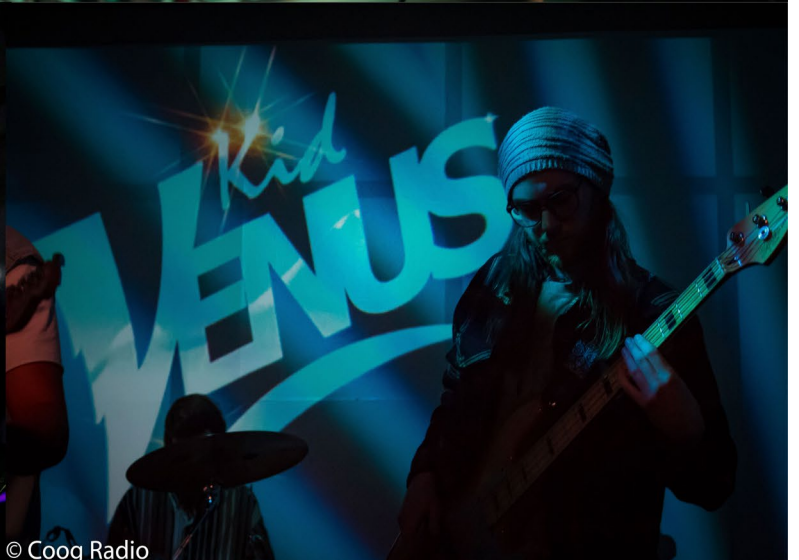




FY2022 SFAC Questionnaire



CJ Moorer



© Coog Radio

1. Please provide a one-page executive summary of your questionnaire responses.

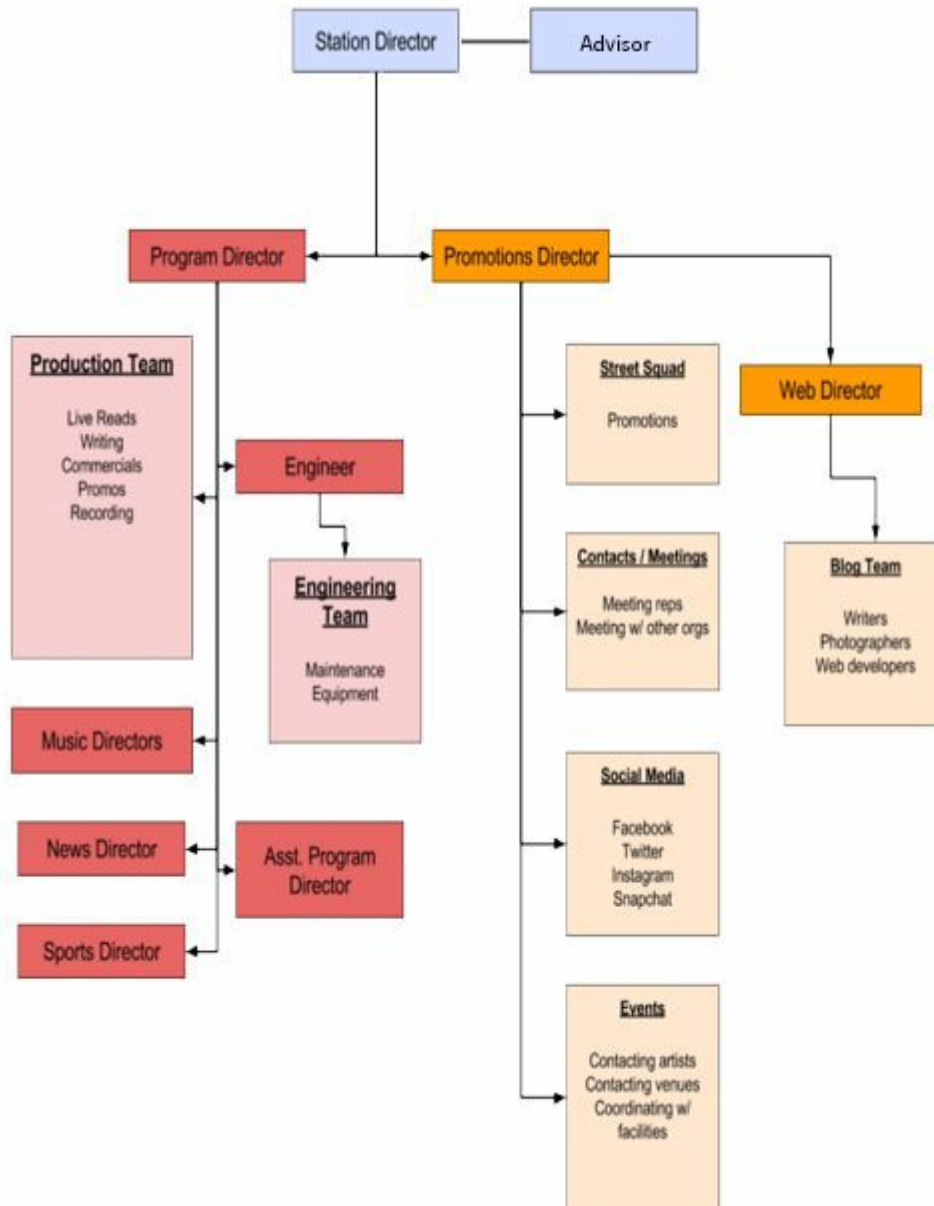
This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

