COOG RADIO
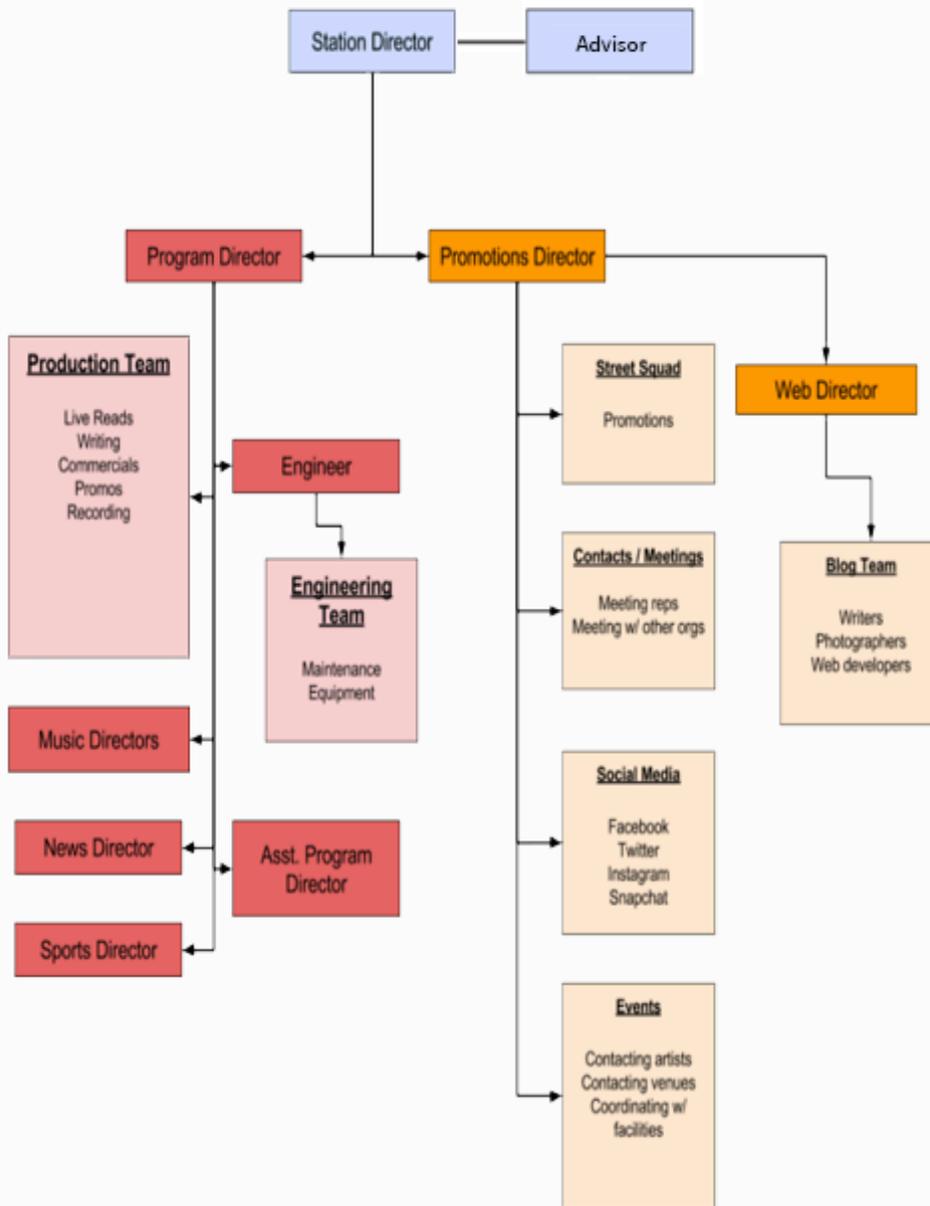STUDENT-RUN RADIO AT THE UNIVERSITY OF HOUSTON

SFAC REPORT

Coog Radio

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 interested in a wide array of music and radio content, a community to share said love of music, and an outlet to express their interests, such as sports, news, politics, and other pop culture ventures. At Coog Radio, students have the opportunity to recieve hands-on experience with audio production equipment, while providing an overall fun and diverse environment within Coog Radio's community. After marking its seventh year of broadcasting this fall, Coog Radio has continued its growth as a radio station and community, progrmming 24-hours a day, seven days a week, and a schedule of more than 40 shows that offers a wide range of styles and interests, reflecting the ever changing 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 broadcasts on the Internet, and an experience and education that goes well beyond what students can learn in the classroom and provide valuable traits and experiences, that students can not only apply to their post-graduation careers, but for the rest of their lives.

