

FY 27 One-Time Funding Request

The Cougar – Student Marketing, Outreach & Awards Submissions

As *The Cougar* continues to expand its readership and serve a growing student body, intentional marketing efforts are essential to increasing visibility, attracting new readers, and recruiting the next generation of student journalists. While *The Cougar* has long been recognized as UH's official student-run publication, additional funding will allow us to further amplify its presence, strengthen its brand identity, and increase engagement across campus and online.

This request also includes funding to **enter and submit student work for regional and national awards**. Awards recognition provides professional validation for student journalists, enhances their résumés and portfolios, and helps secure internships and career opportunities. Recognition also elevates UH's reputation nationally and motivates current and future staff to pursue excellence in reporting, photography, design, and multimedia storytelling.

Funding Will Support:

- **Marketing & Outreach**
 - Branded promotional items (shirts, stickers, banners, flyers).
 - Digital advertising and social media boosts to expand online readership.
 - Tabling and outreach events in high-traffic campus areas.
 - Giveaways and incentives to encourage readership and engagement.
- **Awards Submissions**
 - Entry fees for regional and national journalism competitions.
 - Costs associated with preparing and submitting student work to organizations such as:
 - Associated Collegiate Press (ACP)
 - College Media Association (CMA) Pinnacle Awards
 - Society of Professional Journalists (SPJ) Mark of Excellence Awards

By combining strategic marketing with award submissions, *The Cougar* will grow its readership, recruit top student talent, and achieve greater recognition for its student journalists. These efforts strengthen *The Cougar's* dual mission as both a professional training ground and a vital source of news for the UH community.

Funding Request

- Marketing & Awards Expenses: \$5,000.00
- UH Administrative Charge (6%): \$300.00
- **Total: \$5,300.00**