

# **The** **Cougar**

PRINT WEEKLY. DIGITAL DAILY

## **The Cougar FY20 & FY21 One-Time Requests**

# Travel/Professional development

## FY 2020 One-Time Request Sports Travel

Our reader's expect coverage of UH Athletics' biggest moments. This year, the men's basketball team is expected to do well again after going to the Sweet Sixteen last year in the NCAA tournament. The Cougar was able to attend this, and had comprehensive written and multimedia coverage of the tournament.

The Cougar would like to send a sportswriter and photographer to major basketball games this spring. Not only does this allow us to have in-depth coverage of some of the biggest moments for the University, this also gives students the opportunity to learn how covering major sporting events alongside several media professionals who will be there.

In the event the basketball team does not advance to the American Athletic Conference Championships, The Cougar would use these funds to go to other major athletic events in the spring, such as the NCAA Track and Field Championships or the NCAA baseball tournament.

### FY 20

#### Basketball

Houston at Cincinnati, 5 p.m., Saturday, Feb. 1, 2019.

- Round trip from George Bush Intercontinental Airport to Cincinnati/Northern Kentucky International Airport for a sportswriter and photographer = \$600
- Lodging near Fifth Third Arena = \$150 for one night
- Two days' worth of meals (\$35/day for both) = \$140

Houston at Memphis, 1 p.m., Saturday, Feb. 22, 2019.

- Round trip from George Bush Intercontinental Airport to Memphis International Airport for a sportswriter and photographer = \$700
- Lodging near FedEx Forum = \$200 for one night
- Two days' worth of meals (\$35/day for both) = \$140

American Athletic Conference Championships in Fort Worth, March 12-15, 2019.

- 550 miles from UH to Dickies Arena and back x 0.58 = \$319
- Lodging near Dickies Arena = \$300 for three nights
- Three days' worth of meals (\$35/day for both) = \$210

UH Administrative Charge (6.0%) - \$164.54

**Total = \$2,924.54**

## **FY 2021 One-Time Request Sports Travel**

Football is some of The Cougar's most read and sought-after content. The Cougar would like to send a sportswriter and photographer to major football games next fall. Not only does this allow us to have in-depth coverage of some of the biggest moments for the University, this also gives students the opportunity to learn how covering major sporting events alongside several media professionals who will be there.

We don't know until a few weeks before what bowl game the football team will attend, since bowl games are located throughout the nation. In the event a bowl game is located nearby and we do not need all the funds provided to go there, The Cougar would use that money to cover other major sporting events in the fall, including any conference championships other UH sports teams qualify for. .

### **FY 21**

#### **Football**

Houston at SMU, TBA

- 515 miles from UH to SMU x 0.58 = \$300
- Lodging near Gerald J. Ford Stadium = \$120 for one night
- Two days' worth of meals (\$35/day for both) = \$140

Potential bowl game

- \$1,207.50 for sports coverage of bowl games, including for lodging, travel and meals

120

UH Administrative Charge (6.0%) - \$105.05

**Total = \$1,873.55**

## **FY 2020 One-Time Request Conference Travel**

The Associated Collegiate Press hosts two conferences per year for all member organizations. At these conferences, student journalists attend workshops, get critiques from media professionals on how to improve their newspaper, and network. The Cougar also submits itself for awards at this conference.

In the Spring 2020 the conference will be held in New York City, and The Cougar would like to send five editors to learn from others in the industry to improve the reporting done by the paper and also give the students opportunities to grow as journalists.

Editors who go to these conferences share skills with other members of the organization about what they learned. Passed conferences these skills include changing up the design of the newspaper, self-editing, headline writing for the social media age, how to manage others in a journalism environment, how to report on crime, and how to leverage social media to find stories/report.

The Cougar will come back from this content with fresh ideas on how to find, tell and present stories about the University. This conference has an immediate impact in improving The Cougar's coverage of campus, but also allowing students to obtain skills and ideas they will use throughout their careers.

Travel - \$2,500

Lodging - \$2,200

Food - \$1,000

Registration - \$525

UH Administrative Charge (6.0%) - \$311.25

**Total = \$6,536.25**

## **FY 2021 One-Time Request Conference Travel**

The Associated Collegiate Press hosts two conferences per year for all member organizations. At these conferences, student journalists attend workshops, get critiques from media professionals on how to improve their newspaper, and network. The Cougar also submits itself for awards at this conference.

In the fall 2020 the conference will be held in Atlanta, Georgia, and The Cougar would like to send five editors to learn from others in the industry to improve the reporting done by the paper and also give the students opportunities to grow as journalists.

