



Coog Radio

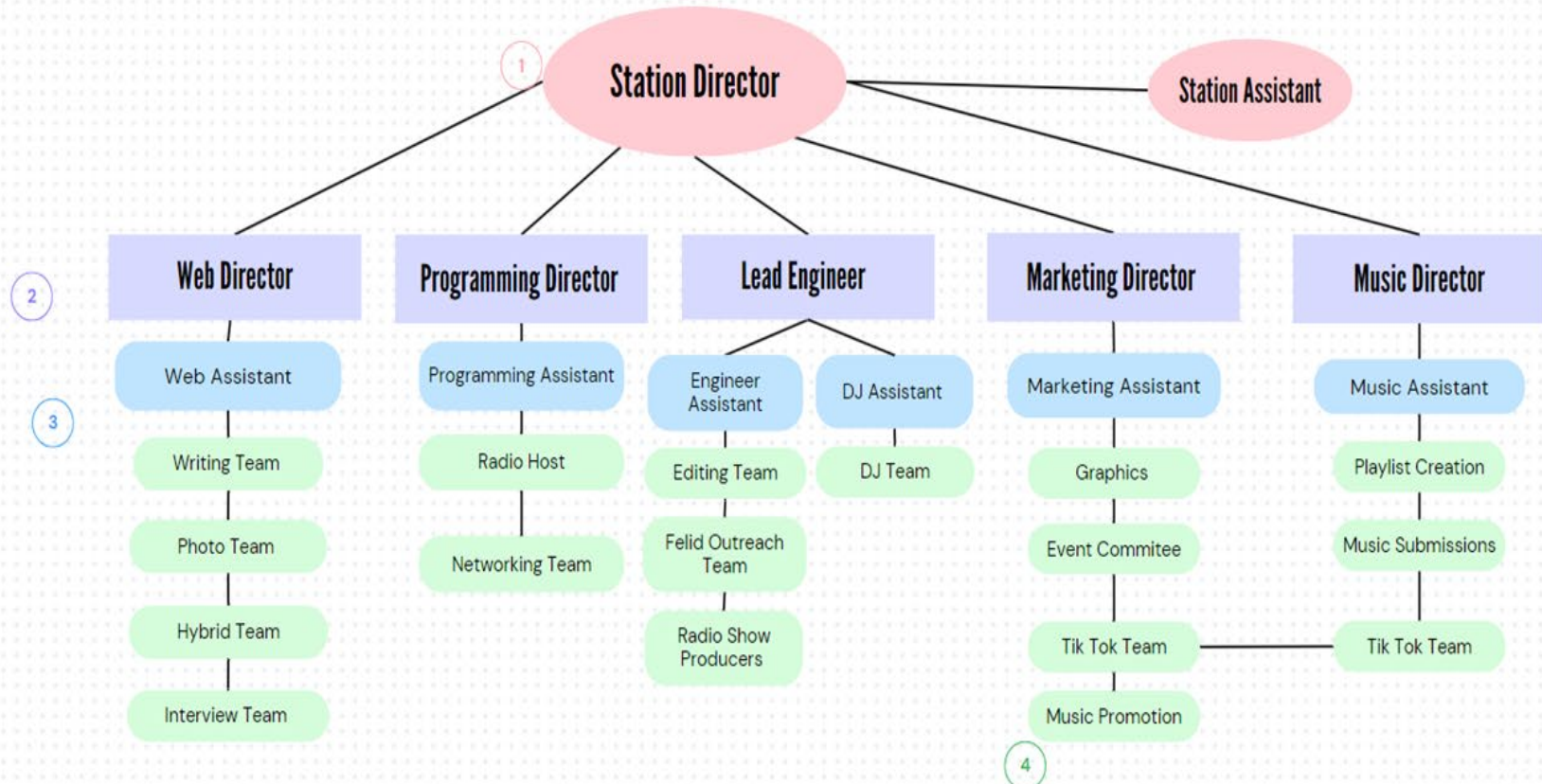
SFAC FY 26

What is Coog Radio?

