

## The Cougar FY 24 Additional One Time Request

# The **News on the Daily** Cougar

### Opening statement

The digital revolution has proven to be both a boon and a curse to media outlets nationwide. Though journalists are now capable of reaching broader audiences, the channels and mediums through which news is disseminated have become far more convoluted than in previous years. As such, The Cougar has widened its approach to content production, with distribution across a wide range of platforms and formats. These range from various social media platforms including Reddit, Facebook and Instagram, to The Cougar's digital newsletter and in-person tabling events.

While these methods have proven successful, they have also placed an increasing pressure on The Cougar's limited resources. With a two-fold mission to both inform the campus community and train aspiring journalists, the following funding request will aid The Cougar as it strives to remain a cutting edge student newsroom in an ever-changing media landscape.

### **Additional One Time Request: \$6,536.25 for Spring Conference Travel**

This request represents an additional request for SFAC to provide funding for conference travel in Spring of 2024.

Twice per year, The College Media association hosts a conference bringing together hundreds of student newsrooms and professional journalists from across the country. The educational

value of these conferences is immense as they represent a rare opportunity for student journalists from varying institutions to collaborate and share insights.

Outside of their raw educational value, these conferences also present a rare opportunity for members of The Cougar to network with industry veterans. Previous CMA conferences have led to both internships and jobs for editorial board members.

These conferences have been hosted every year since 1954, and generally include representatives from a host of prestigious universities. The CMA comprises 600 member-universities across the country and is crucial to The Cougars recognition as a legitimate student publication. With the University's ascension into the Big 12, now more so than ever are the educational opportunities crucial to The Cougar's evolution. As a media-facing student organization, it is imperative that The Cougar continue to uphold the principles of journalistic integrity and responsible reporting while keeping up with digital media's rapid pace of change. The College Media association conferences are an integral benchmark in The Cougar's growth as a student publication.

Previous committees have requested The Cougar include a cost-benefit analysis of in-person vs. digital attendance. However, the CMA does not host a digital conference, nor are there any other comparable events hosted digitally. While publications and institutions may host the occasional online workshop, these are both far and few between and costly relative to the value provided by the College Media Association.

Travel: \$2,575.00

Lodging: \$2,200.00

Food: \$1,000.00

Registration: \$525.00

UH Administrative Charge (6.0%): \$378

Subtotal: \$6,536.25