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. Here at Coog Radio, students have the opportunity to receive hands-on experience with audio production equipment, while providing an overall fun and diverse environment within Coog Radio's community. After officially marking nine years of broadcasting this fall, Coog Radio has continued its growth as a radio station and as a community, streaming 24 hours a day, seven days a week, and scheduling more than 40 shows that offer a wide range of styles and interests, reflecting the ever-changing diversity of the student body. Coog Radio's mission is accomplished by providing students with real-world experience in the radio industry, the opportunity to work with industry-standard equipment within its studio to produce and record their own live broadcasts on the Internet, providing an educational experience 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.

Coog Radio has increased its popularity both 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 reputable groups such as House of Blues, Revention Music Center, White Oak Music Hall, Warehouse Live, Sound On Sound Fest, Day For Night, Yes Indeed Music Fest, Live Nation, Uncommon Colors, and Pegstar to not only organize monthly ticket giveaways, but help bring local, unique and eclectic content to the student body here 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/students right here from 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.

Student fees will help Coog Radio expand its content library that our radio shows hosts can use to help expose students to new ideas and sounds that they can't find elsewhere on campus, keep a diverse playlist that our radio hosts can use to provide unique performances and ensure that Coog Radio is up to date with the quickly evolving radio industry. Currently, Coog Radio has five paid positions and a slew of hard-working volunteers.

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, Programming, Promotions, and Web directors are all paid with SFAC funds along with the Station Engineer.

3. List your unit's strategic initiatives and action steps identified for the 2019-2020 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). 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 and community listenership of Coog Radio stream. (SS5)
 - a. Leverage on-campus events to increase awareness of the station.
 1. Status: Ongoing
 - i. Coog radio has hosted multiple tabling events with the other two CSM organizations once a month
 - ii. We have participated in and collaborated with other fee funded units' events to expand awareness.
 - iii. Co-hosted a live pre-game coverage radio/video show with CoogTV and the Valenti School of Communications.
 - b. Add broadcast platforms to give listeners easier ways of accessing the station.
 1. Status: Ongoing
 - i. Introduced Podcast system hosted on the website, Soundcloud, Apple's multiple platforms, and Mixcloud.
 - ii. Livestreamed shows and events on social media platforms to reach the student body.
 - iii. Gained a new app called RadioFX that showcases college radio
 - c. Bring together Houston-based organizations and business to the station
2. Coog Radio will grow to 80 active members (SS1)
 - a. Gained participants in the radio hosts, street team, engineering team, and music team.
 1. Status: Complete
 - i. Help members develop a professional portfolio of content that is applicable to their respective fields.
 - ii. Establish the benefits of being part of teams with similar goals.
3. Create initiatives that foster a national learning community (SS3)
 - a. Compete and work together with contemporaries in a variety of established initiatives
 1. Status: Ongoing

- i. Participated in College Radio Day (CRD) and received a CRD prize box
- ii. Competed for Intercollegiate Broadcasting System Recognitions
- iii. Attended the CMA/ACP National College Media Convention in Dallas

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

Our Success is measured through Coogradio.com listenership statistics as well as through member involvement.

CoogRadio.com Web Traffic

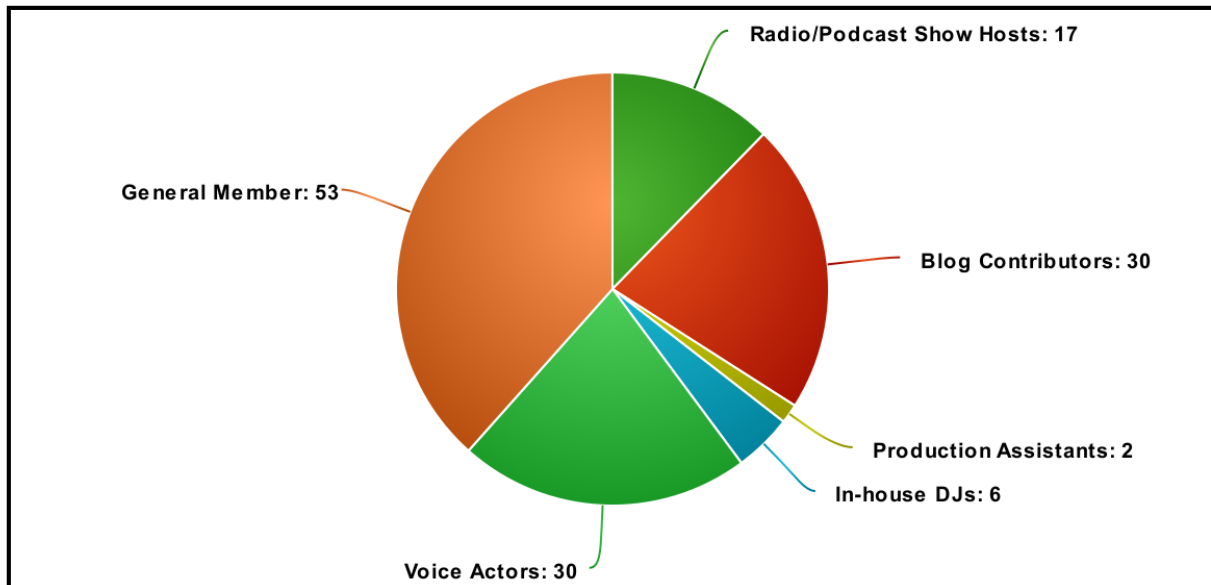
Month	2019	2020
January	4,653	5,112
February	5,312	4,262
March	4,649	3,149
April	4,029	2,715
May	3,646	1,978
June	3,082	1,041
July	3,390	1,926
August	7,220	3,724
September	8,105	3,578
October	8,522	
November	9,121	
December	6,583	
Total	68,312	27,485

