

The Cougar FY 25 Additional One Time Request – Fall Conference

The **News on the Daily** Cougar

The digital revolution has transformed media outlets across the nation, bringing both new opportunities and significant challenges. While journalists now have the ability to reach broader audiences, the multitude of platforms and channels through which news is distributed has become increasingly complex. To adapt, *The Cougar* has expanded its content production and distribution strategies across platforms such as Reddit, Facebook, Instagram, and through its digital newsletter, as well as in-person tabling events. While these efforts have been successful in broadening engagement, they have also placed considerable strain on *The Cougar's* limited resources. With its dual mission of informing the campus community and training aspiring journalists, *The Cougar* seeks additional funding to remain a cutting-edge student newsroom in an ever-evolving media landscape.

Additional One-Time Request: \$ 7340.00 for Fall 2025 Conference Travel

This request seeks additional funding from SFAC to support *The Cougar's* participation in the College Media Association (CMA) conference in Spring 2025. Held twice annually, the CMA conference brings together hundreds of student newsrooms and professional journalists

nationwide. The educational value of these conferences is unparalleled, offering student journalists the opportunity to collaborate with peers from other institutions and learn from industry veterans. Previous CMA conferences have led to internships and jobs for The Cougar's editorial board members, further underscoring the professional development opportunities they provide.

With over 600 member universities and a history dating back to 1954, CMA conferences are critical to developing and recognizing *The Cougar* as a legitimate student publication. As the University continues to establish its presence in the Big 12, the educational and networking opportunities offered by these conferences are more important than ever to *The Cougar's* evolution. Attending these conferences ensures that *The Cougar* continues to uphold the principles of journalistic integrity and responsible reporting while staying at the forefront of digital media trends.

While previous committees have suggested considering a cost-benefit analysis of in-person versus digital attendance, the CMA does not offer a digital option or comparable online events. Although occasional online workshops exist, they are limited and do not provide the same value or depth of professional development as the in-person CMA conferences. Therefore, this funding request is essential for ensuring that *The Cougar* continues to grow and thrive as a leading student publication throughout FY25 and beyond.

Travel: \$3,000.00

Lodging: \$2,200.00

Food: \$1,200.00

Registration: \$525.00

UHAdministrative Charge (6.0%): \$415.00

Subtotal: \$7,340.00