



CENTER FOR STUDENT MEDIA

SFAC FY 26

Mission

Grounded in professional ethics and best practices, the Center for Student Media supports and empowers student-driven expression, publishing and broadcasting.

Vision

The Center for Student Media aspires to be a cutting-edge multi-platform laboratory that prepares collaborative, innovative and creative students for real-world leadership.



CSM Operations



Center for Student Media
Division of Student Affairs

The
Cougar

COOGTV

COOG RADIO

Advertising Sales
Operations Team
Media Services Team
Transitions Magazine
Houstonian Magazine
Student Internships
Student Training
Cooglife Brand

Print Bi-Weekly
Digital Daily
(thedailycougar.com
& email edition)
Writer Development
The First Roar
Breaking Campus
News

CoogTV.com
Student-Run Shows
Production & Editing
Video workshops
On-Demand
Streaming Service

CoogRadio.com
Student - Run
Shows
Music &
Entertainment
Bloggers
DJ training/audio
production
DJ Services

CSM Operations

- **Advertising Sales Team (MediaMate)**
 - Sponsorships, Advertising, and Business Development
 - Paid Student Internships
 - Event Management Support
 - **Operations Team**
 - Front Desk, Office, & Event Support
 - Assists with Publication Distribution and Replenishment
 - **Media Services Team**
 - Photography and Videography Services
 - **Student Training**
 - Workshops, Trainings & Internships
 - **Academic Partnerships & Community Collaboration**
 - The Valenti School of Communications
 - Bauer School of Business
 - Student Media Advisory Committee (SMAC)
- 3 Media Professionals, 3 Student Media Organization Representatives, and 3 SGA appointees.



Annual Publications



Is a commemorative magazine highlighting the year's major campus events and trends from the student perspective.



Is a by-the-students, for-the-students insider's guide to UH, distributed at New Student Orientation every summer.

Monthly Publication

Cooglife Magazine

- Focuses on connections between the students, campus and the surrounding communities' life & arts culture.
- Also used as the collaborative brand of CSM.
- Graduate Student Involvement Opportunity to serve as the Editor of Cooglife.



Events & Programs

We host events that provide advertisers and sponsors opportunities to interact with UH students. These events also help recruit new members to the Cougar, CoogTV, and Coog Radio.

***Cougar Connection- August**

Welcome To Houston - August

Cougar Housing Fair – October

***Stress Free Finals Kickoff Event – November & April**

Spring Housing Festival - February

**Welcome Back - Grab N' Go - Spring Fling
at UH Sugarland**



Advising, Production, and Operations Support



Chris Walker
Assistant Director



Aleke Stoddart
Program Manager



LaShanon Hollis
Administrative Coordinator

Priorities, Requests, and Support

“My IA experience afforded me an opportunity to run all aspects of magazine production. From print layout, content design, assigning stories to a team of student writers, to ensuring print deadlines, expectations of our readers, and advertisers were met. I was able to creatively instill my vision capturing the campus communities’ life and arts scene, while still maintaining the brand and integrity of Cooglife magazine. I now feel more prepared to take on the world with a better understanding of both the creative and business aspects of journalism.”

Sydney Rose

Instructional Assistant – CSM Publications & Operations

SFAC Funded 2023 -2024



Priorities, Requests, and Support



“As an IA I was able to develop my skills as a photographer and editing. I also had the opportunity to work with the Cougar to help redesign their website. This allowed for expansion of knowledge of media collaboration in different forms of digital media. I will always be thankful for the experience I gained at UH and CSM.”

