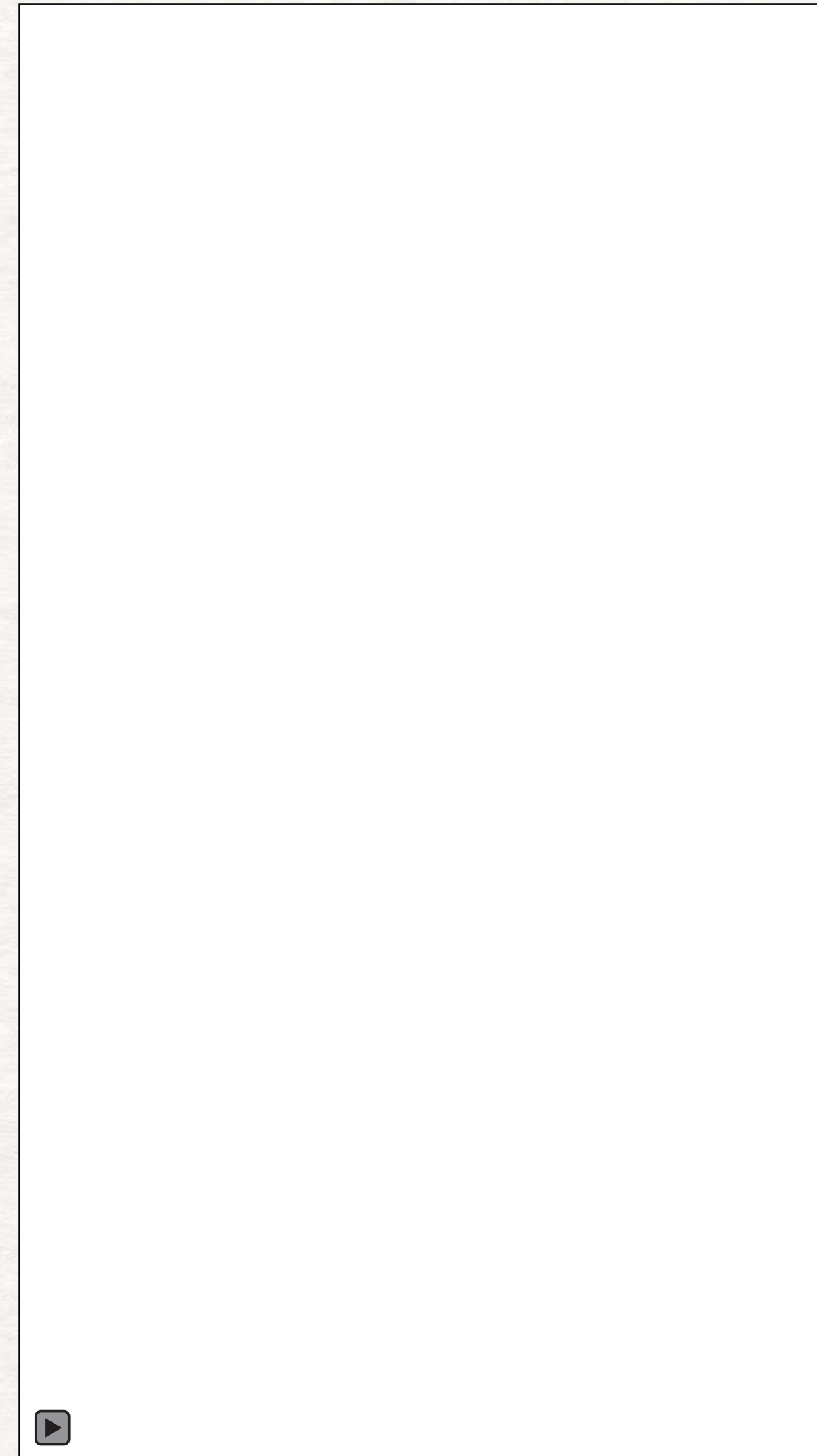
- What UH Students think about Chinese Star Closing? 43,709 Views
- University of Houston Water Crisis - 6,192 Views

Top Views (2017):

- New Football Student Ticket Procedure - 12,895
- Hurricane Harvey Live Coverage (Live) - 7,745 views
- SGA Presidential Debate 2017 (Live) - 7,443 views
- UH Student Center Chick-Fil-A Serving Breakfast - 7,604



