Student Publications

UT Arlington Student Publications is home to one of the oldest traditions on campus — The Shorthorn, which began publishing in 1919. The Shorthorn serves the UT Arlington campus community as its No. 1 source of news and information while innovating among national college media.

Each semester, the department employs 140 students in five areas: the newsroom, advertising sales, advertising production, web development and marketing. Together, these students produce:

- 45 print editions of The Shorthorn
- 170 e-newsletter editions of The Shorthorn
- Two editions of the Maverick Housing Guide

These important news and information services are unique on the UT Arlington campus. The Shorthorn is the only news and information agency covering UT Arlington produced in full by students, for students. It also provides an open forum for expression of ideas to any student on campus.

Student Publications is also home to the university’s first student-driven commercial services agency. Dubbed “Creative Services,” the department employs students interested in commercial photography, videography and graphic design to produce such work for on-campus departments. In doing so, students hone their visual and entrepreneurial skills while providing a needed service.

2017-18 ACCOMPLISHMENTS

READERSHIP AND REACH
- Shorthorn readers viewed the website 1.4M times in 2017-18. The newsletter has a 39% open rate, meaning an average of 22,000 students open and read it daily.
- Weekly, The Shorthorn reaches and engages 20,500 users through social media.
- Added daily news podcast in NPR-style format to reach on-the-go Mavericks.

COMMUNITY SERVICE
- The 2018 annual Housing Fair drew more than 1,250 students who learned about housing options and Shorthorn advertising partners.
- Expanding CommUNITY Voices program to 15 writers from throughout UTA.
- Creative Services produced 67 projects.
- Hosted the Texas Community College Journalism Association state conference, drawing 158 conference participants for a day of live news contests and workshops.

ALUMNI & STUDENT DEVELOPMENT
- Provided 126 students on-campus employment opportunities and training related to their career fields and interests.
- More than 50 Shorthorn alumni donated their time to mentor and develop current staff skills.
- Placed more than 16 Shorthorn graduates in jobs or internships.
- Connected with the more than 2,200 Student Publications alumni to begin planning The Shorthorn’s 100-year anniversary in 2019.

RECOGNITION
The Shorthorn and its staff earned 76 state, regional and national awards in 2017-18.
- The Associated Collegiate Press named The Shorthorn a Pacemaker, the top award in collegiate media, for the third consecutive year.
- It also was named No. 1 in the state by the Society of Professional Journalists and Texas Intercollegiate Press Association.
- SRJ ranked CommUNITY Voices as top 3 in U.S.

BY THE NUMBERS

126
students employed in 2017-18 in journalism, marketing, advertising and digital production jobs

96%
percent of Shorthorn staff members during the 2017-18 semesters said their Shorthorn experience provided valuable career preparation or helped them make career choices

51,600+
active subscribers to The Shorthorn’s daily e-newsletter, which delivers news to inboxes Monday through Friday

1.4 million+
pageviews on theshorthorn.com during 2017-18 academic year

215
digital and print editions of The Shorthorn

100%
of all Shorthorn work is completed by students

76
state, regional and national journalism, advertising and overall excellence awards earned by student employees and The Shorthorn in 2017-18

50+
guest speakers/skills development workshops held on campus to date in 2017-18

$33,100
in scholarships and awards to Student Publications employees in 2017-18. The majority of funding for scholarships and awards comes from endowments.