*Sean Thomas
Instructional Assistant – Media Services
SFAC Funded 2023 -2024*

Requests



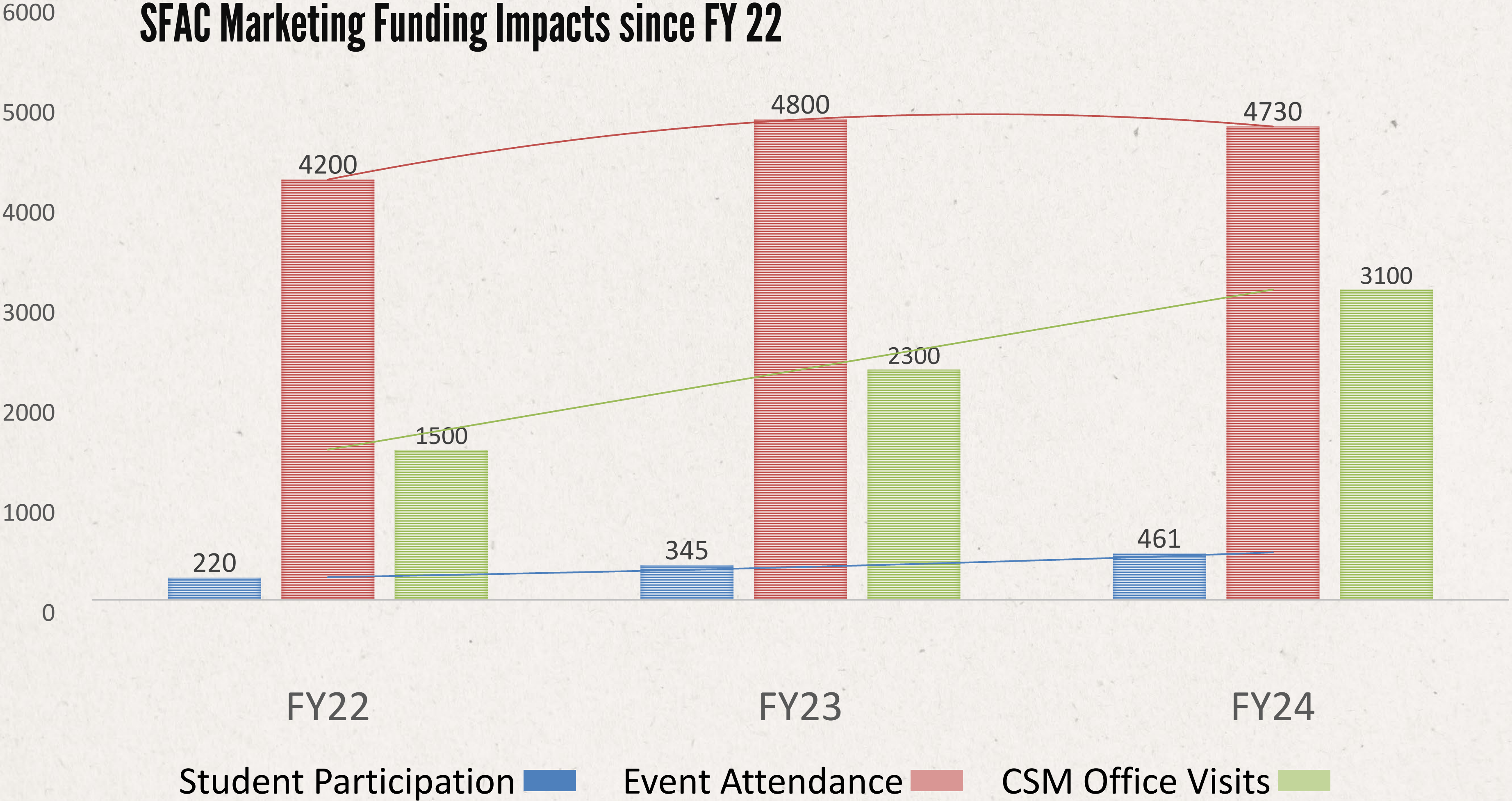
Instructional Assistant – Media Services
Funded for FY25/Requesting funding of
\$18,375.00 for FY 26



Instructional Assistant – CSM Publications & Operations
Funded for FY25/Requesting funding of
\$18,375.00 for FY 26

Instructional Assistants One Time Funding Requests totaling:
FY26:\$36,750.00

SFAC Marketing Funding Impacts since FY 22





CSM Marketing and Engagement Initiatives
One Time Funding Request totaling:
FY26:\$16,695.00



Geoffrey Roth
Professor of
Practice Valenti
School of
Communication &
CSM Faculty
Liaison





THANK YOU!

