



The **COUGAR**

PRINT WEEKLY. DIGITAL DAILY



FY 2016 & FY 2017

New Funding Requests

Cooglife ■ Community Manager ■ Marketing

The Cougar

Opening Statement – Marketing and outreach are critical to The Cougar growing as a brand. As a print weekly, digital daily publication, increasing on-campus visibility, student outreach and audience engagement is more crucial than ever. The following funding requests, listed in priority order, serve as a way to help The Cougar become a more visible and continue to adapt to growing audiences on campus:

1. FY 17 One-Time - \$12,720 for nine Cooglife events
2. FY 17 Base Augmentation - \$4,055 for Community Manager permanent funding
3. FY 17 Base Augmentation - \$3,116 for readership marketing and branding

With these initiatives, increased visibility to the student body with further secure The Cougar as a brand around the UH campus. The success of The Cougar is centered on producing and gathering content and the Community Manager position has successfully pushed The Cougar into the campus spotlight, which is essential in increasing print and web readership.

FY2017 One-time Request #1 – Cooglife events

With nine events to correspond with the release of each Cooglife through the school year, The Cougar will increase not only the reach of the magazine, it will also serve as a way to raise the profile of all of CSM. Collaboration with the Student Video Network and Coog Radio increase the presence of student media throughout campus and strengthen the bonds of the three organizations within the Center for Student Media.

The Cougar is the biggest CSM brand and therefore holds the most potential when it comes to increasing advertising revenue. Cooglife has resulted in an increase in advertising, especially from local businesses, since its inception in August. The events are a critical part of our distribution strategy. Students are included in a more interactive experience with the event, which is becoming increasingly common for media organizations to extend their brand.

Funds from the event will go into the supplies needed to put on all nine events. Events will also be supplemented with in-kind donations or sponsorships. For example, the Let's Eat event in September 2015 received about \$2,000 in food donations and \$3,575 in giveaways. With SFAC funding as a base, The Cougar will partner with CSM to bring more engaging events to campus.

Tent/flag	-	\$ 1,000.00
Food (\$250 x 9)	-	\$ 2,250.00
Shirts (2,000)	-	\$ 6,500.00
Supplies (\$100 x 9)	-	\$ 900.00
Promo items	-	\$ 1,350.00
Subtotal	-	\$ 12,000.00

FY2017 Base Augmentation Request #1 – Community Manager

The purpose of The Cougar’s community manager is to promote the organization around campus in ways that the Cougar’s editorial board cannot, due to the demanding nature of the positions. Hired for a 12-month period, The Cougar’s community manager would curate The Cougar’s social media posts, fostering a dialogue within the UH student body and increasing community involvement throughout the University. They also serve as a captain for our Student Media street teams. With The Cougar’s one-time funding from FY16, the organization was able to hire a community manager and has seen social media engagement increase across all platforms. Followership has increased by double-digits as these stats below show:

Social media followership

Facebook followers

2014: 3,729 2015: 4,273 (+14.5%)

Twitter followers

2014: 7,103 2015: 8,405 (+18.3%)

The job demands of The Cougar’s community manager would meet those of an editorial board member, as the community manager would be responsible for updating and moderating debate at all hours of the day and on all days of the week, as well as managing The Cougar’s marketing efforts.

Stipend (12 mos. X \$318.75)	-	\$ 3,825.00
UH Administrative Charge (6.0%)	-	\$ 4,500.00
Total	-	\$4,054.50

FY2017 Base Augmentation Request #2 – Readership and marketing

The Cougar’s marketing initiatives are crucial, as increasing readership throughout campus ties directly with the potential for The Cougar to generate its own revenue. The need for marketing collateral serves two purposes - first, it creates awareness among readers, and second, it can create awareness among advertisers. The second is a critical addition to our marketing strategy - making The Cougar a more recognized name among the Houston business community. For these reasons, The Cougar is asking for a one-time increase in marketing expenses and moving forward, The Cougar is asking for its base funding to include this critical piece of our long-term growth.

Spring 2016 Marketing:

<i>Items</i>	<i>Purpose</i>		<i>Price</i>
250 Shirts	Spring Cat’s Back, Ad Giveaways	-	\$1275.00
250 Tote bags	Spring Cat’s Back, Ad Giveaways	-	\$350.00
30 Posters (18x36)	Readership promotion	-	\$600.00
2,000 Reporter cards	For sources & promo tables	-	\$100.00
20 A-Frame Posters	SGA debate promotion	-	\$400.00
UH Admin Charge (6.0%)		-	\$163.50

Subtotal Spring: \$2,888.50

Summer/Back to School 2016 Marketing:

<i>Items</i>	<i>Purpose</i>	<i>Price</i>
500 T-shirts	Cougar Carnival, Move-In, Weeks of Welcome	- \$2,880.75
15 Polo Shirts	Cougar Editorial Board	- \$500.00
300 Water Bottles	Cougar Carnival, Move-In, Weeks of Welcome	- \$390.00
1,000 4x6 cards	Cougar Carnival, Move-In, Weeks of Welcome	- \$100.00
500 Stickers	Cougar Carnival, Move-In, Weeks of Welcome	- \$290.00
300 Buttons	Cougar Carnival, Move-In, Weeks of Welcome	- \$150.00
UH Admin Charge (6.0%)		- \$240.65

Subtotal Back to School: \$4,251.40

Total annual marketing plan cost: \$7,439.90

Total covered by Cougar revenue (projected): \$4,500.00

Remainder requested as new OT and BA funding: \$2,939.90

Total marketing request	-	\$2,939.90
UH Administrative Charge (6.0%)	-	\$ 176.39
Total request	-	\$3,116.29

If these requests are approved, The Cougar would be in a stronger position to positively impact campus life and foster a dialogue within the UH community. The Cougar is committed to positively impacting UH and its students, and is committed to doing so by creating a product that encourages students to take an active role in caring about and improving the University.

FY17 One-time - Cooglife events	\$ 12,000.00
FY17 Base Augmentation #1 – Community manager	\$4,054.00
FY17 Base Augmentation #2 – Readership and marketing	\$7,439.90
Total FY 17 requests	\$23,493.90

Thank you for your consideration.