SGA President Debate 2017 & SGA Vice President Debate 2017



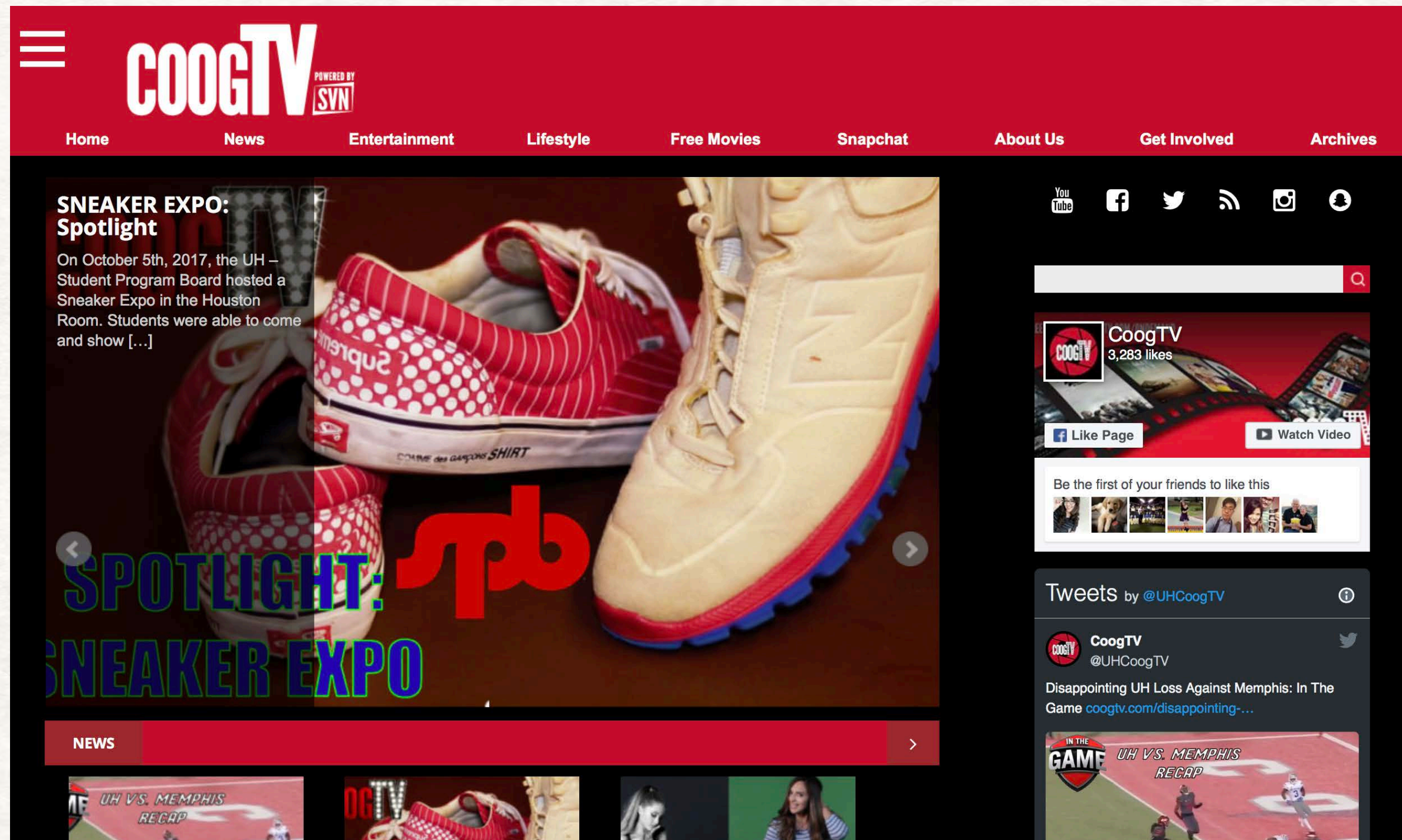


SOCIAL MEDIA OUTREACH

- Instagram
 - FY 16-17 1073 Followers
- Twitter
 - FY 15-16: 1381 Followers
 - FY 16-17: 1686 Followers
- Facebook
 - FY 15-16: 2150 Likes
 - FY 16-17: 3250 Likes



