

FY 27 One-Time Funding Request

The Cougar – Digital Footprint

Students and media consumers increasingly turn to **digital platforms** as their primary source of news. For *The Cougar*, this shift makes our **website, social media presence, and email edition** critical to fulfilling our mission of providing a platform for student voices and ensuring that our coverage is accessible, relevant, and engaging for the UH community.

To keep pace with industry standards and meet the needs of our audience, *The Cougar* aims to operate as a **digital-first newsroom**—delivering content where readers are already consuming news: online and via social media. To do this effectively, the newsroom relies on a suite of professional tools and platforms that support layout, publication, promotion, and distribution.

Essential Digital Tools Supported by this Request

- **Adobe (\$1,500.00):** Used to design and lay out the print newspaper and create visuals for digital platforms.
- **Canva Pro (\$120.00):** Provides templates and design tools for social media graphics and online engagement.
- **Issuu (\$562.84):** Allows readers to access digital versions of our print editions.
- **AP Stylebook (\$335.00):** Ensures reporters follow industry-standard writing and editing guidelines.
- **Constant Contact (\$1,500.00):** Manages and distributes our email newsletter to reach readers directly.
- **WordPress (\$7,000.00):** Powers *The Cougar's* website, our primary platform for content delivery and audience engagement.

Together, these tools enable *The Cougar* to:

- Strengthen its **digital presence** and maintain visibility across platforms students use daily.
- Expand readership by reaching audiences beyond campus through social media and newsletters.
- Train student journalists with **professional-grade tools** used in the media industry.
- Ensure UH's student newspaper remains **relevant and competitive** in today's digital media environment.

Funding Request

- Adobe: \$1,500.00
- Canva Pro: \$120.00
- Issuu: \$562.84
- AP Stylebook: \$335.00
- Constant Contact: \$1,500.00
- WordPress: \$7,000.00
- UH Administrative Charge (6%): **\$661.07**
- **Total: \$11,678.91**