



NEWS

SPORTS

OPINION

**LIFE AND
ENTERTAINMENT**

**MULTIMEDIA
AND DESIGN**

MARKETING

ADVERTISING

WEB DESIGN



theshorthorn.com

THE SHORTHORN

UTA'S MAIN NEWS SOURCE **SINCE 1919**

STUDENT PUBLICATIONS

A century of news. Today's skills enable tomorrow's experience.

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.

Gain real world experience, earn scholarships, build your résumé, join a global community and find your passion with *The Shorthorn*.

90%

of readers believe *The Shorthorn* plays an important role on campus

96%

believe *The Shorthorn* is a trustworthy news source

78%

believe *The Shorthorn* keeps them informed of the most important news of the day

86%

of UTA students believe *The Shorthorn* is generally unbiased

1.5 million

average page views annually over the last 5 years

\$17,000

in scholarships awarded annually

60,000+

daily newsletter subscribers and 100+ physical newspaper rack locations

865

state, regional and national awards won in the last 10 years

Source: *The Shorthorn* 2023 Readership Survey





"I've worked at two reputable news organizations: The Fort Worth *Star-Telegram* and *The Texas Tribune*. I wouldn't have landed these jobs if it wasn't for my time at *The Shorthorn* and all the brilliant people who mentored me. It is a place that fosters both professional and personal growth."

Brian Lopez
B.A. JOURNALISM

Public Education Reporter
The Texas Tribune



UTA'S MAIN NEWS

STUDENT BUILT



Assemble a powerful résumé before graduation.

At *The Shorthorn*, students learn how to run the show. Every *Shorthorn* product, from our marketing materials to our multimedia to our designs to our ads to our daily news product, runs through our paid student staff. In everything we do, *The Shorthorn* is powered by the creativity and ingenuity of student expression.



STUDENT LED



Empowering the leaders of tomorrow.

The Shorthorn's student staffers are led by experienced peer guides, opening a path to leadership that gives every student the opportunity to gain invaluable real-world skills that translate directly to the résumé. Every day, our student leaders grow, build, lead, guide, inspire, create and challenge.



THE SHORTHORN NEWS MEDIA

SOURCE SINCE 1919

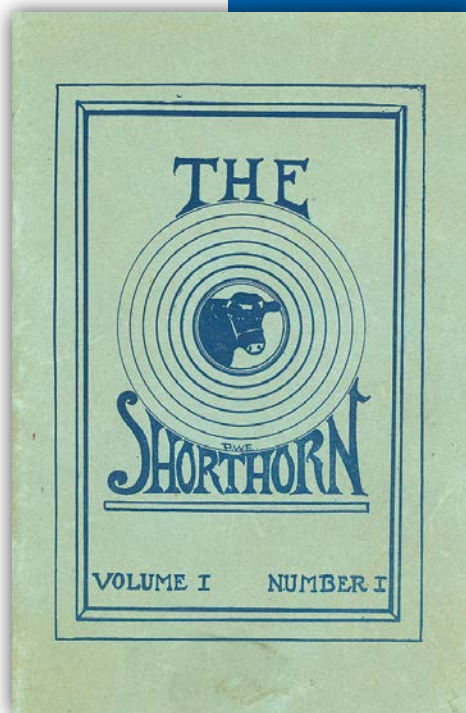
In 1919, students at what was then known as Grubbs Vocational College needed a name for their fledgling literary/humor magazine. With a \$2.50 prize as incentive, a contest yielded such poetic possibilities as *KornKob*, *Swat News*, *Horse Sense*, *Grubworm* and *Tool*. In a three-ballot election runoff, the student body chose *The Shorthorn*.

***The Shorthorn* is UTA's oldest continuously-operating campus organization and the only news agency covering UTA produced in full by students, for students.**

The first issue appeared in 1919, evolved into a newspaper in 1921 and has thrived since. On a campus noted for change, *The Shorthorn* has been a constant, growing into a daily publication in 1977. *Theshorthorn.com*, our online edition, was added in 1997.

In 2012, *The Shorthorn* moved to a digital-first publishing strategy that emphasizes interactive web and mobile stories for its readers over print publication. With more than one million page views a year, *The Shorthorn* remains one of UTA's oldest traditions and most-respected sources of news, information and experience.

Along the way, *The Shorthorn* also has won the country's most prestigious college media awards and is a charter member of the College Media Hall of Fame. People who call *The Shorthorn* their first newsroom job now hold key professional positions at newspapers and media operations throughout the Metroplex and beyond.



THE SHORTHORN

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LONG BEFORE UTA WAS UTA, *THE SHORTHORN* WAS *THE SHORTHORN*



THE SHORTHORN

PRINT



ONLINE



EDITORIAL Writing & Editing

Student reporters and editors practice every day the real-world skills that set them up for success after graduation. Communicating verbally through reporting, and in writing by completing daily stories, uniquely prepares student staffers for many careers.

