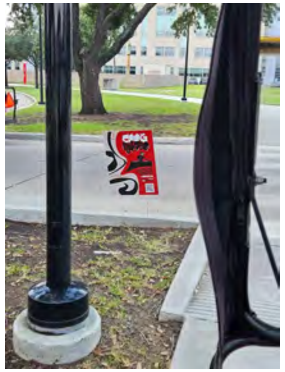
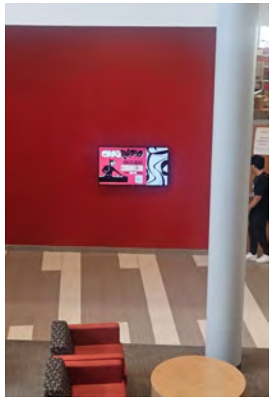
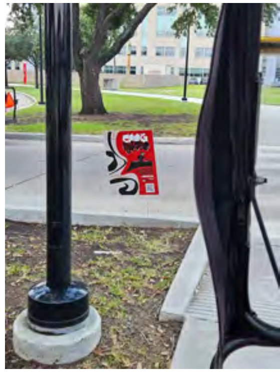
Coog Radio

Department Highlights





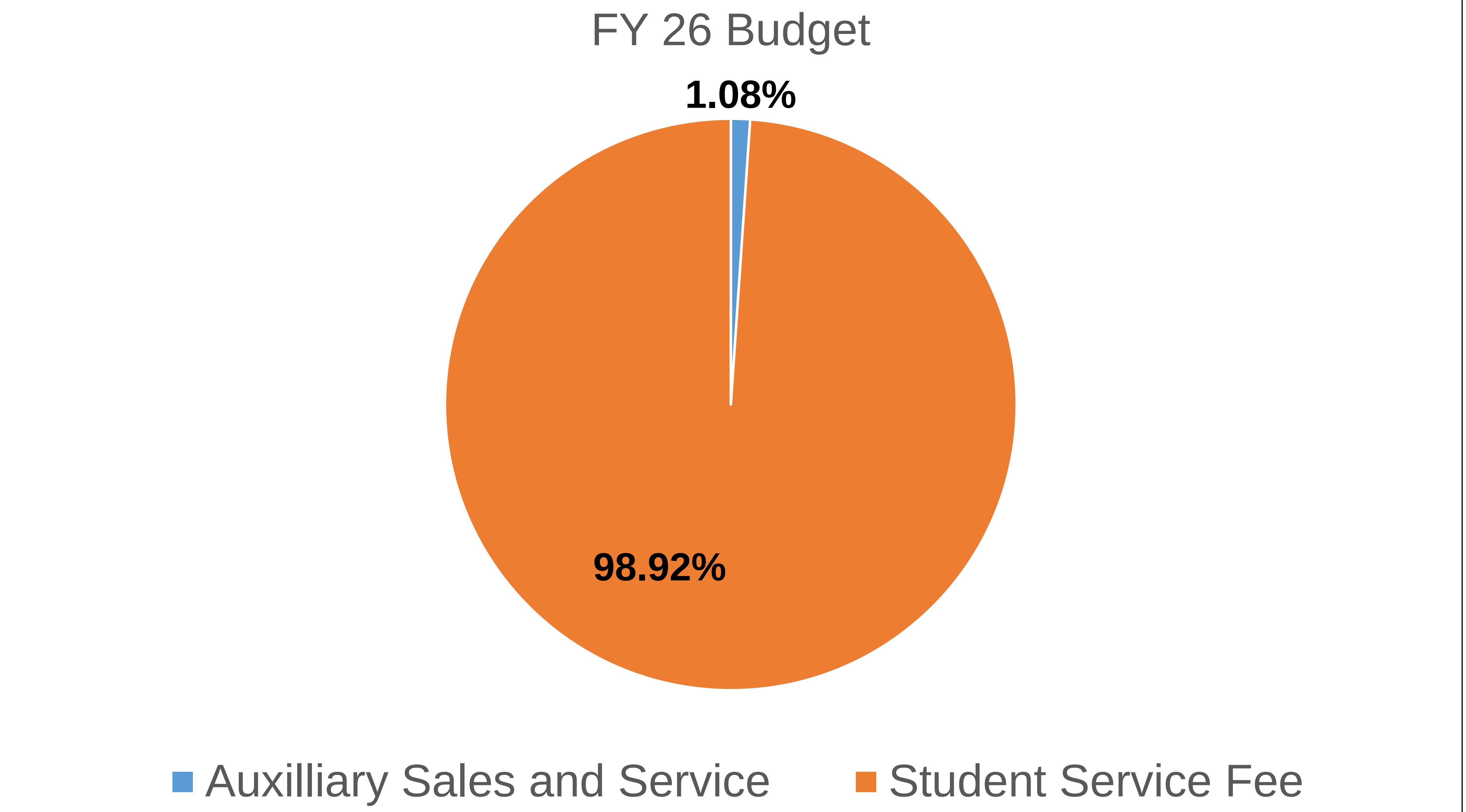
- Coog Radio’s College Radio Day
- Amplify DJ events in Student Center Plaza
- Increased events to boost Coog Radio’s visibility and campus engagement
- Increased music-related content and station initiatives
- Developed and implemented creative strategies to grow audience interaction and enhance listener experience
- Increased social media presence by 80% from FY24
- Increased app analytics by 50%



FY27 New Initiatives

- **Expand Student Engagement:** Increase student participation and involvement across all Coog Radio teams and programming.
- **Grow App Usage:** Promote and expand engagement through the **RadioFX app** to reach more listeners and connect with the UH community.
- **Enhance Professional Development:** Provide ongoing training opportunities and continue our **national conference presence** to develop members' broadcasting, marketing, and leadership skills.
- **Increase Campus Awareness:** Strengthen on-campus visibility through strategic marketing, live events, and collaborations with student organizations.
- **Collaborate Across Student Media:** Partner with other Student Media units to create integrated content and shared learning experiences.
- **Curate and Update Music Directory:** Maintain a dynamic and inclusive library of music that reflects UH's diversity and supports emerging artists.
- **Recruit and Train Members:** Expand recruitment efforts and offer structured training to ensure new members are confident and career-ready.

All of our one-time request are attached to our FY27 initiatives.


FY 26 Budget
1.08%
98.92%
Auxilliary Sales and Service
Student Service Fee

Budget Information

Type of Fund	FY 26 Budget
Auxilliary Sales and Service	1.08%
Student Service Fee	98.92%
Grand Total	**100.00%**

Student Service Fee Prior Year and Current Year Budget and Actuals

Budget Node	FY25 Budget	FY25 Actuals	Variance	FY26 Budget
Maintenance & Ops				
Student Programs & Events	$ 9,133	$ 8,934	$ 199	$ 5,531
Contracts	$ 39,807	$ 38,940	$ 867	$ 24,108
Supplies	$ 269	$ 263	$ 6	$ 163
Facilities & Equipment	$ 1,609	$ 1,574	$ 35	$ 975
Other M&O	$ 20,344	$ 19,901	$ 443	$ 12,321
Travel & Business	$ 5,476	$ 3,240	$ 2,236	
Admin Charges	$ 5,071	$ 4,371	$ 700	$ 2,586
TOTAL	**$ 81,709**	**$ 77,223**	**$ 4,486**	**$ 45,683**