



**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.*

**D. FY24 One-Time Request - Web Team Travel Budget (ACL)**

Coog Radio has had a successful Web Team for quite some time now. We just broke our top views-per-day record in January of 2022, and we're getting more engagement as compared to 2021 (and on track to surpass 2020's viewership by late October). Since our radio stream is on the website, it follows that the higher quality and more frequent our articles are, the more engagement our radio shows will receive as well.

That being said, some of our most popular articles have been either covering or promoting upcoming events - specifically festivals. Additionally, since we're aiming to begin working on remote broadcasting soon, attending festivals will not only improve the content of the web team, but also of the radio stream itself. We'd like to request funding for traveling to ACL in October 2023. Each attending contributor will receive \$15 per meal, with 3 meals per day, and money for gas and housing as well.

Coog Radio would also like to purchase a 10TB hard drive for radio show archives, as well as photo and article archives. This way, Coog Radio will always have stock photos for marketing purposes, radio show recordings to play during non-scheduled hours, and the website can run more smoothly with less old articles slowing down the page. This hard drive will be used to store the materials acquired over the academic year 2023-2024 and onwards, starting with ACL.

**FY24**

ACL Transportation, \$20 x 2 cars x 2 weekends .....	\$80.00
ACL Food/Housing .....	\$450.00
10TB Hard Drive for Photo & Show Archive .....	\$304.99
Total \$834.99 x 1.06 (Admin. Charge) .....	\$885.09