

SFAC FISCAL YEAR 20

COOGTV



# OUTLINE



- Organization Mission
- Programming (Branches of CoogTV)
  - Life & Arts
  - News & Sports
  - Entertainment
- Platform Growth Over Fiscal Year
  - Facebook & YouTube Views & Reach
  - Most Viewed Videos
  - Other Social Media
  - Website
  - CoogTV On Demand
- Outreach Presence/Collaboration
- Future Goals
- 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



# BRANCHES OF COOGTV



## LIFE & ARTS



The March For Our Lives



## NEWS & SPORTS



## ENTERTAINMENT



## ON DEMAND



# LIFE & ARTS



## COOGS TRY



## SHASTA DOCS



## COOG'S KITCHEN



# NEWS & SPORTS



@UH NEWS

@UH  
Entertainment

IN THE GAME

The Rundown



# ENTERTAINMENT



Coog Cinema Reviews

Coog Cinema Shorts

This is Sketchy



COOG CINEMA REVIEWS

BLADE RUNNER 2049



# PLATFORM GROWTH OVER FISCAL YEAR

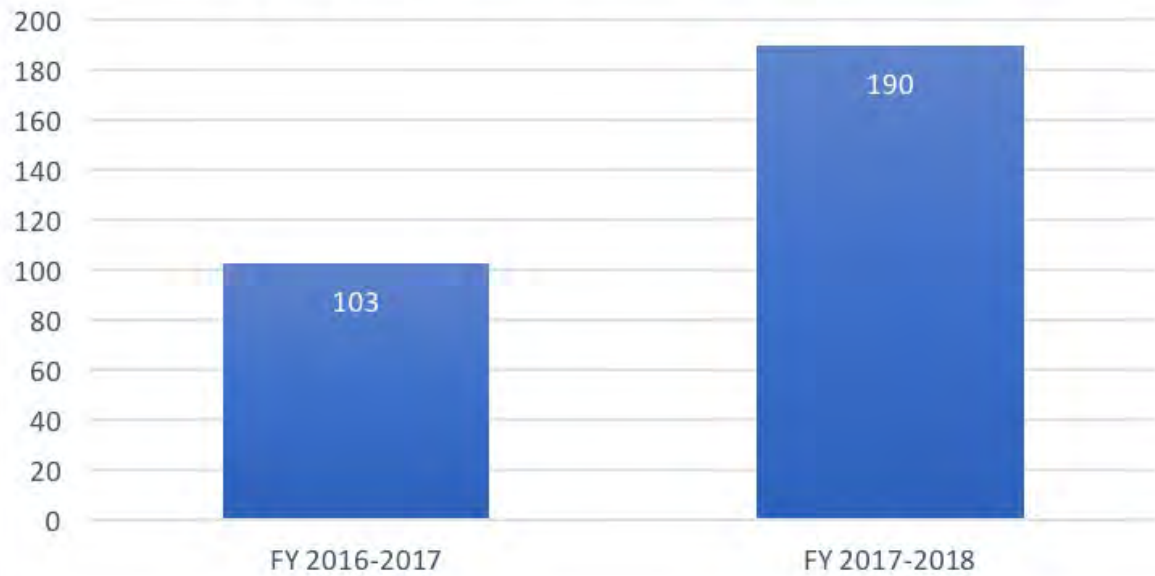




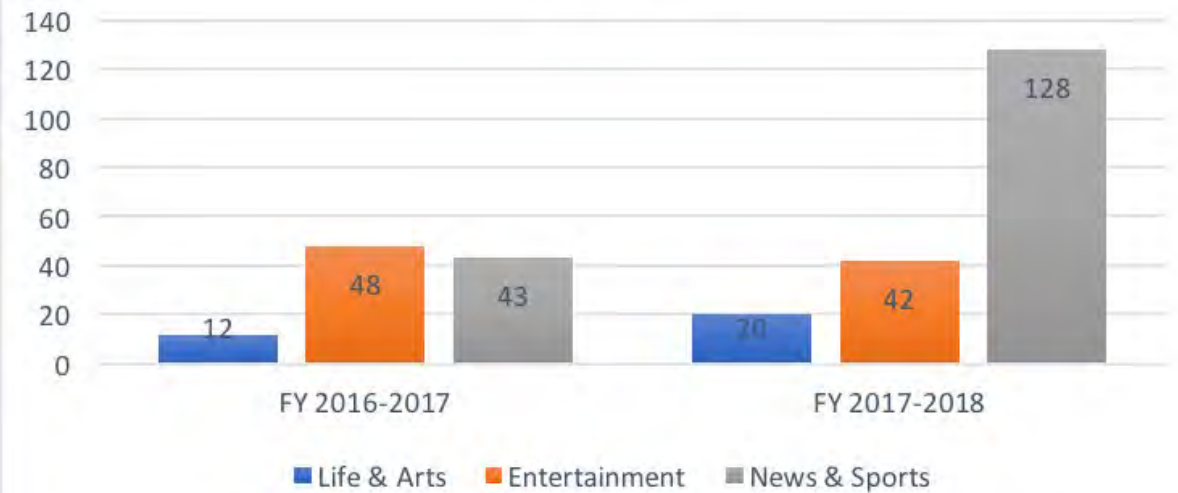
# PROGRAMMING QUANTITY



### # of Videos Released on YouTube



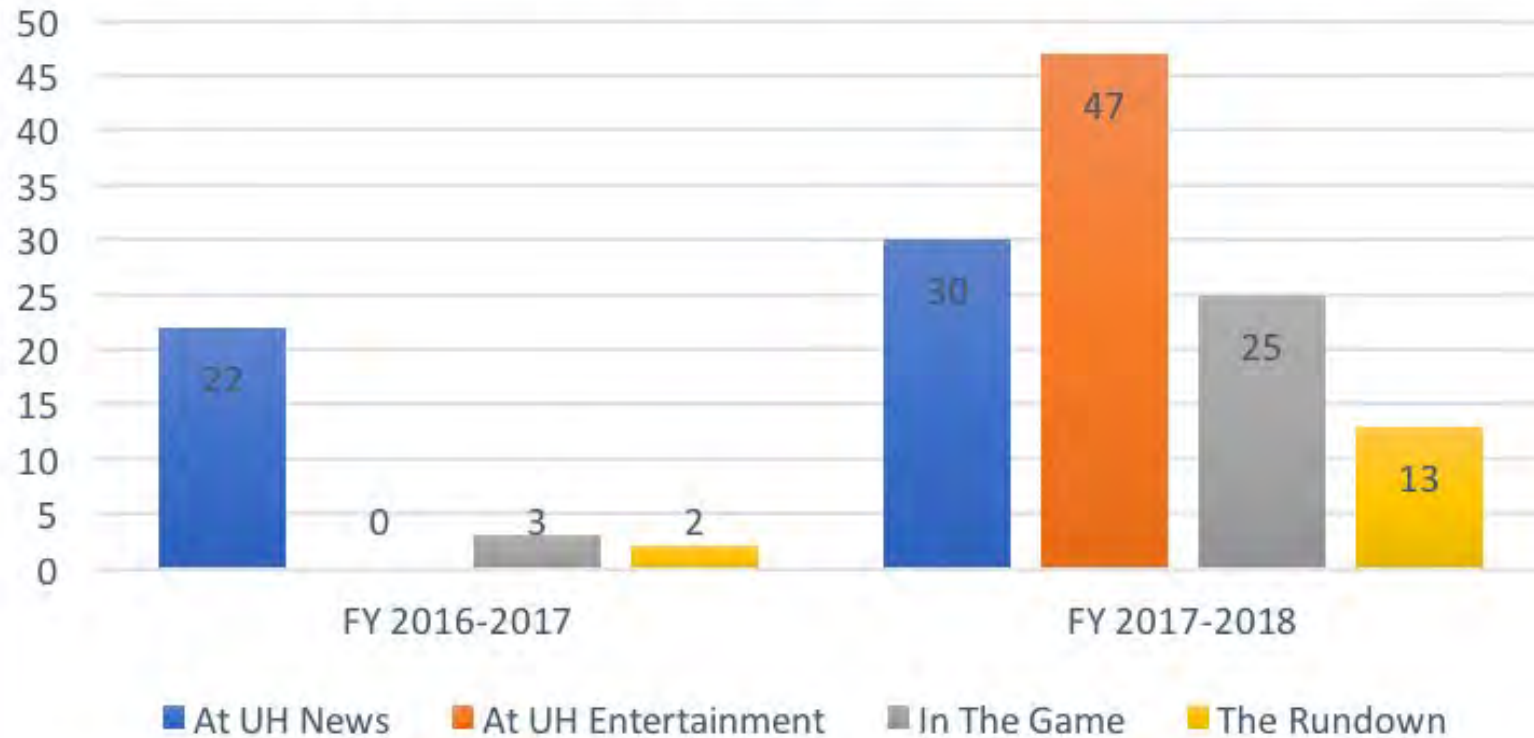
### # of Videos Released on Youtube Per Branch



