

UTA

Student Publications

The department is home to the oldest tradition on campus: *The Shorthorn*. In 2019, we celebrated the award-winning publication's 100 years of service as the No. 1 source of news and information to the campus community.

Each semester, we employ about **75 STUDENTS** in six areas:

- **NEWSROOM/EDITORIAL**
- **ADVERTISING SALES**
- **GRAPHIC DESIGN AND PRODUCTION**
- **MARKETING**
- **WEB DEVELOPMENT**

THESE STUDENTS PRODUCE:

- 29** Weekly print editions of *The Shorthorn*
- 160** daily e-newsletters
- 6** Special print editions
- 2** Special e-newsletters



READERSHIP AND REACH

- *Shorthorn* readers viewed the website almost 1M times this year.
- The newsletter's 18% open rate reflects an average of 9,867 students opening and reading it daily.
- Weekly, *The Shorthorn* reaches 30,000+ users through social media.

ALUMNI & STUDENT DEVELOPMENT

- Provided employment opportunities for 85+ students and training related to their career fields.
- More than 50 *Shorthorn* alumni donated their time to mentor and develop skills for current staff.

COMMUNITY SERVICE

- Published guest opinion columns with CommUNITY Voices volunteer program.

RECOGNITION

- Student Publications and its staff earned 124 state, regional and national awards in 2023-24.
- *The Shorthorn* and *TheShorthorn.com* were ranked No. 1 in the state by the Texas Intercollegiate Press Association.
- Received a Multiplatform Pacemaker and Online Pacemaker, the top national awards in college media.
- 1st place nationally for Best Daily Newsletter and Best Editorial Cartoon
- 28 regional awards and two national prizes from The Society of Professional Journalists

BY THE NUMBERS

- 85+** students employed in 2023-24.
- 96%** of *Shorthorn* staffers said their experience provided valuable career preparation or helped them make career choices.
- 62,000+** current subscribers to *The Shorthorn's* daily e-newsletter, delivered to inboxes Monday-Friday.
- 1 million+** pageviews to date on *theshorthorn.com*.
- 100%** of all *Shorthorn* work is completed by students.
- 124** state, regional and national journalism, advertising and overall excellence awards earned to date by student employees and *The Shorthorn* in 2023-24.
- 50+** formal guest speakers/skills development workshops held on campus each year.
- \$11,500** in scholarships and awards to Student Publications employees in 2023.

The majority of funding for scholarships and awards comes from endowments.

QUESTIONS?

**(817) 272-3188 • director.shorthorn@uta.edu
uta.edu/studentpubs • theshorthorn.com**

Our Products

The Shorthorn is an independent professional media organization with more than 100 years of experience covering the UT Arlington campus.

Whether in business development, graphic design, news and reporting or marketing, The Shorthorn covers every point of the media compass. Students are given editorial control over their decisions, guided by real-world professionals with decades of cumulative experience. Student empowerment is at the forefront of everything we do.



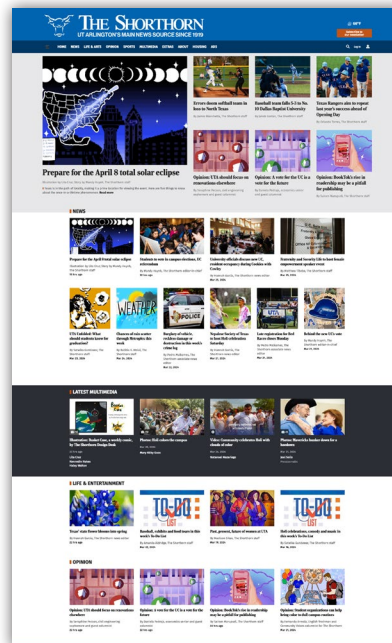
PRINT

Published each Wednesday in the fall and spring



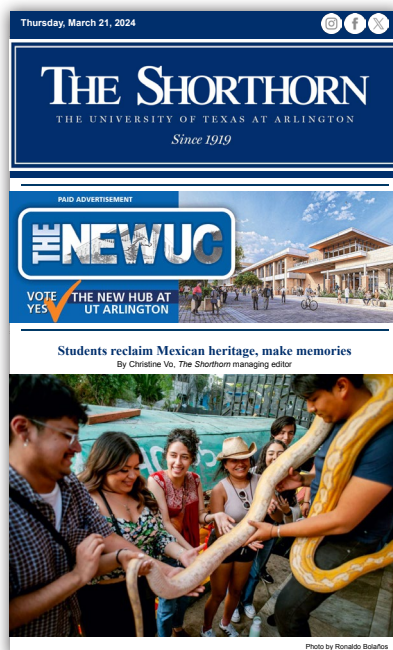
WEBSITE

Updated as the news happens



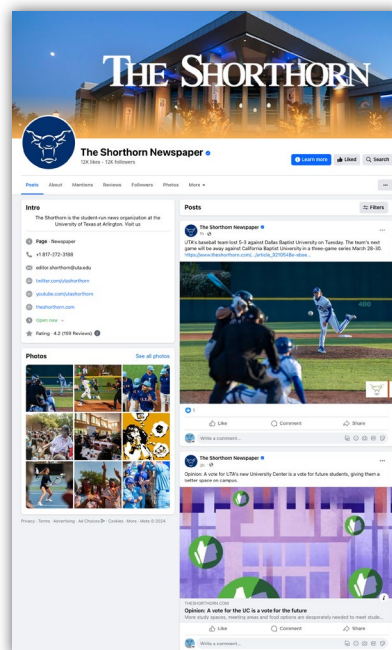
E-NEWSLETTER

Published daily (Tuesday & Thursday in summer)



SOCIAL MEDIA

Facebook, Twitter, Instagram & YouTube



SUBSCRIBE AT
theshortorn.com/newsletter

GET SOCIAL WITH US

@utashorthorn @theshortorn
 YouTube · Twitter Follow us on
 Instagram Facebook



THE SHORTHORN