

## The Cougar FY 25 One Time Request

# The **News on the Daily** Cougar

### Opening statement

The digital revolution has proven to be both a boon and a curse to media outlets nationwide. Though journalists are now capable of reaching broader audiences, the channels and mediums through which news is disseminated have become far more convoluted than in previous years. As such, The Cougar has widened its approach to content production, with distribution across a wide range of platforms and formats. These range from various social media platforms including Reddit, Facebook and Instagram, to The Cougar's digital newsletter and in-person tabling events.

While these methods have proven successful, they have also placed an increasing pressure on The Cougar's limited resources. With a two-fold mission to both inform the campus community and train aspiring journalists, the following funding request will aid The Cougar as it strives to remain a cutting edge student newsroom in an ever-changing media landscape.

### **FY 2025 One Time Request: \$2,120 for Tribfest 24 travel/lodging**

This year, The Cougar attended TribFest, an event hosted by the Texas Tribune that features Texas journalists, politicians and students from across the state at various speaking engagements and symposiums. This event, which The Cougar was provided media passes for resulting in free attendance, proved invaluable to The Cougar. Editorial board members were able to meet Mayor Sylvester Turner and attend a live-speaking event featuring system chancellor and UH President Renu Khator.

This event, unlike the CMA conferences, is less about education and more about the practice of live journalism. Where CMA's focus was on learning the material, TribFest's is on applying it. The members that attended this year's tribfest were expected to produce content based on the events, and contribute to a presentation for the entire staff.

The Texas Tribune is Texas' largest non-profit media organization. An emergent model, non-profit journalism has recently taken a more dominant role in the media landscape. Added to this is TribFest's emphasis on events-based journalism — a revolutionary and powerful new method of storytelling.

TribFest's focus on live journalism, specifically within the context of Texas, proved invaluable to The Cougar's staff. While CMA provides a national perspective, TribFest's more local focus helps to inform The Cougar on what matters most to Texans. As the flagship University of the largest and most diverse city in the state, it is crucial The Cougar learn new methods for serving the myriad needs of the Texas community.

Travel: \$110 for mileage  
Lodging: \$1,450  
Food: \$440  
UH Administrative Charge (6.0%): \$120  
Subtotal: \$2,120