

FY 27 One-Time Funding Request

Coog Radio – Communications, Software, and App Maintenance Upgrades

Coog Radio respectfully requests one-time funding to support essential upgrades to its communications platforms, software tools, and app maintenance. As a student-run internet radio station, technology plays a critical role in our operations and our ability to deliver high-quality programming to the University of Houston community.

Technology evolves rapidly in the communications and media industry, and students must gain hands-on experience with the tools currently used in professional environments. By providing access to industry-standard applications and maintaining a strong digital presence through our app, we not only enhance the educational experience of our members but also expand our audience reach, strengthen student engagement, and improve the quality of our programming.

Funding Will Support:

- **Spotify Premium Plan** – improves music curation and production quality.
- **Google Workspace** – streamlines collaboration, communication, and file management for staff and student leaders.
- **Bitly** – enables professional link management, tracking, and analytics for marketing campaigns.
- **Insurance** – ensures financial and operational security for the organization.
- **Radio.com App Maintenance** – supports ongoing functionality, updates, and user experience for the Coog Radio app.
- **Web Security** – safeguards the station's digital infrastructure, ensuring reliability and protection for users and members.

Together, these investments will:

- Expand student skill sets with transferable, industry-relevant tools.
- Mirror professional workflows in broadcasting, communications, and digital media.
- Increase app reliability and visibility, reinforcing Coog Radio as a recognizable and accessible brand.
- Enhance audience engagement through improved content quality and ease of access.

Funding Request

- Communications, Software, and App Maintenance Expenses: \$3,000.00
- Admin fee (6%): \$180.00
- **Total: \$3,180.00**