

The Cougar FY 24 Additional 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 2024 One Time Request: \$12,720 for Big 12 athletics travel

With the University's ascension into the Big 12, the pressure and responsibilities of The Cougar's sports section have increased dramatically. With higher stakes and competition has come a greater desire on behalf of the student body to engage with UH athletics. A primary avenue for them to do so is currently through The Cougar, which has provided accurate and timely reporting on sporting events since its inception.

This spike in interest, however, is not just limited to basketball and football. In recent years The Cougar has seen an increase in demand for coverage of sports that have traditionally fostered less interest. The recent success of the volleyball team, for example, has strained the sports section's ability to provide comprehensive coverage of UH athletics owing to the large number of away games the team played.

Added to this is of course the annual success of UH's men's basketball team, which is consistently ranked among the top teams in the nation. The team regularly competes in games across the country, receiving generous media attention from national outlets. While the number of games and distance traveled make sending a reporter to every event unfeasible, The Cougar requests SFAC provide additional funding for The Cougar's sports editors to travel to major games and events.

This request will assist in The Cougar's mission to provide timely, accurate reporting to its audience. The Cougar will utilize these funds to travel to major sporting events judiciously selected based on national and campus interest. The editorial team will decide, in advance, which events are important enough to allocate funds to and plan contingencies based on team/sport performance.

Travel fund: \$12,000

UH Administrative Charge (6.0%): \$720