



The **PRINT WEEKLY. DIGITAL DAILY** Cougar

Student Fees Advisory Committee
Presentation FY 2020

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 Student Success Initiative (SS1): Engage all students to intentionally **develop** leadership qualities, critical thinking and communication skills, diversity competencies, and personal growth.

- We are 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 Student Success Initiative (SS2): Expand **diverse experiences** on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.

- All kinds of reporters at The Cougar tell all kinds of stories
 - A blinded student gets a second chance at life
 - Gentrification of the Third Ward
 - Social Media Spotlights on a variety of topics
 - International student athletes
 - Harvey's impact on students, professors

Our initiatives

DSAES Partnerships Initiative (P1): Educate and empower **campus partners** to be our advocates.

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

Our Initiatives

DSAES Resources Initiative (R3): Leverage and adapt resources in innovative ways to increase **effective utilization**.

- Social media and multimedia are the future of journalism
 - Using Twitter & other social media to identify what our audience's interests
 - Use multimedia to improve quality of work and student engagement

A multi-platform news organization

- In 2017-18, thedailycougar.com received: **nearly 550,000 page views**
- We have more than: **21,000 social media followers**
 - This represents a 6% growth in our social media audience from 2016-17.
- Daily email edition: **4,265 subscribers**



We're still daily

- Subscriptions have increased by 1.5%.
- Email edition delivers original content daily.
- Connects readers to both print and digital stories.



Social Media Expansion

- Making @thedailycougar an essential news source
 - Use social media for coverage that doesn't warrant a whole article.
 - Promote audience engagement to ensure our stories best align with their interests.
 - “Everything you need to know to start your day.”
- Social Media Successes
 - 9% growth in Twitter followership
 - 6% growth in social media audience

Print Weekly

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, August 23, 2017
Issue 10, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
- See us at our events
- Join our Facebook page
- Join our Twitter page
- Join our Instagram page
- Join our YouTube channel

Right to speak?
First Amendment protections are under fire from all sides. Our campus is no exception. How can we protect our rights and a controversial event?

Get Stamped. Get Info. Get a shirt. GET INVOLVED!
Thursday, August 24
Campus Recreation & Wellness Center
4:00pm - 7:00pm
For more information, visit uh.edu/thecatsback

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, September 6, 2017
Issue 11, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
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After disaster
Houston stood strong in the face of Harvey's onslaught. Now students face the reality of their flooded homes and schools.

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, September 13, 2017
Issue 12, Volume 63

- Check out our online news coverage
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Twisted legacy
The story of the 'CAT'S BACK' t-shirt is a twisted legacy of a student who was harassed and then killed.

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, September 20, 2017
Issue 13, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
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- Join our YouTube channel

Cried Rice
At the Brady Stadium, the Cougars defended their title and won. Soaring the crowd during the football game.

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, September 27, 2017
Issue 14, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
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- Join our Instagram page
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Inside ROTC
Between 5 a.m. and 3 a.m., cadets do more than just attend classes.

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, October 4, 2017
Issue 15, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
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International Athletes
Players from across the globe are making great strides on campus.

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, October 11, 2017
Issue 16, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
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- Join our Instagram page
- Join our YouTube channel

The story of 'Simba'
Despite his trademark long hair, special interest in Houston, Simba is out for another reason — his speed.

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, October 18, 2017
Issue 17, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
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- Join our Instagram page
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Struck twice
After the Houston home was bombed by Harvey, another blast hit the family. How did it affect the Calcutta community?

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, October 25, 2017
Issue 18, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
- See us at our events
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- Join our Instagram page
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Stros start World Series
As the Houston Astros returned to the World Series, fans are ready to cheer anything to win.

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, November 1, 2017
Issue 19, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
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Going out swinging
Harvey destroyed Houston, but the Astros are ready to swing. How can we support them?

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, November 8, 2017
Issue 20, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
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Big name on campus
A name that has been around for decades. How can we support it?

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, November 15, 2017
Issue 21, Volume 63

- Check out our online news coverage
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Cougars prepared for senior losses
The season is over, but the team is still here. How can we support them?

The Cougar PRINT WEEKLY DIGITAL ONLY
Thursday, January 11, 2018
Issue 22, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
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- Join our YouTube channel

Icing on the break
A winter storm caused by Texas has delayed the start of spring classes by two days.

The Cougar PRINT WEEKLY DIGITAL ONLY
Wednesday, February 14, 2018
Issue 23, Volume 63

- Check out our online news coverage
- Are you a student? Log in to our website
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A 'cultural shift': 50 years at the UC
The University Center celebrates 50 years at the campus, and there's something to celebrate.

An award-winning news organization

Associated Collegiate Press

2018 Pacemaker Finalist

2017 2nd Place Opinion Story of the Year

2016 Pacemaker Winner

2011 Online Pacemaker Winner

Additionally, The Cougar has received numerous awards from Society for Professional Journalists and the Texas Intercollegiate Press Association as recently as 2017.

As a result of our coverage during Hurricane Harvey, two of our executive editors were invited to present at the 2017 ACP Fall Conference.



Where are we now?

HOUSTON
BUSINESS JOURNAL

ESPN

KHOU11. 

FPH
FREE PRESS HOUSTON

abc 13

argus

FOX 26

COMMUNITY
IMPACT
NEWSPAPER
LOCAL. USEFUL. EVERYONE GETS IT.®

HOUSTON
CHRONICLE 

Challenges

- Changing readership habits.
- Difficulty with adapting staff to a digital mindset.
- Increasing quality throughout the organization.
- Increasing training to accommodate a younger staff.



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

Features Editor

FY 20 One-Time Request

- **\$4,055** for 12-month position to bring more and better news coverage
- The features editor functions as second news editor, allowing for better daily coverage
- Current news editor would transition to campus editor



Conference Travel

FY 19 One-Time Request



- **\$6,536.25** for 5 board members to attend the Spring College Media Association national convention in New York City, NY
- Singular opportunity to network with college journalists & bring fresh ideas back to UH

Conference Travel

FY 20 One-Time Request



- **\$6,536.25** for 5 board members to attend the Fall College Media Association national convention in Washington, D.C.
- Singular opportunity to network with college journalists & bring fresh ideas back to UH



Q&A