- Only student - run radio on UH Campus
- Unique opportunity to learn multiple aspects of radio work.
 - Engineering
 - Marketing
 - Programming
 - Website
 - Music



Coog Radio Board



Coog Radio Mission

- In our **broadcasting environment**, we allow " for students to express themselves through music, speech, or a combination of the two over the radio waves on coogradio.com"
- Furthermore to promote and support " **artists of various genres and popularity levels over the radio waves on coogradio.com."**

UH Values

- 1:Community

- We embrace our diversity and work to ensure the University of Houston is a place where everyone feels a sense of belonging and responsibility for the well - being of their fellow community members.
- The establishment of different teams and assistant have prompted a large sense of community among the organization.

- 2: Innovation

- We embrace
 - **Improvement:** expanding coog radio with a variety of team involvement
 - **Adaptability:** Adapting to the current trend of media journalism
 - **Professional Development:** Concert and festival coverage, audio production, basic DJing.

2024 Achievements



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Photo by Jacob Ewell

Web Team Achievements

Interviews



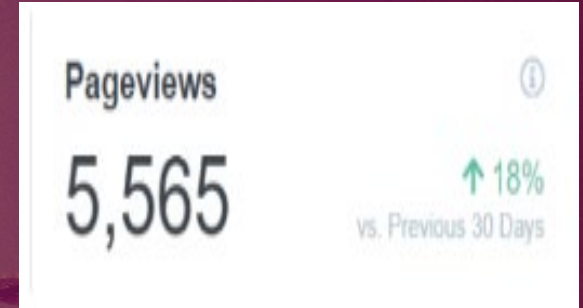
Allow for journalistic, creative opportunities spread passion for music.

Ticket Giveaways



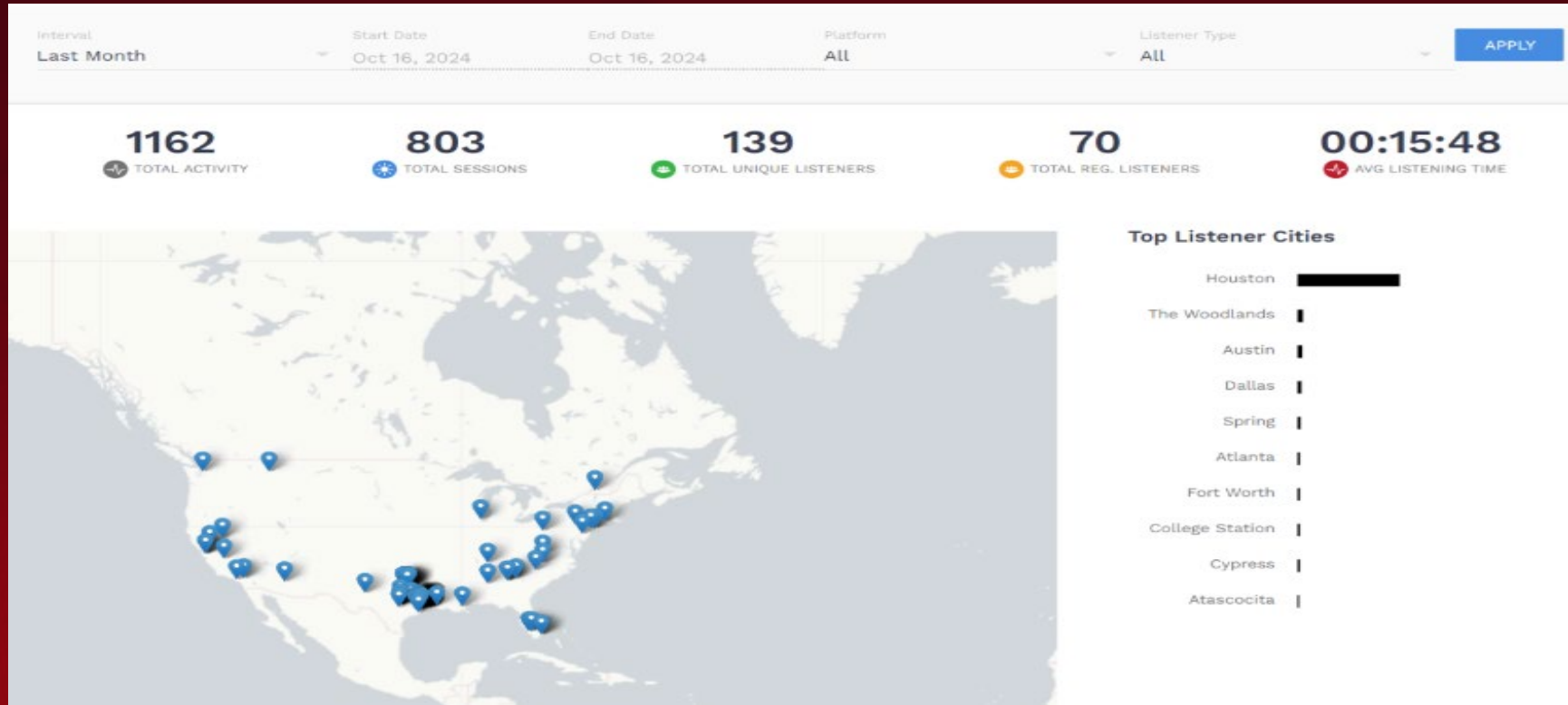
Increases engagement within community and social media through music.