# PROGRAMMING DIVERSITY



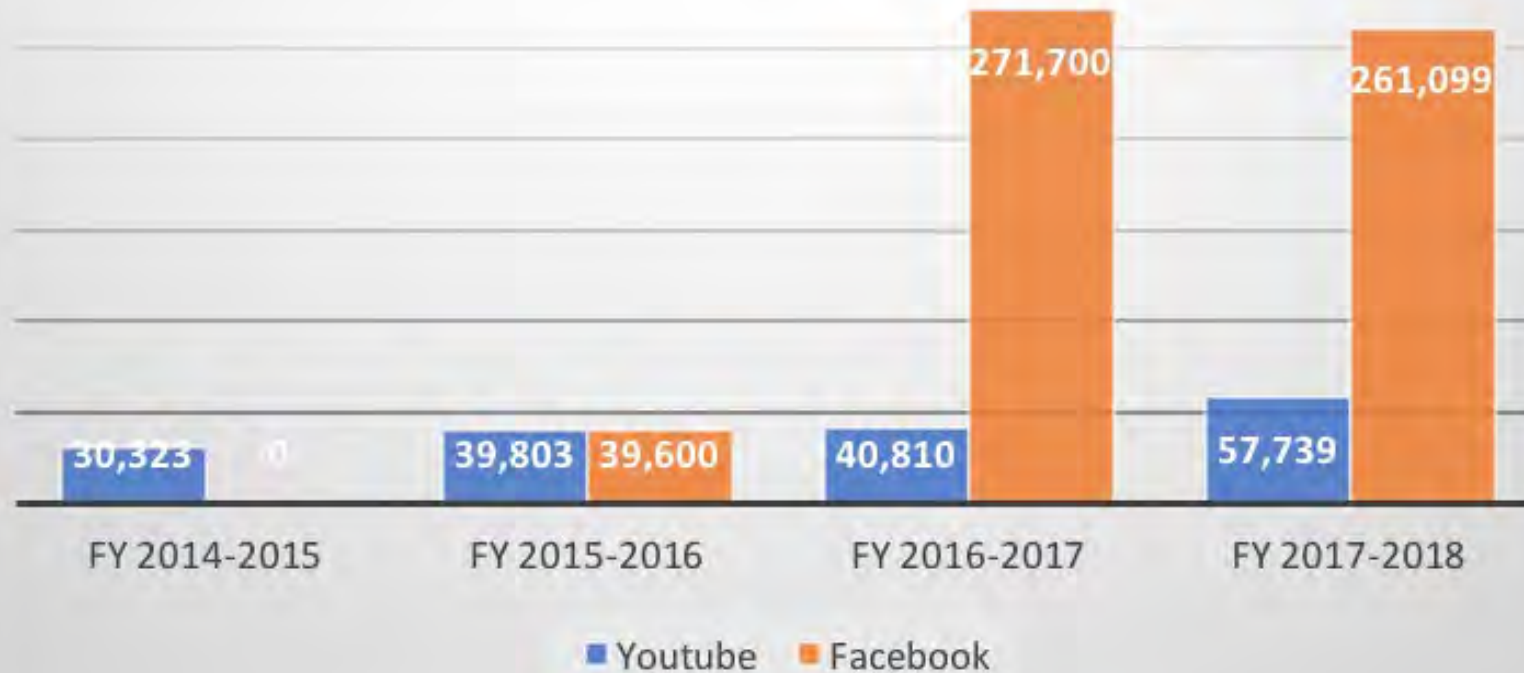
## News & Sports Programming Diversity



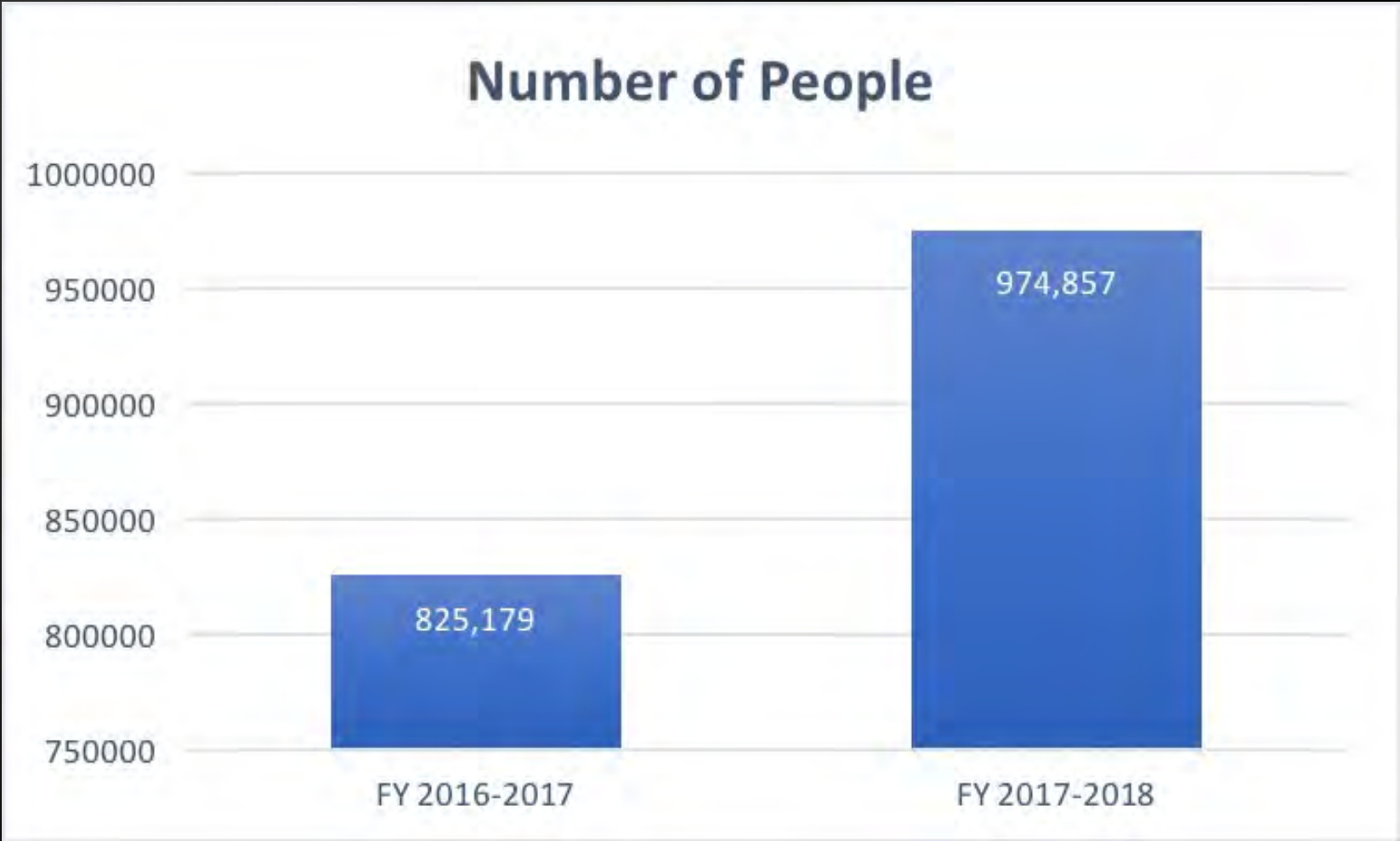
# VIEWERSHIP ACROSS PLATFORMS



## Total Views



# REACH ON FACEBOOK



# Top Viewed Videos



## Sept. 2017-Dec. 2017

- New Football Student Ticket Procedure - 13,497 Views
- COCO. Best Pixar Movie Ever?: Coog Cinema Reviews - 9,543 Views
- UH Student Center Chick-Fil-A Serving Breakfast - 8,136 Views
- Hurricane Harvey Live Coverage (Live) - 7,770 Views
- A Flood Called Harvey (Hurricane Harvey Documentary) - 5,241 Views

