



The **COUGAR**

**Student Fees Advisory Committee
One-Time Requests**

The Cougar

Opening Statement – Students are widely moving to consume news content digitally, and the website and email edition 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 also 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 and changing audiences on campus:

1. FY 18 One-Time — \$7,579 for nine Coogliflife events
2. FY 18 One-Time — \$4,055 for Web Editor position
3. FY 18 One-Time — \$2,615 for conference travel

With these initiatives, increased visibility to the student body will further secure The Cougar as a brand around the UH campus and improve the quality of that brand. The success of The Cougar is centered on producing and gathering content, correctly reporting it, and the Web Editor position will allow for more student interactivity with digital content, pushing The Cougar further into the campus spotlight, which is essential in increasing print and web readership.

FY2018 One-Time Request No. 1 – Cooglif e events

With nine events to correspond with the release of each Cooglif e 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 CSM as a whole. 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 largest CSM brand and holds the most potential to increase advertising revenue. Cooglif e has resulted in an increase in advertising, especially from local businesses, since its inception in August 2015. 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.

Last year, SFAC granted \$12,000 for Cooglif e events. This has allowed Cooglif e and The Cougar to plan extensive parties for the rest of the year while also accumulating re-usable supplies, like tents. This request for FY 2018 will allow for parties at a larger scale, with more interactives for students, but is overall less than last year’s request.

Funds from the event will go into the supplies needed to put on the event, which 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.

Food (\$250 x 9)	—	\$ 2,250.00
Supplies (\$100 x 9)	—	\$ 900.00
Promo items	—	\$ 4,000.00
<u>Admin Charge</u>	—	<u>\$ 429.00</u>
Subtotal	—	\$ 7,579.00

FY2018 One-Time Request No. 2 – Web Editor

The purpose of The Cougar’s web editor is to promote the organization digitally in a way that the Cougar’s editorial board cannot because of the demanding nature of the positions. Hired for a 12-month period, The Cougar’s web editor would curate The Cougar’s social media posts, fostering a dialogue within the UH student body and increasing community involvement throughout the University. They will also post stories to the web, manage the email edition, and act as an assistant to the managing editor. In the last year, especially with the creation of Cooglife, followership has increased by double– and triple–digits, as these stats below show.

Social media followership

Facebook followers

2015: 4,273 2016: 9,368 (+119.2%)

Twitter followers

2015: 8,405 2016: 10,812 (+28.7%)

The job demands of The Cougar’s web editor would meet those of an editorial board member, as they would be responsible for updating and moderating debate at all hours of the day and on all days of the week, as well as posting stories to The Cougar’s website. They will also drive the initiative for email subscriptions at Student Media Wednesday and other community events.

Stipend (12 mos. X \$318.75)	—	\$ 3,825.00
<u>UH Administrative Charge (6.0%)</u>	<u>—</u>	<u>\$ 230.00</u>
Total	—	\$ 4,055.00

FY2018 One-Time Request No. 3 – Associated Collegiate Press

Each year, the Associated Collegiate Press hosts a conference for all member organizations. The conference awards the Pacemaker Award and recognizes the finalists, and student media professionals hold lectures, workshops, and seminars in improving media organizations.

Next year, the conference will be held in Dallas, and, as we expect to be a finalist again for the Pacemaker Award, The Cougar would like to send three editors to learn from others in the field to better connect with the campus and improve skills both technical and conceptual.

This will better the quality of content The Cougar publishes and will generate new ideas for interacting with the community by allowing student leaders to learn from other universities and benchmark their success in comparison with other student media models.

Airfare (\$300 x 3)	—	\$ 900.00
Hotel (\$500 per night two rooms)	—	\$ 1,000.00
Registration	—	\$ 567.00
<u>Admin Charge</u>	—	<u>\$ 148.00</u>
Subtotal	—	\$ 2,615.00