MavWire and *TrailBlazer*
Guidelines and Best Practices

MavWire and *TrailBlazer* are UTA's official employee and student newsletters, produced by the Office of Marketing, Messaging, and Engagement (MME) to keep the UTA community connected with the news, resources, and updates they need to succeed, as well as the events and initiatives that immerse them in campus life and culture.

Follow these guidelines and best practices to optimize your *MavWire* and *TrailBlazer* submissions for more effective promotion.

Frequency and distribution

MavWire is distributed to all current UTA employees every Monday and Thursday during the fall and spring semesters and operates on a Monday-only schedule during the summer terms. Employees cannot opt out of this communication.

TrailBlazer is distributed to all current UTA students every Tuesday during the fall, spring, and summer terms. Students cannot opt out of this communication.

The schedule for both publications may be modified at the discretion of MME based on University events and holidays.

Submitting newsletter items

Members of the UTA community may submit items to *MavWire* and *TrailBlazer*. The final decision for any item to be included rests with MME.

Items promoted in *MavWire* and *TrailBlazer* should be of interest to the UTA community at large. These items may include, but are not limited to, University news and events, major state or national awards won by members of the campus community, new or updated policies, important dates and deadlines, helpful resources, and campus and/or community engagement opportunities.

Tip: When submitting an item to *MavWire* or *TrailBlazer*, consider first whether it has relevance for individuals outside of your department, office, or organization. Events or resources available only to a specific group of people likely aren't appropriate for *MavWire* or *TrailBlazer*. Instead, submit those to marketing/communication personnel for your school or college for their internal publications.

How and when to submit

Submit items you want to share with employees to mavwire@uta.edu. Submit items you want to share with students to trailblazer@uta.edu. If your item has relevance for both students and employees, send your item to both inboxes.

It is recommended to submit items at least three full business days before you hope for your content to start appearing in the publications.

What to submit

When submitting an item to a campus newsletter, include:

- The essential information of your event, news, or resource—e.g., who, what, when, where, cost, registration, deadlines, and contact information.
- Relevant links (calendar listing, website, forms, etc.).
- Relevant and electronically accessible graphics to accompany your item (size should be 620(w)x 320(h) pixels and primarily horizontal in orientation). Please ensure your graphics follow best branding and color contrast practices.
- Suggestions for when you would prefer your content be included in the newsletter(s), including start and end dates, as well as the frequency of inclusion.

Please note that any items submitted may be edited for clarity, style, and space consideration. Graphics that do not meet electronic accessibility standards or are not primarily horizontal in orientation are subject to change.

If submitting an event item, please also be sure to submit the same event and information to the [UTA Events Calendar](#).

Best practices for links

- **Non uta.edu links:** If possible, use a GoCode, which gives a shortened link that's compliant with UTA policies and procedures. The link will still point to the same place, but it will appear as an easily identified, descriptive uta.edu address and help prevent broken links due to changes in vendor or content owner. GoCodes can be requested at https://go.uta.edu/goreq.
- **UTA policy links:** If submitting a link to a UTA policy or procedure, use the policy GoCode—which is derived from the policy number—instead of the lengthy URL you pull from your browser's address bar. For example:
  - This long, not easily identified link points to policy HR-LA-PR-06: https://policy.uta.edu/doctract/documentportal/08D896FADE7681F422B1569AB7CB39F5
  - This is the much simpler policy GoCode: https://go.uta.edu/hrlapr06
- **Virtual events:** Include the Teams or Zoom link. If the link will be sent after an individual registers, please state so in the description of the event.