

The Cougar FY 24 One - Time Request

# The Cougar

News on the Daily

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:

a. FY 24 One-Time — \$6,536.25 for conference travel

With this request, The Cougar will be able to get hands-on learning experience from other student journalists across the country and gain tangible skills in the workshop setting. This knowledge in turn will help improve the quality and the quantity of the work uploaded on The Cougar’s website.

Twice per year, the College Media Association hosts a conference for all member organizations. The conference comprises lectures, workshops and seminars by media professionals and other top collegiate media organizations.

Next fall, the conference will be held in Atlanta, GA and The Cougar would like to send five editors to learn from others in the field to better connect with the campus and improve skills both technical and conceptual.

The skills and critiques The Cougar received from attending the 2022 spring conference in New York City were invaluable to the newspaper’s development. This will better the quality of content The Cougar publishes and will generate new ideas for interacting with the community by allowing student leaders to learn from other universities and benchmark their success in comparison with other student media models. The Cougar expects to take skills learned from all workshop opportunities and apply them toward efforts to receive its first ever Pacemaker for online coverage.

Travel — \$ 2,500.00

Lodging — \$ 2,200.00

Food — \$ 1,000.00

Registration — \$ 525.00

UH Administrative Charge (6.0%) — \$ 311.25

Subtotal — \$6,536.25