

## 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: \$8,480 for marketing**

As a print-based outlet, The Cougar must compete with more accessible outlets and mediums, such as audio and video-based platforms. In our strive to make our publication more accessible, The Cougar has expanded outreach through social media and its newsletter. However, data collected by Media Mate has made it clear that The Cougar should prioritize on campus and digital marketing to ensure it keeps its audience engaged.

An area where The Cougar has historically struggled has been community awareness. Simply put; audience's and advertiser's declining interest in print has cut many student publications off from what has traditionally been their most potent branding tool: their print edition. Where once stands periodically stacked with thick multi-section papers were enough to grab the eye of passers-by, now all The Cougar can feasibly support is a bi-weekly 8-page print. Combined with the lackluster and outdated appearance of our stands, The Cougar has struggled to market itself on print alone.

In our current role as both journalists and students, The Cougar is only capable of doing so much when it comes to generating interest and engagement. If granted, these funds will serve The Cougar's mission by ensuring that students are aware of the publication's presence and role on campus. The Cougar will utilize a variety of traditional methods including signage, merchandise and digital advertising in addition to exploring novel approaches to generating engagement.

This will ideally lead to more campus engagement from students who feel they have a voice in the community, as well as helping to teach students the basic principles of media literacy.

Marketing: \$8,000

UH Administrative Charge (6.0%): \$480