

The Cougar FY23 Base Request

The **News on the Daily**
Cougar

The Cougar

Opening Statement — Students and other media consumers are turning more toward digital methods of news consumption every day, making The Cougar’s website and email edition critical. As part of the newspaper’s mission to provide a platform for student voices, visibility of our content on social media and our ability to engage with students through these mediums they use daily is necessary to ensure our coverage accurately reflects and serves the student body and UH community at large. The following funding request serves as a way to help The Cougar in its approach to become a digital first newsroom, where our content reaches readers where they’re already obtaining news — online and via social media:

1. FY 23 Base or One Time Request— \$6,609.31 for News 2 Editor position

The News 2 Editor position will continue to broaden coverage within The Cougar's news section, as it will allow the dedicated News Editor to focus on daily web coverage of the University and news that impacts our community. The Cougar expects the continuation of the News 2 Editor position to increase the quality and quantity of news coverage available through the newspaper's website and social media around the clock, in addition to ensuring each print issue contains at least one full-length feature on a topic of interest to the student body.

As The Cougar continues to maintain excellence in its biweekly print edition, the demands of the News Editor are stretched thin. Between managing dozens of staff writers, coordinating complex feature stories and juggling timely online-only stories, our quality on both sides of production — print and online — does not reach our fullest potential.

Previously, The Cougar had two editors responsible for the news section- the News Editor and the Features editor. While this was very efficient for its duration, as The Cougar moved to publishing biweekly, the organization's priorities have shifted.

Currently, it is crucial for having both News Editor positions, as the editors are in charge of both the News section and the Life & Arts section. Having both sets of eyes will ensure the work is evenly distributed, and that nothing in either section gets overlooked.

During print weeks, the two news editors will alternate who lays out the News InDesign spread and who will lay out the Life & Arts Indesign. This method allows the print issue to be prepared in a timely manner to be sent off to print. This also assures both sections have high quality feature length stories appropriate for print.

The News 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 2020, 79.7 percent of UH students lived in Harris or an adjacent county. The Cougar hopes to cover news that matters to UH students, and that means we need to start reporting beyond campus.

Stipend (12 mos. X \$519.60) — \$ 6,235.20
UH Administrative Charge (6.0%) — \$ 374.11
Subtotal — \$ 6,609.31

News 2 Editor: The News 2 Editor's main responsibility is to work with the News Editor to coordinate relevant and unique digital News and Life & Arts content, as well as in depth print stories. The News 2 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 News 2 Editor. This Editor:

- Meets with the News Editor at least twice a week
- Attends twice weekly content meetings

- Assigns, facilitates and edits the News and Life & Arts digital sections every day.
- Assigns, facilitates and edits the News and Life & Arts print section every other week
- Assigns, facilitates and edits a minimum of four online stories and features each week
- 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 News 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 the News and Life & Arts printed sections, 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