



PRINT WEEKLY. DIGITAL DAILY

# The Cougar

**Student Fees Advisory Committee**  
Presentation FY 2019

# Our mission

- A **news organization** and **public forum** for the community
- A **learning laboratory**
- An outlet for **learning, engagement and discovery** — for readers and members



# Our initiatives

DSAES 1: Create **new opportunities** for student success through learning, engagement and discovery.

- We're a learning laboratory
  - Communications students can apply skills from class
  - Anyone interested in media can learn basics & jump in
  - Students graduate ready for internships, jobs

# Our initiatives

DSAES 3: Foster the creation of a global learning community that actualizes and **embraces inclusion** while preparing students to become active citizens.

- All kinds of reporters at The Cougar tell all kinds of stories
  - Day in the life of ROTC
  - Interview with Third Ward art gallery owner
  - International student athletes
  - Adaptive athletics

# Our initiatives

DSAES 6: Create and engage in **strategic partnerships.**

- Ongoing collaborations with CSM, CoogTV, Coog Radio
- Guide campus political engagement with partnerships
  - SGA election debates
  - Constitution Day with CSI

# A multi-platform news organization

- In 2016-17, thedailycougar.com received: **nearly 750,000 page views**
- We have more than: **20,000 social media followers**
- Daily email edition: **4,265 subscribers**



# We're still daily

- Subscriptions have decreased by 3 percent.
- Email edition delivers original content daily.
- Connects readers to both print and digital stories.

## The PRINT WEEKLY • DIGITAL DAILY Cougar



Thomas Dwyer/The Cougar

### FOOTBALL

#### Cougars have fixable issues after loss

In a stunning, devastating upset, the Cougars faced their second loss of the season in their conference game against Tulsa on Saturday. Now, they look to face a surging Memphis team.

[Continue reading at thedailycougar.com](#)

### Around the city:

It's finally feeling like fall in Houston -- today's high is 82 and the low is 56 degrees.

### NEWS

#### Khator meets with ESPN president, alumni in New York

On the eve of her first decade in office, President and system chancellor Renu Khator visited New York as part of a fundraising tour for the "Here, We Go" campaign.

[Continue reading at thedailycougar.com](#)



Thomas Dwyer/The Cougar

# Covering Harvey

- Published 22 stories during hurricane & flooding
- Sent out three email editions
- Received positive feedback from readers from Texas to Canada





# An award-winning news organization

**Society for Professional Journalists**  
Region 8, Sports photography (large)  
finalist



## **Associated Collegiate Press**

2016 Pacemaker Award for print product  
2017 Second place, Story of the Year: Opinion

## **Texas Intercollegiate Press Association**

First place, Sports action photo  
First place, Sports feature  
First place, Sports column  
First place, News story  
Second place, In-depth reporting  
Second place, Magazine design  
Third place, Magazine illustration  
Third place, News feature  
Third place, Magazine news feature  
Third place, News story  
+ 4 Honorable mentions