      This year, Coog Radio has increased its popularity on the Internet, the University of Houston community, and the city of Houston. In addition, Coog Radio has become a recognized name within the Houston music community. We have partnered with several groups such as Moores School of Music, House of Blues, Bayou Music Center, White Oak Music Hall, Warehouse Live, Sound On Sound Fest, Day For Night, Yes Indeed Music Fest, Live Nation, and Pegstar to not only organize monthly ticket giveaways, but help bring local, unique and eclectic content to the student body at The University Of Houston. Coog Radio takes pride in supporting and working with other student organizations around campus and local artists in the community, and artists right here from The University Of Houston. This year we helped tp provide the musical entertainment to SPB's Party In The Park event, showcasing the musical talents of 6 students who attend the University Of Houston. Additionally, Coog Radio has become the go to service for university departments and student organizations to provide musical entertainment for events here at the University of Houston. Coog Radio provides free DJ training with industry standard software, and we have trained well over twenty people in the past 4 months the ability to DJ, and give Coog Radio a confident amount of members, who if called upon, give quality performances whenever an organization seeks out Coog Radio's services.

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.

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                      ┌──────────────────┐      ┌──────────────┐
                      │  Station Director │──────│   Advisor    │
                      └──────────────────┘      └──────────────┘
                               │
          ┌────────────────────┴──────────────────────┐
   ┌────────────────┐                         ┌──────────────────┐
   │ Program Director│◄───────────────────────│Promotions Director│────────────────┐
   └────────────────┘                         └──────────────────┘                │
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Production Team
Live Reads
Writing
Commercials
Promos
Recording

Street Squad
Promotions

Web Director

Engineer

Engineering Team
Maintenance
Equipment

Contacts / Meetings
Meeting reps
Meeting w/ other orgs

Blog Team
Writers
Photographers
Web developers

Music Directors

Social Media
Facebook
Twitter
Instagram
Snapchat

News Director

Asst. Program Director

Sports Director

Events
Contacting artists
Contacting venues
Coordinating w/ facilities

3. List your unit's strategic initiatives and action steps identified for the 2015-2016 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. Increase campus listenership of Coog Radio stream. (DSAES Initiative 1.D.)
    a. Leverage on-campus events to increase awareness of the station.
- Coog Radio has trained over 20 DJ's and are Dj' ing events on campus and around the Houston area.
- Coog Radio has made an effort of partnering with other organizations (Multicultural Greek Council, Homecoming) departments (CSI) and other groups to make brand more well known around campus and the city.

    b. Add broadcast platforms to give listeners easier ways of accessing the station. (DSAES 6.B.)
- Coog Radio has branched out and gotten our stream on outlets such as iHeartRadio, Apple Music and our very own website.

    c. Expand live event DJ services to create more opportunities to establish a presence on campus and assist other departments in hosting events.
- Coog Radio has trained over 20 DJ's that has turned into a collective that can perform whenever Coog Radio's services are needed. This has also turned into a lucrative venture for Coog Radio as we charge for our DJ services. We have so far this year yielded over $700 in revenue.

    d. Create avenues for students to provide feedback and live interaction with on-air talent.
- We have implemented a phone service to where listeners of radio shows can call the studio number and interact with the DJ(s)
- Coog Radio also holds weekly music meetings to socialize, network, and hold open forum to discuss Coog Radio's direction on a week by week basis