Analytics



Between September and October, Coog Radio has garnered an 18% pageview increase, displaying the skyrocketing interest in our articles.

Programming Achievements



SFAC 24 provided funding for an app that has seen great numbers this fall.

Engineering Achievements

Started DJ Services



Allows to collaborate with other organizations and unveils the talent of our recruited engineers.

Tailgate TouchBack



Capturing the attention of the athletics consumers, effectively displaying Coog Radio's unwavering dedication to showcasing music.

Set up Equipment for



Marketing Achievements

Graphics



Helps team members learn the art of marketing, which has proven to be successful in spreading Coog Radio's love for music.

Marketing Team



Social media content for Coog Radio allows for the expression of creativity and connects local community.

Merch (SFAC 24)



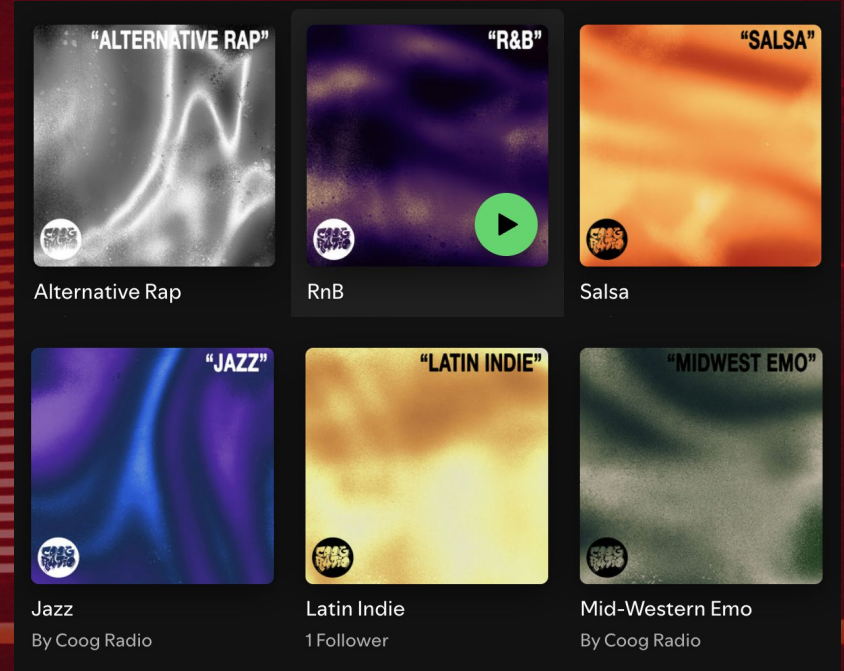
Shows pride in being a music lover and teaches the ins and outs of design!

Music Team Achievement

Coog TV Collaboration



Playlist Creation



Through the love of different genres, the music team has enhanced diversity and provided an outlet for music appreciation and acceptance.

Value to Students

A background image of a musician with long hair, wearing a dark shirt, playing a red electric guitar and singing into a microphone on stage. The scene is dimly lit with purple and blue stage lights. A drum set is visible in the background on the left.