## Jan. 2018- Sep. 2018

- New B-Cycle Stations on Campus! - 3,013 Views
- UH Fans Kick Off First Home Game: In The Game - 2,842 Views

# Top Reaches



Sept. 2017- Dec. 2017

- A Flood Called Harvey (Hurricane Harvey Documentary) - 12,100 People
- How to BOOST Past All the Long Lines for Food - 11,800 People

Jan. 2018- Sept. 2018

- 6 MUST ATTEND UH Weeks of Welcome Events: At UH News - 12,500 People
- Bad Dreams: Coog Cinema Shorts - 10,200 People

# SOCIAL MEDIA



## # of Likes on Facebook



# SOCIAL MEDIA



## # of Subscribers on Youtube





# SOCIAL MEDIA



## # of Followers on Instagram



# SOCIAL MEDIA



## # of Followers on Twitter



WEBSITE: [www.coogtv.com](http://www.coogtv.com)



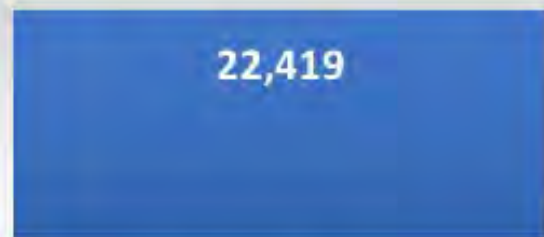
A screenshot of the COOGTV website homepage. The top navigation bar is red with white text for 'Home', 'News', 'Entertainment', 'Lifestyle', 'Free Movies', 'Snapchat', 'About Us', 'Get Involved', and 'Archives'. The main content area features a large article titled 'CoogsTry - Ouija' with a sub-headline 'Tis the season for haunting... so we had our Coogs try to use the Ouija board to contact spirits. From "V" the 5-year-old ghost to [...]'. The article image shows a woman in a red shirt looking at a Ouija board. To the right is a social media widget for CoogTV with 3,779 likes and a search bar. Below the main article is a 'NEWS' section with a red bar and a row of small image thumbnails. The right sidebar contains a 'SHOWS' section with categories like 'Entertainment', 'Health', 'Lifestyle', and 'News', and an 'ARCHIVES' section with a dropdown menu.

Visitors in FY 2017-2018:  
25,953 people

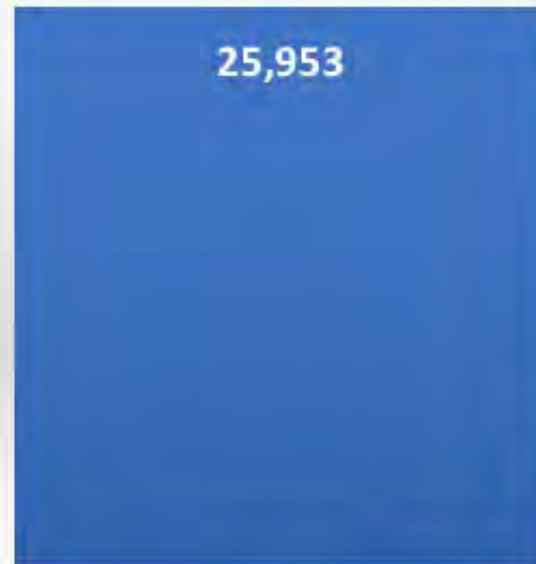
WEBSITE: [www.coogtv.com](http://www.coogtv.com)



### # of Visitors to Website



FY 2016-2017



FY 2017-2018

# COOGTV: ON DEMAND



## Action [See All \(16\) >](#)



## Drama [See All \(44\) >](#)



The Fate of the Furious      Game Night      Jumanji: Welcome to the Jungle      Kong: Skull Island