Editing allows students to sharpen the focus of a piece and fact-check it for accuracy. Students gain experience — and a polished portfolio — in reporting, writing and editing crisp daily stories as well as longer form, more in-depth ones for print. They also learn how to write headlines and social media and photography captions. All of that comes together in the production process of creating journalism and publishing it on deadline.

Newsroom job descriptions are consistently adapted to meet the needs of employers. Newsroom staff receive ongoing training through 1:1 sessions and full staff and section meetings each week. Professional journalists and other communications professionals visit often to help share their skills.

STAFF POSITIONS

Editor-in-Chief
Managing Editor
News Editor
Associate News Editor
News Reporter
Sports Editor
Sports Reporter
Copy Editor
Copy Desk Chief
Design Editor
Photojournalist

Designer & Graphic Artist
Illustrator and Editorial Cartoonist
Opinion Editor
Columnist
Engagement Editor
Multimedia Editor
Life Reporter
Life Editor
News Clerk

The Shorthorn replicates professional newsrooms. Students are ready for internships that position them for jobs after college.

ORTHORN

NEWSLETTER



SOCIAL MEDIA



THE SHORTHORN



APPLY NOW
NEWSROOM POSITIONS



MULTIMEDIA Photo & Video

The multimedia desk follows in the footsteps of Pulitzer Prize-winning *Shorthorn* alumni. Student photojournalists continue that legacy, routinely winning the highest prizes in state, regional and national student media contests.

That's because the team works alongside professionals every day covering the same events in the local market. From sports to news, they learn — and are coached by — some of the best in the business.

The staff uses state-of-the-art equipment to publish daily photos and video in the e-newsletter, on the website and social media platforms and in the weekly print edition.

TOP NATIONAL & STATE AWARDS



**2022 Newspaper
Pacemaker Award
Multiplatform
Pacemaker Finalist**

The top national award in collegiate journalism



**FIRST PLACE
Best Breaking
News Story
Best Campus
Engagement**



**FIRST PLACE
Best Website
Best Campus
Engagement**



**FIRST PLACE
Best University
and
College Newspaper**



**WINNER
Pacemaker 100**
Recognizing sustained excellence over the past 100 years: "the best of the best"

THE ART OF BUSINESS

Develop skills and succeed in business with advertising sales.

Through our robust advertising sales program, *The Shorthorn* builds future business leaders prepared for a multitude of jobs across the vast corporate landscape. By developing business relationships, presenting solutions, closing sales and cultivating clients, student staffers get the sort of unique, real-world experience that future employers value.

Whatever business field you're interested in, *The Shorthorn* can power the journey by giving you the developed skills to set a rock-solid professional foundation for life.

Account Management
Relationship Building
Sales Experience
Event Planning and Execution
Persuasive Communication Training



STAFF POSITIONS

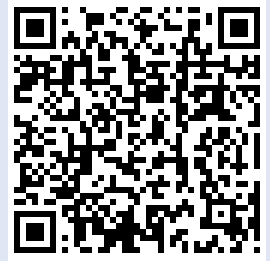
Account Executive

Business Manager

Business Administrator



THE SHORTHORN



APPLY NOW
ADVERTISING POSITIONS



"The Shorthorn was, by far, the most valuable experience of my college career. Without the real-world sales experience, I would have been nervous for my post-college life. Instead, leadership roles, in the comfort of a college atmosphere, helped me build the confidence to know I could take on any challenge."

Austin Hutchinson
B.A. MARKETING

Business Growth
Consultant
Scorpion Technology

DESIGN YOUR CAREER

Get real-world graphic design and web development experience.

Production staffers design the advertisements in the print edition of *The Shorthorn* as well as the ads on social media, *theshorthorn.com* and in our daily e-newsletter. The group also works closely with the marketing team to develop multiplatform promotional campaigns, branding initiatives, logos, infographics, apparel and other giveaway items that promote the department and its offerings.

The Digital Development Technician is the webmaster for the newspaper's website, building data projects and continually refining the design and functionality of the site.

Print and Digital Advertising Design

Multiplatform Ad Campaigns

Branding

Logos

Data Projects



STAFF POSITIONS

Advertising Graphic Designer
Production Manager

Digital Development Technician

THE SHORTHORN



APPLY NOW
PRODUCTION POSITIONS



“Things I learned at *The Shorthorn* took me further than learning solely in the classroom. As an advertising designer, I developed habits and problem-solving skills – and learned how to adapt. I got a taste of what real-world clients expected, learned programs and skills outside my field and met so many amazing people.”

Skye Leung
B.S. DESIGN & VISUAL
COMMUNICATIONS

Graphic Designer
Starsheep Design

MAKE YOUR MARK

Get the skills you need to become a modern marketing professional.

