



# SFAAC *Proposal*

*CoogTV*





CoogTV

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CoogTV

# Who We Are

We strive to provide our students with a unique learning experience that includes aspects of media production/coverage, leadership opportunities, project delegation, and portfolio growth. Using our resources to the maximum potential as we pursue to create high quality content by our very own students.

COOGTV ADVISOR  
-Chris Walker-

EXECUTIVE PRODUCER  
-Brooke Harrison-

CHIEF  
COMMUNICATIONS  
OFFICER  
-Charlotte Russell-

SPORTS PRODUCER  
-Daniel Rodriguez-

NEWS PRODUCER  
-Daniela Taboada-  
Palau-

LIFE & ARTS PRODUCER  
-Gage Vandermark-

ENTERTAINMENT  
PRODUCER  
-Isaac Esmeral-

Marketing

In The Game:  
Field/Studio

UH Insider

CoogsTry

This Is Sketchy

Membership

Space City Segment

UH News

CoogLife

Coog Cinema Shorts

CoogsTalk

Noticero Cougar

ShastaDocs

Coog Cinema  
Reviews



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# Our Branches and what they do

Each Branch has three shows under their  
umbrella

Entertainment

Life&Arts

Sports

News

Media



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# NEWS

## UH News

- We make weekly videos covering what's going on on campus and what's happening in the world.
- This is a great way to stay informed and gain experience
- If you're interested in being a reporter this is a great way to gain practice.

## UH ENTERTAINMENT

- We make weekly videos covering the latest celebrity news.
- Great way for broadcasters who have a passion for all things entertainment and want to let their personalities shine.

## NOTICIERO COUGAR

- Brand New Spanish News Broadcast Show!
- Weekly News Reports in Spanish
- 
- Amazing opportunity for Bilingual Reporters

# ENTERTAINMENT



## COOG CINEMA REVIEWS



- Film, TV, and anime reviews!
- Video essays, debate-style vids/hot takes, theories and sharing your favorites of the season
- If you're interested about analyzing film and art this is where your voice will be heard

## THIS IS SKETCHY



- Our comedy sketch show!
- Casual comedy sketches for bite-sized fits of laughter
- If you're interested in comedy writing, editing, acting, or directing, come through!
  - Work with a writers room
- Releasing sketches from 20 sec long up to 7 min each. (Reels, and Youtube!)

## COOG CINEMA SHORTS



- Short films and music videos
- Gain experience with screenwriting, directing, editing and equipment!
- Learn all about Pre-production and Post-production
- Learn how to work with a team to make your creative visions come to life!



# SPORTS



## IN THE GAME: FIELD



- Recap of UH Games
  - Multiple shoots a week
  - Reporters MUST do writing workshop and audition before a field shoot
- Media Credentials
  - Field Access
  - Press Conferences
- Fill out interest forms
  - September Games
  - Reporter Interest

## IN THE GAME: IN STUDIO



- Weekly episodes Summarizing
  - UH Games
  - News in the Sports World
- Each reporter will have 1 topic diving deep
- Reporters will edit their own episodes
  - We will teach you how to edit

## COOGSTALK



- Talking about the hottest topics in the sports world and your opinion
- 2-3 personalities
- Depending on topics will decide time



# LIFE & ARTS



## COOGSTRY



- Trying different challenges / activities
- Interact with other members

Want to see YOUR personality shine

## COOGLIFE



- Go to places and events around Houston and rate our experience
- Try interactive activities

## SHASTADOC



- Looking for INTERESTING stories about / around Houston
- Can be ANY topic
- No Camera / filming experience needed

# MEDIA



## MEMBERSHIP

- Sending out discord links
- Help new and current members navigate and get involved with CoogTV

## MARKETING

- Newsletter
- Tabling
- Handing out Merch
- Social Media

# OUR MISSION AND GOALS





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# DSA and CoogTV

## Growth

We reach out and collaborate with different organizations on campus,

We also collaborate with production companies to give students the chance to grow their skills

## Teamwork

Our members are given the chance to work on projects with other passionate students in media.

## Opportunities

CoogTV's Mission is to provide resources and opportunities for students who want to feel confident going into the professional world of media.

While also giving students a safe space to make connections and embrace creative freedom.

# LOVECHAIN PRODUCTIONS COLLABORATION

The last 4 months we decided to really expand on one goal in specific. And that goal is to give our members REAL LIFE MEDIA EXPERIENCE. We have a lot of students who come into our office scared because they are about to graduate and need something on their portfolio fast.