Unfortunately, As you can see, the Coronavirus Pandemic has had a significant impact on Coog Radio listenership, cutting our numbers by more than half.

Member involvement

With this method of assessment being the newest form, we hope to benchmark future successes with these numbers.

Coog Radio Membership Breakdown (out of 138)



Radio/Podcast Show Hosts Blog Contributors Production Assistants
In-house DJs Voice Actors General Member

meta-chart.com

Though we have gained a bit more members and have increased some aspects of our station, a large chunk of members are currently unable or unsure as to how they should proceed with their remote memberships at this time

5. Please discuss any budget or organizational changes experienced since your last (FY2021) 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.

Due to a change in leadership for the previous year, Coog Radio had two Station Directors with single-semester terms. The director for the Fall semester was a graduating senior named Davis Darusman who finished a strong term and brought about the station director for the Spring semester, Cynthia Zelaya. For FY2022, CJ Moorer will be the Coog Radio Station Director. There are no addition program changes

6. If your unit concluded FY2020 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which caused the addition and provide a lineitem identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).

Due to the COVID-19 financial pause, Coog Radio returned \$10,576.00

7. Please list your 2021-2022 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Values 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.

1. Increase campus and community listenership of Coog Radio stream. (SS5) (SS1)
 - a. Create on-campus events to increase awareness of the station.
 - i. Host a variety of College Radio Day activities
 - ii. Participate in a variety of events presented by organizations like Student Programming Board, Homecoming, and others as Coog Radio representatives.
 - iii. Work together with the various school departments, and other organizations to host live broadcasts on location.
 - b. Increase awareness of new platforms to listen to Coog Radio.
 - i. Incentivize the podcast system with tickets to concerts and other giveaways for listeners.
 - ii. Promote Livestream shows and events on social media and posters.
 - iii. Promote apps like RadioFX and UH Redline by social media and event promotion
 - c. Bring together Houston-based organizations and business to the station
 - i. Invite community leaders to the station and remote streaming locations to bring diverse content to the student body.
 - ii. Increase the number of on air advertisements that Coog Radio broadcasts.

2. Create a hub of internships and job offers with businesses in the Houston area for students (SS1) (UH Strategic Goal 3)
 - a. Increase acknowledgement of jobs and internships available from local and national businesses
 - b. Arrange meet and greets between students and professionals.
 - i. Arrange a tour of local TV and radio stations with a QA section.
 - ii. Invite job recruiters onto campus to meet students.
3. Form a series of trainings geared towards developing students' skills (SS3) (SS2)
 - a. Develop a plan towards specific equipment, programs, and skills that the Valenti School of communication targets
 - i. Discuss with professors of classes the curriculum that can be condensed into workshops
 - ii. Arrange for community and workforce leaders to present
 - b. Help build professional resumes and audio reels for students
 - i. Increase the number of times radio shows are submitted for review
 - ii. Have various organizations like University Career Services on campus review resumes and help create a sheet to review audio reels

8. Recognizing that the potential to generate additional Student Service Fee income for FY2022 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2022 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made

Coog Radio would take a 5% reduction, which is \$2,453.40, from our Programming/Events budget, which is \$5,870. If we accommodate the 5% reduction in the above-mentioned area, Coog Radio would reevaluate the way we host events and try to host stripped-down events. We would increase our exposure through social media and basic tabling events

9. 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 is currently airing advertisements and with time breakdowns of when played thanks to the automation system for ensuring the ads are broadcast effectively. Live radio hosts also read the paid underwriting every half hour. Coog Radio will continue to work with CSM to deliver on-air advertising

10. 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.

Coog Radio does not compete with any overlapping service on campus.