

Our mission

- A **news organization** and **public forum** for the UH community
- A **vital** source of information for students, alumni, faculty and staff
- A **learning laboratory** for students who want to thrive in the journalism industry



NON-PROFIT ORG.
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HOUSTON, TEXAS
Permit No. 5910

The Cougar
c/o The University of Houston
Center for Student Media
4465 University Dr. Room N221
Houston, TX 77204

Our Initiatives

Student Success/FTIC Retention

The Cougar is a **learning laboratory** that empowers aspiring journalists and writers to attain their professional goals regardless of experience.

Increased student engagement

The Cougar **serves** the UH community and works alongside internal and external departments to bring the most accurate information that keeps students engaged with university politics.

Alumni engagement

The Cougar continues to **keep in contact** with former alumni and regularly invites them back to campus to share their industry insights and experiences with current students.

SS1: Student Success

Robert De La Garza

CBS19 Multi-Skilled Journalist



Credit: CBS19



John Lomax V

BREAKING NEWS REPORTER



John Lomax V is a breaking news reporter for the Houston Chronicle.



Latino Communities Reporter
Jhair Romero



Haya Panjwani

Reporter



Haya is a general assignment reporter with KUT, focusing on Travis County. She graduated from the University of Houston in 2022 with degrees in political science and journalism. She has also served as a fellow for The Texas Newsroom and reported for Houston Public Media and KERA in Dallas.



Trey Strange

Show Writer

trey.strange@vice.com

Atirikta Kumar | Houston Public
Media



LOCAL NEWS

Malachi Key, KPRC 2

SS5: Increased student engagement



P1: Alumni engagement



C **LEARN ABOUT JOURNALISM INTERNSHIPS FROM A COUGAR ALUMNI**

GUEST SPEAKER
Join The Cougar to hear about securing internships from a Houston Chronicle Reporter and Previous Cougar Editor in Chief

Tuesday, October 15th from 6-7 p.m. in the Impact Room in Student Center North

JHAIR ROMERO
LATINO COMMUNITIES REPORTER



Engagement Metrics - Web



2022-2023: -29%

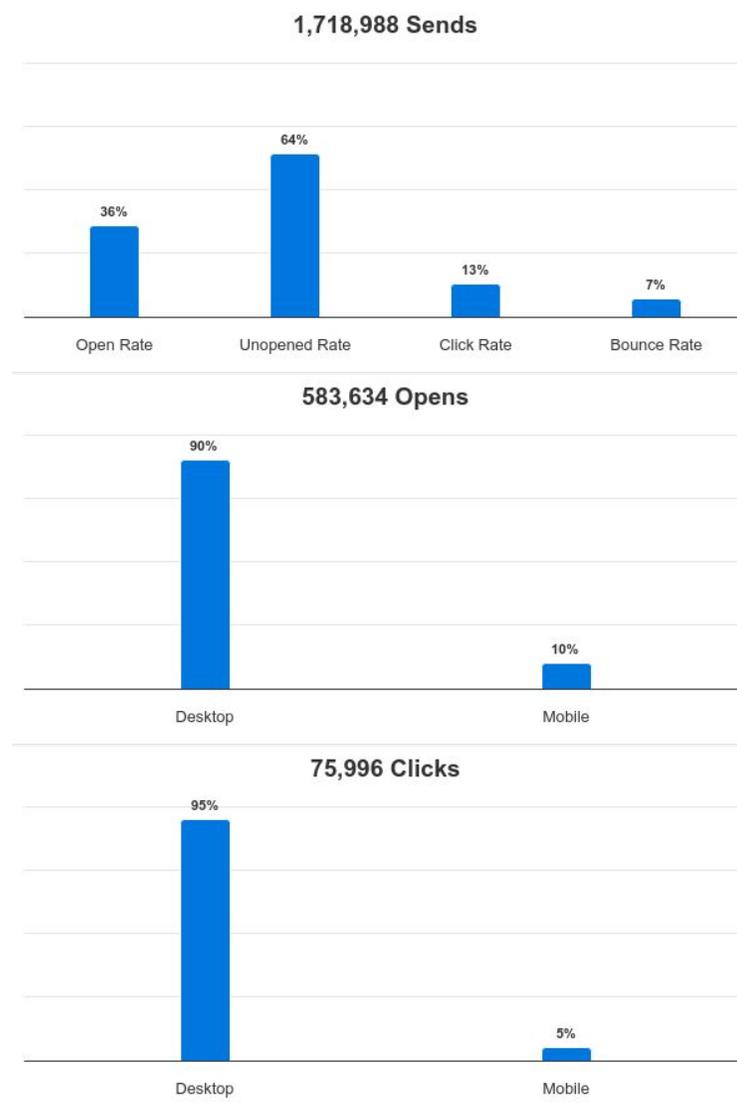
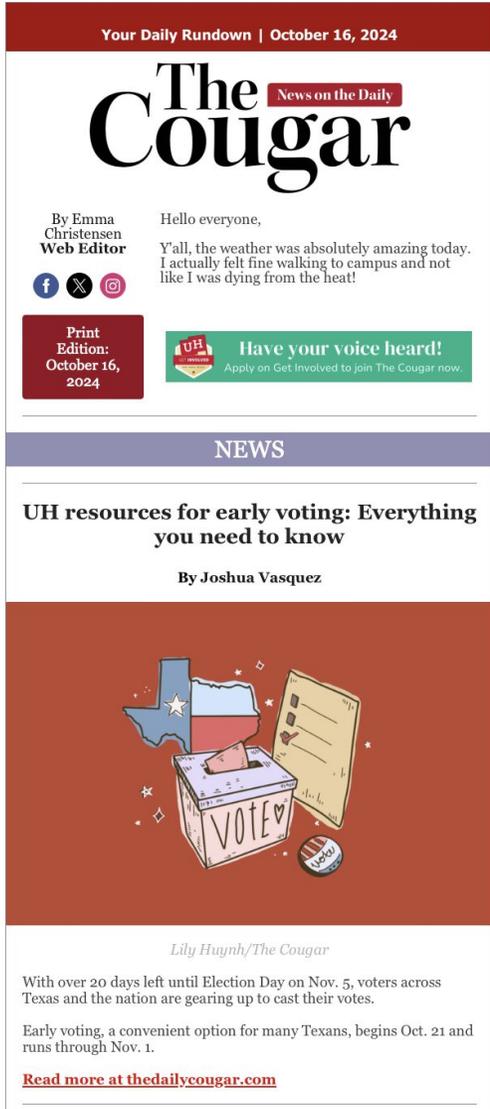
2023-2024: -14.6%