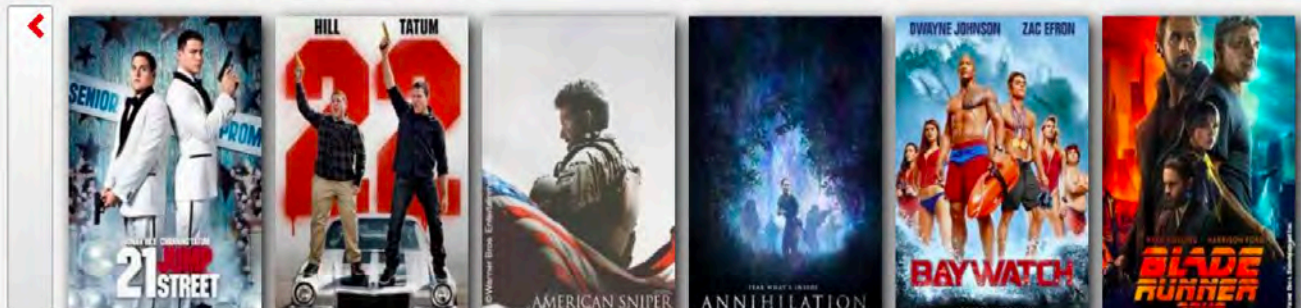


21 Jump Street      22 Jump Street      About Last Night      Baywatch      The Boy Downstairs      Brad's Status      Bridget Jones's Baby      Coming to America      Crazy, Stupid, Love.      The DUFF

# COOGTV: ON DEMAND



## Action [See All \(16\) >](#)



## Drama [See All \(44\) >](#)



21 Jump Street    22 Jump Street    About Last Night    Baywatch    The Boy Downstairs    Brad's Status

- Free Movies!
- Over 3000 visitors over the past year
- 100+ Titles Available

OUTREACH PRESENCE/COLLABORATION



# OUTREACH



## PHOTOBOOTH & TABLING

Present at:

- 11 New Student Orientations (NSOs)
- Cat's Back
- Party in the Park
- Welcome to Houston
- InfraRED





# OUTREACH



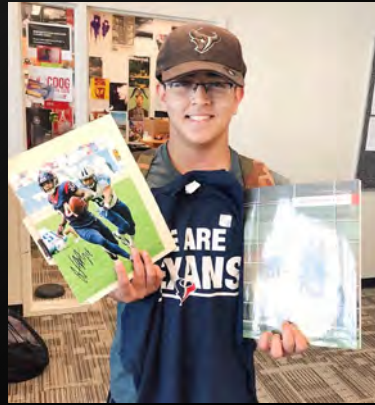
## # of Registered Members



# SOCIAL MEDIA OUTREACH



- Mini News Stories
- Ticket Giveaways!
- Merchandise Giveaways!
- Rebranding of Social Media Posts



# COLLABORATIONS



## STUDENT GOVERNMENT ASSOCIATION



Live Streamed  
2018  
Presidential  
Debate

## COOGRADIO



Joint Coverage of Bands

## COUNCIL FOR CULTURAL ACTIVITIES



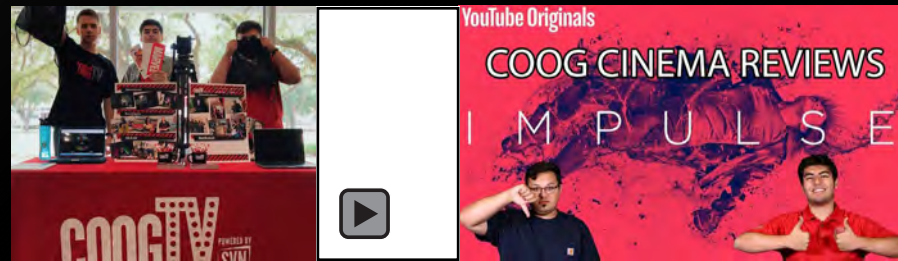
Featured Personality Guests & Event  
Coverage

## THE COUGAR



Videos and News Stories worked on with  
The Cougar & CoogLife

## STUDENT PROGRAM BOARD



Tabling at Movie Screenings & Reviewing

## FRONTIER FIESTA



Collaborated on Behind the Scenes  
Frontier Video

# FUTURE GOALS



# FUTURE GOALS



Although CoogTV is not submitting any one time requests this year, in the future we anticipate the need for a sixth paid stipend position.

This upcoming year, we plan on entering some of our content into competitions in order to win awards.

We are going to continue working on finalizing the set design inside our studio to include a news desk.

Lastly, we intend on increasing the amount of LIVE productions produced.

# Questions