The media field is highly competitive. As an organization we want to make it as easy as possible for students to get the experience they need to get a job in the future.

Through Love Chain, they pass down opportunities for our students to sign up for through their connections.

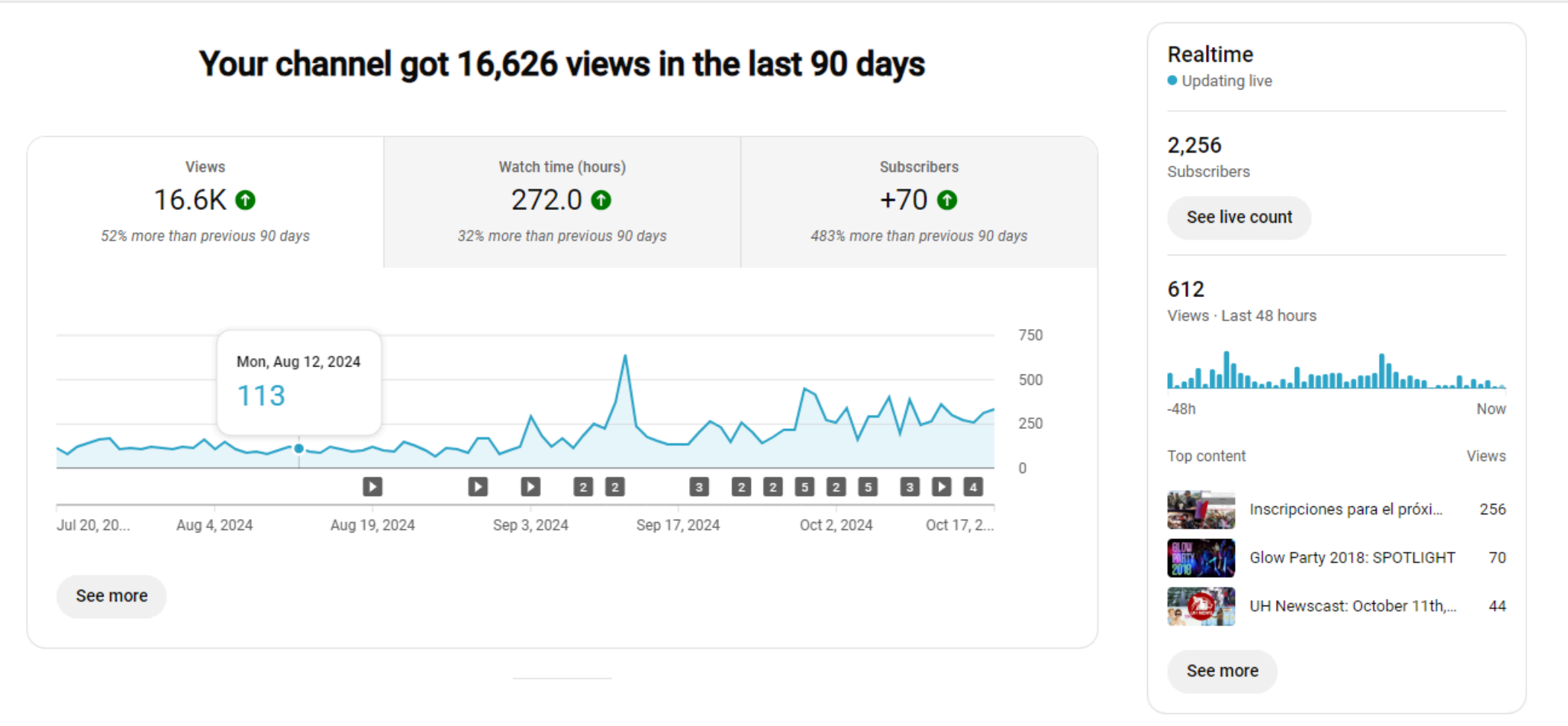
ANALYTICS



# ANALYTICS

October 18th, 2024

Youtube:





# One Time Funding: Equipment

A thick red curved line underlining the title.

Equipment, 12 months + 6% Admin Fund..... \$9,550

# One Time Funding: Travel



Travel, 5 months.....+.06 (330.00)= \$5,830.00

# One Time Funding: Film Fest

A thick red curved underline is positioned below the title. To the right of the title, there are three white hand-drawn marks: two short diagonal lines and one horizontal line.

Film Festival 12 months.....+.06 (510.00) = \$9,010.00

# One Time Funding: Sports Producer



Sports Producer, 12 months x \$880.00.....+.06(633.60) = \$11,193.60



# Thank You

For Your Consideration

