

The Cougar FY26 Base Funding Request – Digital Footprint

The **News on the Daily** Cougar

FY 26 Base Funding Request - The Cougar Digital Foot Print

Students and other media consumers are turning more toward digital methods of news consumption every day, making The Cougar's website and email edition critical. As part of the newspaper's mission to provide a platform for student voices, visibility of our content on social media and our ability to engage with students through these mediums they use daily is necessary to ensure our coverage accurately reflects and serves the student body and UH community at large. The following funding request serves as a way to help The Cougar in its approach to become a digital-first newsroom, where our content reaches readers where they're already obtaining news — online and via social media:

Adobe, Canva Pro, Issuu, AP Stylebook, Constant Contact, and Wordpress are all digital software and platforms essential in keeping our digital presence afloat. Adobe is what we use to layout the newspaper, Canva Pro is for our social media, Issuu is to upload the digital version of our editions, AP Stylebook is to ensure our writers and members are accurately following style rules and guidelines, Constant Contact allows us to manage and send out our newsletters, and Wordpress is where we upload all of our content.

Adobe: \$1,500.00

Canva Pro: \$120.00

Issuu: \$562.84

AP Stylebook: \$335.00

Constant Contact: \$1,500.00

Wordpress: \$5,000.00

Admin Fee 6%: \$541.07

Total: \$9,558.91