

Additional FY 26 One-Time Funding Request

The Cougar – Student Marketing, Outreach & Awards Submissions

As *The Cougar* continues to expand its readership and engage a growing student body, intentional marketing efforts are critical to increasing visibility, attracting new readers, and recruiting talented staff members. While *The Cougar* is recognized as UH's official student-run publication, additional investment in marketing will allow us to elevate its presence on campus further, reinforce its identity, and expand opportunities for student involvement.

This request also includes funding to **enter and submit student work for regional and national awards**. Recognition through these awards validates our student journalists' hard work and enhances their résumés, portfolios, and career readiness. Award recognition elevates UH's reputation nationally and motivates current and future staff to pursue excellence in reporting, photography, design, and multimedia storytelling.

Funding Will Support:

- **Marketing & Outreach**
 - Branded promotional materials (shirts, stickers, banners, flyers).
 - Digital advertising and social media boosts to expand online reach.
 - Tabling and outreach events in high-traffic campus areas.
 - Giveaways and incentives to encourage readership and engagement.
- **Awards Submissions**
 - Entry fees for regional and national journalism competitions.
 - Costs associated with preparing and submitting student work.

By combining marketing efforts with professional award submissions, *The Cougar* will increase student readership, recruit new talent, and enhance the professional recognition of its student journalists. Together, these initiatives strengthen *The Cougar's* role as both a training ground for aspiring media professionals and as the trusted voice of UH students.

Funding Request

- Marketing & Awards Expenses: \$5,000.00
- UH Administrative Charge (6%): \$300.00
- **Total: \$5,300.00**