“Coog Radio adds to my college experience by giving me the freedom to spread my passion of sports throughout campus. Knowing I manage to get people passionate about my passion makes my college experience worth while.”

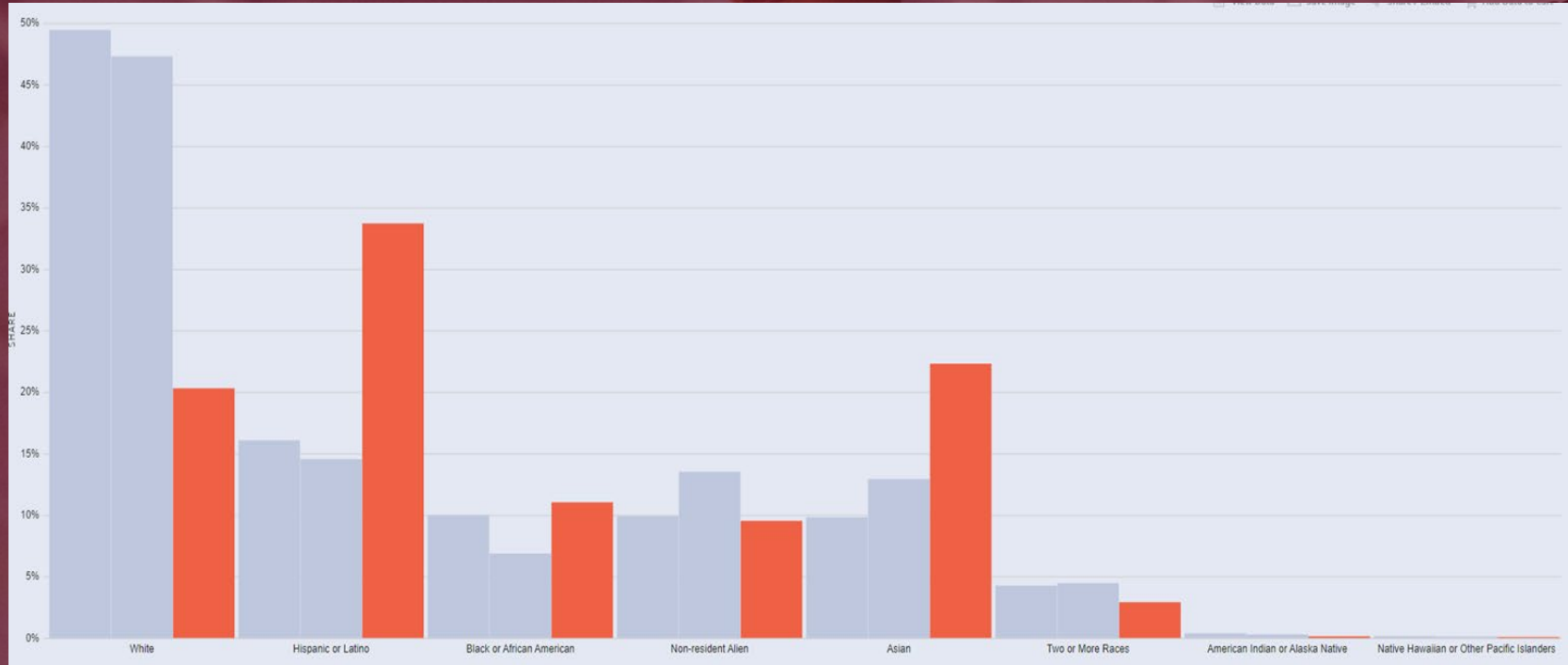
- Seth, Host of *Whose House*

“There is nice music that is always playing. You get to hear two beautiful voices into the microphone. Its just given us another community. Its really nice that we get to be a part of it.

- Gerardo, host of *Formula Coog*

Why Coog Radio?

UH: diverse campus = diverse music



University of Houston Diversity Statistics

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Photo by Amarylis Rodriguez

Texas A&M Diversity Statistics



In comparison, University of Houston has a higher diversity rate than Texas A&M, which can also be reflected in our music diversity.

