



Coog Radio One Time Request

FY24

Coog Radio has been evolving since last year. We've updated our Constitution for the first time since 2018, instituted a 4-Branch system for members to get hands-on experience (in marketing, web, engineering, and programming), completely redesigned our website and branding, and have revamped our inventory (music and equipment both!) processes to make them both more detailed and more efficient.

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Our officers started this year's work on May 1 and have been changing Coog Radio for the better ever since. We're incredibly proud of the work we've done so far, and we look forward to discussing our requests with SFAC and how we anticipate they will improve Coog Radio even further. If you have any questions regarding our One-Time Requests, I'd be more than happy to answer them for you during our presentation.

B. FY24 One-Time Request - Marketing at UH Events

In addition to our goals to improve the radio, Coog Radio believes that we must increase on-campus awareness of our organization to continue drawing in members with a genuine passion for programming, and radio-related avenues such as engineering, marketing, and web. To do so, we'd like to invest in merchandise to distribute at on-campus events such as Cats Back, Party in the Park, and more.

Specifically, we believe that guitar picks, lawn signs, posters, stickers, tote bags, and t-shirts will be very popular and express Coog Radio spirit most successfully. In addition, our revamped branding will allow us to more effectively create awareness of the culture and opportunities of Coog Radio (our new slogan, for example, is "Ridin' the Airwaves" - fun and radio-focused at the same time).

FY24

Guitar Picks	\$140.00
Lawn Signs	\$250.00
Posters	\$250.00
Stickers	\$250.00
Tote Bags	\$250.00
T-Shirts	\$400.00
Total \$1540.00 x 1.06 (Admin. Charge)	\$1632.40