THE WEBSITE: COOGTV.COM



34,214 total visitors
29,553 returning
visitors

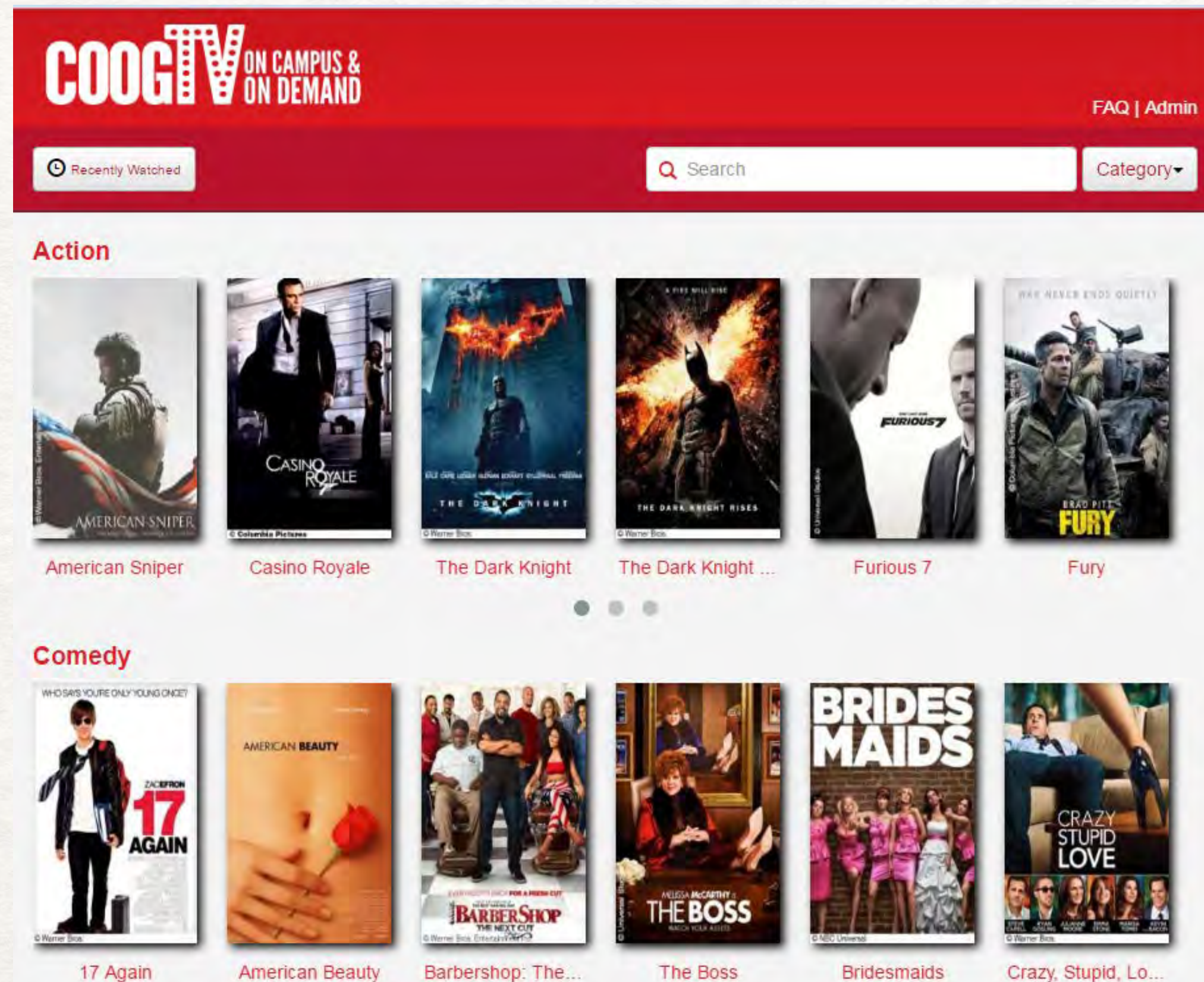
67% of the people
who visit the site
come back

Launched early 2015

Mobile friendly

COOGTV: ON-DEMAND

www.coogtv.com/on-demand



- Students watch movies for free!
- Can feature student-produced content.
- Hosts over 100 titles.
- We have always shown movies, but this is the first time we offer watching **on demand**

CAMPUS PRESENCE

Student Centers



Residence Halls



Recreation and Wellness Center



COLLABORATIONS

Valenti School of Communication



Helped broadcast Big Talk broadcasts.

Cooglife Magazine



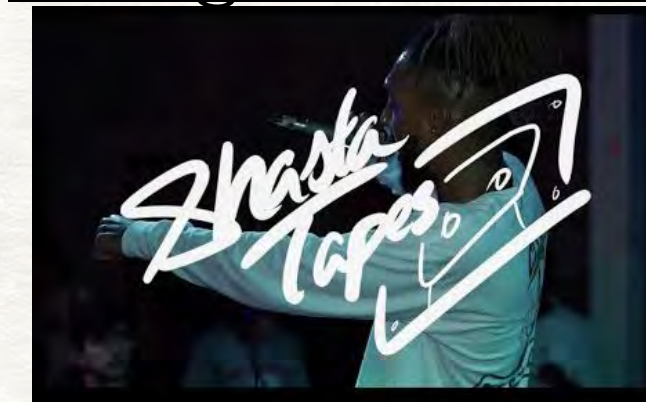
Complementary man on the street videos.

UH Energy Symposiums



Between UH Energy, UIT, Valenti School, and CoogTV

Coog Radio - Shasta Tapes



Highlight reel of local music scenes

STUDENT GOVERNMENT ASSOCIATION



LIVE STREAMED PRESIDENTIAL AND VICE PRESIDENT DEBATES.



PHOTOBOOTH CONTINUED

5,000+ PHOTOS PRINTED

PRESENT AT

- 12 NEW STUDENT ORIENTATIONS (NSOs)
- Cat's Back
- Infra**RED**
- Housing Fair
- Party in the Park
- Winter Wonderland



Q&A