



THE DAILY COUGAR®

FY 2014
Base Augmentation Request

FY 2014 BASE AUGMENTATION REQUEST

For the first time, The Daily Cougar is seeking direct support of the Student Fees Advisory Committee. Up to this point, the Department of Student Publications managed both self-generated and student fee funds that supported the paper. Historically, we understand that most of those SFAC-approved funds went toward printing costs. With our proposed budget structure, the base augmentation for The Daily Cougar is intended to fund The Daily Cougar Editorial Board, which is the backbone of the news organization and makes all of the content decisions in print and online.

While the Cougar enjoys the ability to raise funds through advertising, that base has eroded considerably as a national trend. Therefore, to keep The Daily Cougar tradition alive and ready to confront a digital future, a portion of student fees will help provide a new base.

Student Leader Stipends

Editor in chief (12 mo.)	\$9,600.00
Managing editor (12 mo.)	\$8,424.00
Asst. managing editor (12 mo.)	\$5,596.00
News editor (10 mo.)	\$3,187.50
Sports editor (10 mo.)	\$3,187.50
Opinion editor (10 mo.)	\$3,187.50
Arts editor (10 mo.)	\$3,187.50
Photo editor (10 mo.)	\$3,187.50
<hr/> Subtotal stipends	\$39,557.50
FICA/Unemployment	\$3,243.72
<hr/> Editors Conference	\$1,000.00
<hr/> Admin Charge (6%/1.5%)	\$3,285.09
<hr/> Total expenses	\$47,086.31

Stipend leaders

The Editorial Board represents the leadership team of The Daily Cougar. Like the executive board of the Student Video Network or the chairs of Frontier Fiesta, each one plays a unique role that ensures a high-quality student experience and a valued service are delivered. These positions are slotted according to the Compensated Student Leader Task Force recommendations put forward in Summer 2012.

The job descriptions are explained in Appendix A.

Editors' conference

The only line item is \$1,000 to defray for the costs associated with sending up to two editors to the Associated Collegiate Press summer editor's conference. This is intended to enhance the experience of the top leadership by allowing them to connect with their peers on a national level and learn from industry professionals and college media advisers. What they learn there can be brought back to impact the entire organization.

Note

After the Center for Student Media Task Force report was compiled, a new budget structure was devised in order to put The Daily Cougar, Student Video Network and COOG Radio on equal

footing in terms of relationship to the CSM. In this model, 50% of advertising revenue generated by the center will be shared with the media that delivers the ads.

Therefore, on a projected \$284,000 in Daily Cougar-based advertising, \$142,000 will be shared with the Cougar. This will be used to cover other costs directly associated with the newspaper program, such as printing (\$99,000), writer/photographer salaries (\$15,000), equipment and other needs. The editor in chief will be able to manage his or her budget as any fee-funded student leader would, with the assistance of CSM staff.

Appendix A — Student leader position descriptions

Editor in chief

Elected by the Student Publications Committee, the editor is responsible for carrying out the overall policies established by the SPC and is held directly responsible for editorial matter that appears in their publication and websites. They are expected to provide content direction and support to their staff in achieving content-oriented goals. They are expected to adhere to the SPC bylaws as well as internal policies and codes of ethics. The editor:

- Appoints and removes editorial staff members.
- Maintains proper communication with other Student Publications units.
- Holds regular staff and budget meetings, communicates with the editorial staff at large.
- Represents the newspaper at official UH functions; attends all Board of Regents meetings.
- Adheres to a predetermined budget and verifies editorial payroll.
- Provides monthly reports to the SPC and appoints a staff representative to the SPC.
- Ensures The Daily Cougar meets its press deadline and is published online as frequently as possible.
- Manages the Cougar's social media platforms and website and serves as the spokesperson for the paper.

Managing editor

The Managing Editor is second-in-command of the Cougar's editorial operations. He or she assumes all the duties and responsibilities of the editor in chief in his or her absence. On a daily basis, the managing editor is the primary "closer" and coordinates the editorial budget for each issue. This editor:

- Ensures all editorial production deadlines are met.
- Ensures section editors prepare daily budgets and assists with coordinating coverage in all sections.
- Designs the front page each day.
- Works as closing editor on assigned days and special projects.
- Serves on the Editorial Board and assists with staff editorials.
- Coordinates collaborations with journalism classes.
- Attends monthly SPC meetings.

Assistant Managing Editor

The Assistant Managing Editor is third-in-command of the Cougar's editorial operations. This editor's primary focus is on the quality of the copy-editing and layout of the print edition. Among their duties:

- Hires, trains and manages copy editors and page designers.
- Enforces Daily Cougar style in copy and page layout.
- Works as closing editor on assigned days and special projects.
- Serves on the Editorial Board and assists with staff editorials.
- Assists with production of special sections.

News Editor

The News editor's main responsibility is to coordinate coverage of the campus community and to fill the section with timely stories pertaining to UH and the surrounding community or any newsworthy event. The news section should strive to cover campus activities, academics, research and University administration as well as state and national higher education issues, including as any local, state or national issue that has a UH angle. The News editor:

- Assigns and edits news stories.
- Develops a weekly budget.
- Manages staff writers and assigns beats.
- Maintains constant communication with the UH Office of External Communications, the Student Government Association, Residence Halls Association, Faculty Senate and Staff Council to ensure coverage of key campus constituencies.
- Maintain contact with the UH Department of Public Safety and publish timely reports on matters relating to public safety.
- Meets assigned deadlines.

Sports editor

The Sports editor's main responsibility is to coordinate coverage of the University's athletics programs, producing a daily section with timely reports and features about UH sports, student athletes and issues in intercollegiate athletics. The Sports editor:

- Develops a weekly planning budget.
- Assigns and edit Sports stories.
- Maintains constant communication with the UH Athletics Department.
- Manages staff writers and assigns beats.
- Meets assigned deadlines.

Life & Arts editor

The Life & Arts editor's main responsibility is to coordinate coverage of the arts, entertainment, culture and college life at UH and around Houston. This "features" section should cover a wide range of topics, including, but not limited to: music, movies, television, dining, nightlife, relationships, health, religion and travel. The Life & Arts editor:

- Develops a weekly planning budget.
- Assigns and edits Life & Arts stories.
- Maintains communication with local arts and entertainment venues and programs, especially UH's Blaffer Gallery, Moores Opera House, Wortham Theater and the Student Program Board.
- Manages staff writers and assigns beats.
- Meets assigned deadlines.

Opinion editor

The Opinion editor's main responsibility is to cultivate an open and balanced forum for the UH community by coordinating the publishing of columns, editorial cartoons, guest commentary and letters to the editor. The editor will not accept submissions from anonymous authors or authors

who write under a pseudonym. Guest writers must be members of the UH community: students, faculty, staff or alumni. The opinion section ought to focus on issues affecting or of interest to the students, staff and faculty, but can also address issues affecting the city, state and nation to promote civic engagement among students. The Opinion editor:

- Recruits staff columnists and editorial cartoonists, striving to build a diverse staff that reflects the UH community.
- Develops a weekly planning budget.
- Meets deadlines as assigned.

Photo editor

The photo editor's main responsibility is to ensure coverage of assignments given by section editors with sharp, publishable photography that contributes to the newspaper's storytelling. The editor should also develop original content, such as photo essays, online galleries and feature photos. The photo editor:

- Maintains contact with section editors to facilitate coverage.
- Manages and coaches a staff of photographers.
- Assigns beats as necessary.
- Prepares photos for each day's publication, including submitted photos.
- Ensure section editors are provided sufficient cutline information.
- Maintains photo archives.