Editors who go to these conferences share skills with other members of the organization about what they learned. Passed conferences these skills include changing up the design of the newspaper, self-editing, headline writing for the social media age, how to manage others in a journalism environment, how to report on crime, and how to leverage social media to find stories/report.

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Food - \$1,000

Registration - \$525

UH Administrative Charge (6.0%) - \$311.25

**Total = \$6,536.25**

**Travel/Professional development grand total = \$17,870.59**

## **FY 2020 One-Time Request Photo equipment**

Photographers and photo editors that are a part of The Cougar rely on in-house photo equipment. To better our visual storytelling and allow more photographers to be using our equipment at once, The Cougar would like to modernize its photo desk equipment.

Photos are an integral part of any story The Cougar publishes. It not only gives a visual for stories, but also is one of the most important elements to draw readers in.

Currently, The Cougar has one SD Card reader, a Canon 70D DSLR, a 50mm lens and a 70-200mm lens.

The Canon 6D Mark II we are requesting is a weather-sealed full frame body. The Canon 70D is not weather-sealed, so if The Cougar is covering anything, such as a football game, the photographers would need to leave in order to protect the camera. Full-frame cameras are the industry standard for all professional photography, and provide visually superior photos to lower grade DSLRs. Having another camera body allows The Cougar to lend a camera to more than one photographer at a time.

The two lenses would modernize our equipment and be our daily workhorses. The 70-200mm zoom lens would let us take better photos of events, especially sports. While the 17-40mm wide angle lens would be the all-around lens good to use for a variety of photos.

More SD cards and SD card readers allows photographers to be able to edit and submit photos from anywhere, rather than having only one at the office. SD Cards also have a lifespan before their storage capabilities are too small or they stop working with regular use. A protective case helps lengthen the life of SD Cards.

(10) 64 GB SD Cards - \$169.90

(2) SD Card Readers - \$31.98

(1) SD Card storage case – \$16.99

(1) Canon EF 70-200mm f2.8L is III USM Lens - \$1,899

(1) Canon EF 17-40mm f/4L USM Ultra-Wide Angle Zoom lens - \$1,499

(1) Canon EOS 6D Mark II - \$1,499

UH Administrative Charge (6.0%) - 261.95

**Total = \$4,627.82**

## **FY 2020 One-Time Request Pay Increase**

This request fulfills the IRS mandate to increase wages for stipend editors in The Cougar.

**Total = \$19,938.72 (With 6% administrative fee)**

## **FY 2020 One-Time Request Features Editor pay increase**

The features editor is currently funded on a one-time basis for FY 2020. This request fulfills the IRS mandate to increase wages

**Total = \$2,592.75 (With 6% administrative fee)**



## **FY 2021 One-Time Request Features Editor**

The Features editor in January 2019 will start its third year in existence. It was started as a way to increase The Cougar's in-depth reporting and decrease turnover in the News Editor's position, effectively the features editor's partner in the news section.

The addition of the Features Editor to our staff has allowed for our News Editor to shift to the role of a Campus & City Editor focused solely on daily online coverage. Under this system, the Campus Editor and team of news assistants are better able to produce short-turnaround stories in time to inform on campus conversations. The continued joint effort of the Features and Campus editor will result in better timely coverage of relevant daily news without compromising the effort and quality directed toward our weekly print edition.

The Campus & City Editor would also be able to realize a long-standing goal of The Cougar: covering the city of Houston. Without the continuance of this position, we do not have the resources to plan and edit that coverage of Houston transportation, energy, business and City Hall news. In 2016, 78 percent of UH students lived in Harris or an adjacent county. This year, The Cougar has been able to cover the 2019 mayoral elections and transportation in the city of Houston. The Cougar hopes to cover news that matters to UH students, and that means we need to start reporting beyond campus. this

**Features Editor:** The Features Editor's main responsibility is to work with the Campus Editor to coordinate in-depth news features for print and online publication. The Features Editor would work with reporters in all beats to facilitate and edit anything from evergreen human-interest features to long-form investigative stories. Any topic covered in the news section would be fair game for an assignment from the Features Editor. This Editor:

- Meets with the Campus Editor at least twice a week
- Attends twice weekly content meetings
- Assigns, facilitates and edits the entire News print section each week
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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

- Ensures every story has a compelling visual element

Works with Campus Editor to hold regular meetings with writing staff in an individual or group setting

- Uploads all features and corresponding images to WordPress for publication online

Designs the layout for every page in the news printed section, including article, image and ad placement

- Serves on the Editorial Board and assists with staff editorials
- Makes himself or herself available for meetings with members of the UH community

**Total = \$6,609 for 12 months (With 6% administrative fee)**