The Cougar FY 24 Additional One Time Request

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 Additional One Time Request: $1,060 for domain host change

Since the creation of its website, The Cougar has operated using the Wordpress Engine to host and deliver digital content. Over the years, it has proven more and more difficult to source employees who are knowledgeable about both journalism and web design. This has resulted in plugin conflicts, slowdowns and a generally poor user experience. The current UX has contributed to site instability and been a driving factor in declining views.

While Wordpress was the only viable option when The Cougar founded its site in the early 2000's, much more specialized hosts have since emerged that are more suited to The Cougar's

mission. With that in mind, The Cougar requests SFAC provide additional funding this year to allow The Cougar to rehost its digital site through SNOsites.com. This platform is tailor-made for student publications, and provides a host of features and support services aimed at improving audience engagement and experience. Improving the functionality of the website will allow the Cougar to better deliver content to its audience in a consistent, bug-free manner.

Initial setup fee: $250
First year annual premium: $750
UH Administrative Charge (6.0%): $60
Total: $1,060