The gap of the decrease in views is lessening. Since we have a month left, the percentage might be lower.

Reasons

- Hiring more underclassmen and assistant editors, prioritizing newsletter and social media

Engagement Metrics - Newsletter

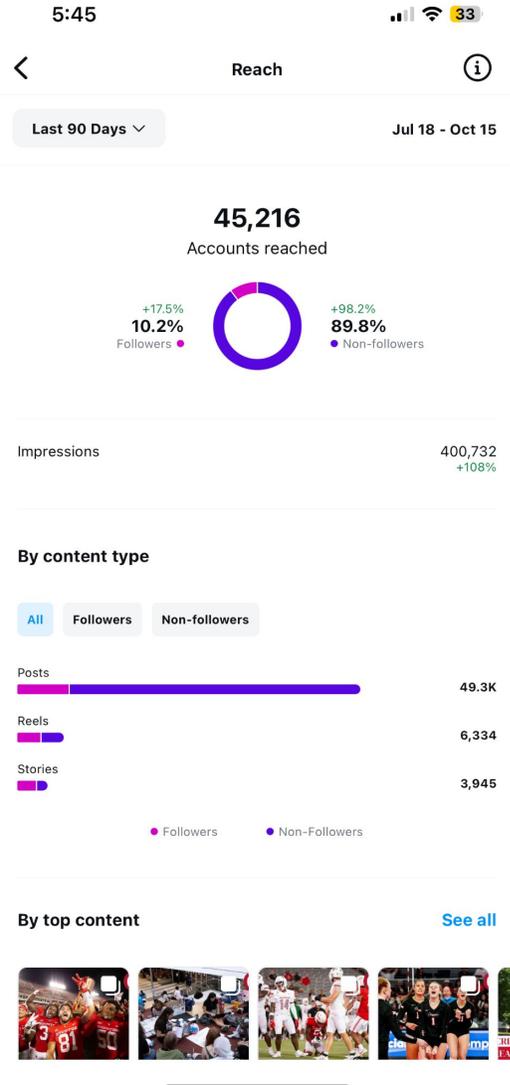


Open Rate: **36%**

Click Rate: **5%**

Subscriptions: **15,075**

Engagement Metrics - Instagram



Milestones: reached 5,000 followers

Reach: 45k accounts

Followers: 5554



Requests

Travel: Professional development

- FY 25 Additional one-time: Spring College Media Association Conference - **\$7,340**
- FY 25 one time: Tribfest '24 - **\$2,989.20**



The Texas Tribune Festival
Sept. 21–23, 2023 | Downtown Austin

CATCH THESE SPEAKERS LIVE



Big 12 Travel

- FY 2026 one-time: 12k in the Big 12 - **\$12,720**
- These two requests will allow our sports section to expand its coverage to suit the needs of the Big 12.



Awareness: Campus marketing and merch

- FY 25 one-time request: **\$11,108.80** for on campus marketing, merchandise purchases and updates to our stands.
- On-campus awareness has been identified as a key issue moving into fy 25.
- With this request, The Cougar will be able to better serve its primary audience and ideally engage more with the campus community.



FY 2026 One-Time Request - Equipment

- FY 26 one-time request: **\$5,300.00** for equipment.
- Photojournalism is a priority at The Cougar and we need equipment to keep up with the demand of incoming photographers and article requests.



FY 26 Base Funding Request - The Cougar Digital Footprint

- Adobe: **\$1,500.00**
- Canva Pro: **\$120.00**
- Issuu: **\$562.84**
- AP Stylebook: **\$335.00**
- Constant Contact: **\$1,500.00**
- Wordpress: **\$5,000.00**
- Total: **\$9,558.91**
- These requests will allow The Cougar to address many of it's digital infrastructure issues and have a more stable platform.



The SNO Sites platform enables media advisers and student journalists to focus on journalism.

FY 26 Base Funding Request - News Editor

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- FY26 Base Request— \$7,740 for News 2 Editor position
- UH Administrative Charge (6.0%): \$464.40
- Subtotal: \$8204.4
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- These requests will allow The Cougar to increase the visibility of student voices on campus

The
News on the Daily
Cougar



Q&A