Streaming online is better than FM

Targeting	Streaming Audio	Traditional Radio
Demographics	Age (18-24, 25-34, 35-44, 45-54, 55+), gender, and languages	Cannot target specific groups
Location	Target by country, state, DMA, city, or postal code	Dependent on the station's coverage area
Context	Platforms and devices, Music genres, Real-time contexts (tailored to specific activities, moments, and moods), Podcasts, and Podcast episode topics	Genre/Format and Niche audiences (e.g., Black-owned or Spanish-language stations, if they exist in the desired market)
User Interests / Behaviors	Various interests Artist fan bases	Dayparts (e.g., AM/PM commute time) Specific programming
Actions	The ability for users to click through to a specific page on the advertiser's website	Can only suggest users take action, such as visiting a website

* Streaming audio targeting is based on Spotify's capabilities

- Coog Radio encourages hosts to use radio as their own means of expression, which can only be highlighted by the use of streaming.
- Streaming has the upper hand compared to FM radio. Creative freedom, the ability to reach target audiences, and marketing is in the hands of the creator.

Challenges & Solutions

Challenge : radio host quality and retention

Need an increase in host motivation and involvement

Solution : stipend pay for radio hosts

8 radio hosts, selected according to statistics from website regarding show popularity (\$80/month)

Challenge : lacking important equipment

Sound equipment needs improvement

Stay with current technology (app maintenance)

Solution : engineering upgrades

Equipment for improve speakers and sound quality

Challenge : low visibility on campus

Radio is hard to get exposure for

Marketing needs maintenance.

Solution : marketing funding for campus outreach

Materials needed for merchandise

Challenge : no designated travel budget

Music festivals = great experience, but expensive

Web Team pays for travel to shows to cover out of pocket (including housing, food, transportation, etc.)

Solution : travel budget for Web Team

SXSW has conferences and other educational

opportunities

ACL has other tents with radios we could meet

Breakdown of Requests

Engineering :

- Software maintenance: Spotify and Google workspace. (OT)
- App Maintenance: Insurance, Radio.com, Web Security (OT)

Engineering total = \$3,180.00

\$1,060.00 (OT)

\$2,120.00 (OT)

Marketing :

- Marketing (OT)
 - T-Shirts, Tote Bags, Stickers Lawn Signs, Posters.
- Music Director Stipend:
 - \$645.00 x 7 months (AOT) and \$645.00 x 12 months (OT)

Marketing total = \$19,880.30

\$6,890.00 (OT)

\$4,785.90 (AOT) + \$8,204.40 (OT)

Programming :

- Radio Show Stipend (OT)
 - Base pay for 8 radio hosts, \$80/month.
- Intercollegiate Broadcasting System Conference '25 (AOT)

Programming total = \$20,860.80

\$8140.80 (OT)

\$12,720.00 (AOT)

Web :

- Web Director Stipend: \$645.00 x 12 months (BA)
- Travel budget
 - (SXSW '26 & ACL '25 = OT) (SXSW '25 = AOT)

Web total = \$28,344.40

\$15,900.00 (OT)

\$4,240.00 (AOT)

\$8,204.40 (Base Request)

Justification for Requests

- **Need to motivate members**
 - Radio Hosts → stipend creates motivation to provide quality shows
 - Music director → deserves compensation for creation of a music team and playlist maintenance
 - Web Director → has provided a great framework for the coog radio website that deserves compensation.
- **Improving equipment** gives us a notable sound
 - Maintaining a quality sound will provided increase engagement.
 - Our APP needs to be at its best for consumers to enjoy Coog Radio diverse music and shows.

Justification for Requests

- Ensuring visibility on campus
 - Marketing team has spent this fall creating valuable merchandise and spreading the word about Coog Radio. Therefore maintenance of these objects through SFAC request is vital to keep students attentive.
- Creating Hands-on experience for students
 - SXSW, ACL, and other festivals are attended by professional ensuring educational and networking opportunities
 - Housing, travel, and food should be provided through funding to ensure students do not have to pay out of pocket for this opportunity.





Question & Answer

The background of the slide is a dark red color. In the upper half, there is a faint, semi-transparent image of a group of people sitting around a table in a meeting. In the lower half, there is a faint, semi-transparent image of a person's legs and feet, possibly standing or sitting in a chair. The overall aesthetic is professional and modern.

Thank you!

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