2. Expand educational opportunities for members to learn media ethics, broadcast techniques and leadership skills. (DSAES Initiative 1.F.)
    a. Coordinate with the Center for Student Media, in radio industry professionals for seminars and talks.
- We contacted industry professionals for input and guidance

    b. Expand the compilation CD, named "The Red Tape", as a project for members to learn audio recording and mastering.
- We are currently working agreement with the Moore's School of Music.
- Reviewing the possibility to minimize cost through digital distribution

3. Expand to 24-hour professional programming with capabilities for scheduled announcements and advertising.
    a. Implement automation software such as RCS NexGen or WideOrbit.
- We have implemented WideOrbit, and have currently have trained all of our current and future DJs with the software moving forward.

    b. Expand and add equipment in second studio to facilitate commercial production for advertising and music recording.
- While we have improved our recording equipment inside of our second studio for commercial production in regards to advertising and music recording.

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.

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Our success is measured through two main metrics: Listenership and Social Media Penetration.

SOCIAL & WEB

Platform	Follower Count from Oct 2016	Follower Count from Oct 2015	Change Since Oct 2015
Twitter	2309	1790	+519
Facebook	3860	3130	+730
Instagram	1071	500	+571

LISTENERSHIP

Month	Sessions (>15 Min)	Contacts (1-15 Min)	Bounces (>1 Min)	Total
Sept '15	400	2581	65137	68118
Oct. '15	434	655	34095	35184
Nov. '15	466	1352	78389	80207
Dec. '15	261	1466	13774	15501
Jan. '16	288	788	11222	12289
Feb. '16	376	988	10531	11896
Mar. '16	414	1417	6451	8282
Apr. '16	450	1758	12366	14574
May '16	208	1463	13867	15538
June '16	183	744	10509	11436
July '16	198	526	20987	21711
Aug '16	373	1063	7504	8940
TOTALS	4051	14801	284832	303676

Coog Radio Blog (Website)

104,996 Sessions   89,904 Repeat Users   137,256 Page Views

5. Please discuss any budget or organizational changes experienced since your last (FY2017) 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 FY2016 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

No Changes.

6. Please list your 2017-2018 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Strategic Initiatives and University of Houston Strategic Goals to which they relate. 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 2017-2018 year are:

1. Increase campus and community listenership of Coog Radio stream. (DSAES Initiative 5)
   - a. Leverage on-campus events to increase awareness of the station.
     - o Birthday party
     - o Collaborations with student organizations such as Frontier Fiesta, Homecoming, Student Programming Board, and other registered student organizations.
     - o Work together with the Valenti School of Communications, and other organizations and departments to host live broadcasts on location.
   - b. Add broadcast platforms to give listeners easier ways of accessing the station.
     - o Introduce Podcast system hosted on the website, soundcloud, apple music, and other platforms.
     - o Livestream shows and events on social media platforms to reach the student body.
   - C. Bring together Houston-based organizations and business to the station
     - o Invite community leaders to the station and remote streaming locations to bring diverse content to the student body.
     - o Create opportunities for the student body to get involved with professional opportunities on and off campus.

2. Coog Radio will grow to 80 active members (DSAES Initiative 1)
   - a. Increase acknowledgement from college officials of the value of Coog Radio
   - b. Encourage participation in widening teams, ranging from street team, engineering team, music team.
     - o Help members develop a professional portfolio of content that is applicable to their respective fields.
     - o Establish the benefits of being part of teams with similar goals.
3. Create initiatives that foster a national learning community (DSAES Initiative 3)
   - a. Compete and work together with contemporaries in a variety of established initiatives
     - o Participate in College Radio Day
     - o Compete for Intercollegiate Broadcasting System Recognitions

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 and sponsorship opportunities.

Coog Radio will host a lunchtime concert/birthday party event on October 26th, and worked closely with the Center for Student Media's advertising manger to identify potential sponsorships. Coog Radio is also planning a finals lunchtime concert and has already sold several sponship packages for that as well. This is a model that we hope to continue into the future, providing student with entertainment and at the same time raising sponsorship revenue.

In addition, DJ services have become a source of income for Coog Radio. Just in the first 2 months of 15-16 Coog Radio has earned approximately $500 from DJ services.

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.

Currently, there are no overlaps between Coog Radio and any other organization on campus.