# Challenges

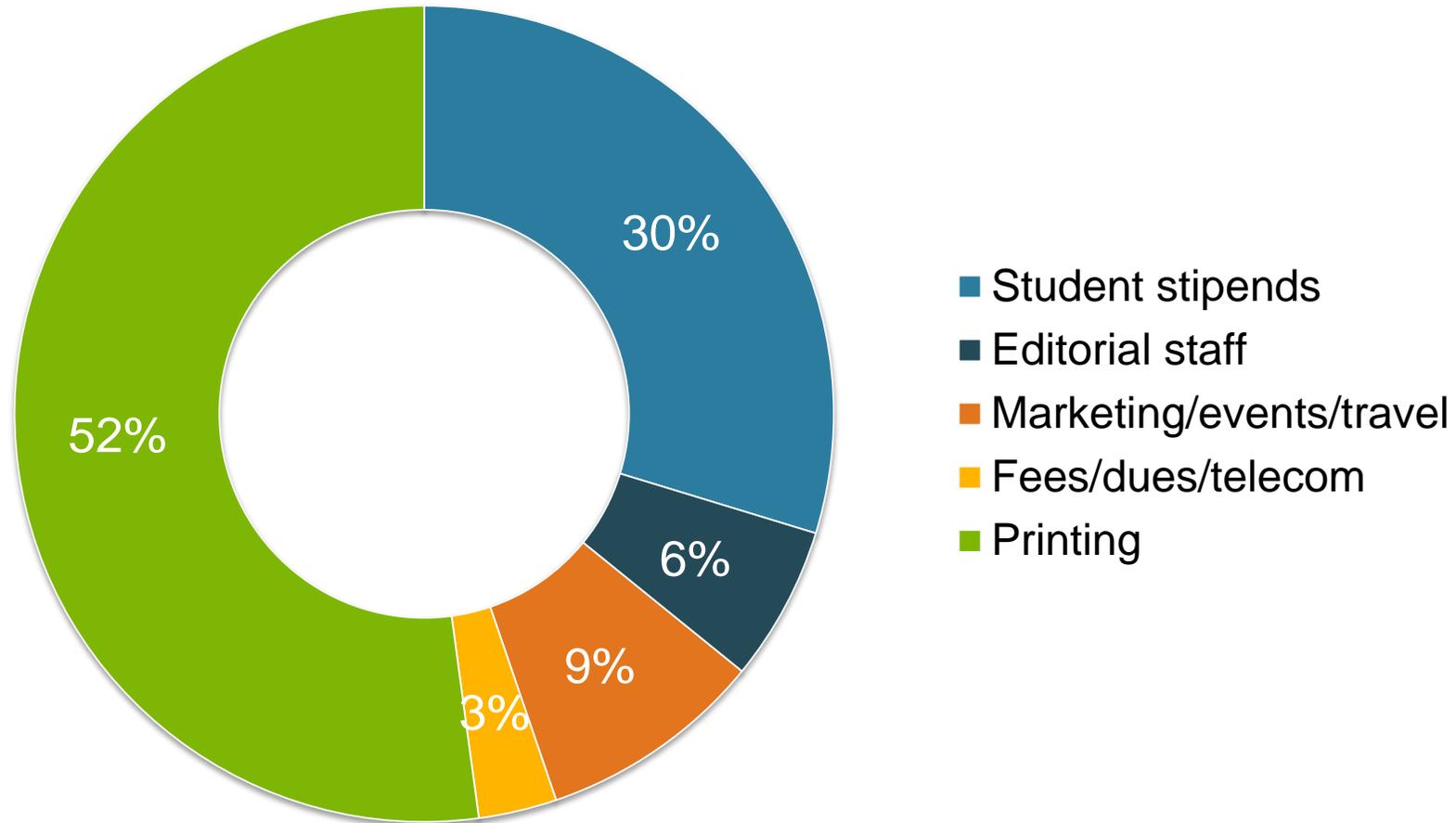
- Changing readership habits.
- Difficulty with adapting staff to a digital mindset.
- Increasing quality throughout the organization.
- Balancing accuracy and urgency



# Needs

- More digital promotion
  - Our students live on social media
- More print and digital readers
  - Without readers, we are nothing
  - More readers = more advertising \$\$
  - Requires interesting, timely content
- More content and better-quality content

# FY 16-17 Expenditures



# Web Editor

## FY 19 One-Time Request

- **\$4,055** for 12-month position to help us engage both online and on campus
- Curate social media posts and foster dialogue within community
- Post stories to the web
- Re-envision website and email edition



# Features Editor

## FY 18 & FY 19 One-Time Requests

- **\$2,703** for 8 months
- **\$4,055** for 12-month position to bring more and better news coverage
- If approved, features editor will function as second news editor
- Current news editor would transition to campus editor



# Photo Equipment

## FY 18 One-Time Request



- **\$11,488.64** for in-house camera equipment, including:
  - **Lenses**
  - **Full-frame camera**
  - **External flash**
  - **Accessories**

Taken by our photo editor, Thomas Dwyer, with cropped frame DSLR and 70-200 mm lens

# Photo Equipment

## FY 18 One-Time Request



- **\$11,488.64** for in-house camera equipment, including:
  - **Lenses**
  - **Full-frame camera**
  - **External flash**
  - **Accessories**

Taken by a Getty Images photographer with a full frame DSLR and 300 mm lens

# Conference Travel

## FY 19 One-Time Request

- **\$6,536.25** for 5 board members to attend the ACP/CMA National College Media Convention in Louisville, KY
- Singular opportunity to network with college journalists & bring fresh ideas back to UH





# Sports Travel

## FY 19 One-Time Request

- **\$1,207.50** to send two staff members to cover annual bowl game or basketball, track & field or baseball championships
- Readers expect coverage of big games

# Q+A