Marketing comes to life at *The Shorthorn*. Students tap into modern professional business and communication tools to guide an established campus brand to a future beyond its historic roots. Inspired by digital platform metrics, marketing survey results and a healthy dose of curiosity, *Shorthorn* marketing students from a variety of academic pursuits explore new channels of communication and refine messaging to promote a century old multi-branded media outlet.

Marketing team members collaborate with *Shorthorn* graphic designers to develop multiplatform campaigns and promotional material to increase awareness of print and digital products and annual events. Social media design and management tools, a professional email marketing system and website SEO strategies are utilized to maximize the impact of digital communications.

Annual *Shorthorn* events and campus traditions are prime opportunities for students to promote the brand, recruit new social media followers and create event-driven galleries.



**STAFF
POSITIONS**

Marketing Manager

Marketing and Promotions Assistant



THE SHORTHORN



APPLY NOW
MARKETING POSITIONS



**Brand
Development**

**Multimedia
Marketing
Campaigns**

Data Analytics

**Social Media
Management**

Event Marketing



"Working at *The Shorthorn* expanded my knowledge and skills. I learned how to generate analytics reports, marketing campaigns, planned events and more. I developed leadership and persuasion skills and won scholarships and awards along the way. *The Shorthorn* prepared me to tackle real-world work experiences."

Joanne Camarce
B.A. MARKETING

Director of Outreach
uSerp

SCHOLARSHIPS & AWARDS

The Shorthorn's scholarships are a series of cherished signposts pointing to just a few of the distinguished names who've helped build it into the valued UTA tradition it is today.

With more than \$16,000 in scholarships available to high-achieving *Shorthorn* students on an annual basis, every student staffer has the chance to distinguish themselves every semester and etch their name into the rich tapestry of *Shorthorn* lore. Former *Shorthorn* scholarship winners have gone on to the pinnacle of their professions, lighting paths for the leaders of tomorrow every single semester.



Brian Shults Memorial Scholarship

EXCELLENCE IN ACADEMIC ACHIEVEMENT

Roger C. Dycus Memorial Scholarship

RECOGNIZING NEWSROOM EXCELLENCE

Dorothy Estes Endowed Scholarship

NEWSROOM MVP AWARD FOR THE SPRING SEMESTER

Charles LeMaistre Award

EXCELLENCE IN REPORTING

Paul Swensson Award

EXCELLENCE IN COPY EDITING

Shorthorn Pulitzer Club Award

EXCELLENCE IN PHOTOJOURNALISM

Sallie Waldron Award

EXCELLENCE IN GRAPHIC DESIGN

Arnie Phillips Award

EXCELLENCE IN ADVERTISING SALES

Director's Award for Leadership

EXCELLENCE IN LEADERSHIP AND INITIATIVE

Rookie of the Semester

EXCELLENCE FROM A NEW STAFFER

Greg Teer Award

EXCELLENCE FROM A SECTION EDITOR

Marketing Award

EXCELLENCE FROM A MARKETING STAFFER



Shorthorn alumni are an elite group of professionals who work for some of the nation's most prestigious institutions. Alums frequently give back to the department by hosting training sessions during orientation and throughout the fall and spring semesters.



SHORTHORN ALUMNI

Hundreds of alumni and campus dignitaries celebrated *The Shorthorn's* centennial anniversary in 2019. One of the oldest traditions on campus, the department hosted a dinner with keynote speakers and published a book with campus and publication history, notable facts and a featured front page from each year of publication.





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 Journalism
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 Printing Management
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THE SHORTHORN
PROFESSIONAL STAFF
 Experts in residence are available for daily coaching and to provide hands-on training and experience



AAKEEM REYNOLDS
 ADVERTISING MANAGER
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 B.S.
 Speech Communication and Rhetoric
 Jackson State University



THE SHORTHORN
 READER **FEEDBACK**

Source: *The Shorthorn* 2023 Readership Survey

The Shorthorn is how I stay connected to UTA.

As a first-generation student finishing my first year of university, *The Shorthorn* has allowed me to feel welcome and helped me have a better sense of UTA's environment.

I commute to UTA so when I receive the newsletter in the morning before I head to campus, I like reading it to know what's going on. I feel more included on campus.

I am an online student, but I really enjoy reading *The Shorthorn* to see about news on the campus. It makes me feel part of the university even if I don't physically go there.

The Shorthorn not only is an integral part of UTA's community, but the whole of Arlington.

The Shorthorn is an amazing newspaper. It brings a sense of community among all Mavericks. I love sitting in my office in the evenings, sipping on some tea and reading *The Shorthorn* to keep myself updated with all updates happening at UTA.

Essential. It covers an important range of news including campus matters, social justice, fun events, editorials, and advocacy on student issues. I became a devoted reader while sitting in the student union waiting for my ID to be printed. I picked up *The Shorthorn* and read that the new Social Work and Nursing building was opening just weeks before my first semester. Thanks to that article, I was able to adjust my parking permit and arrive at the new building for my first day of class. Thank you for all your work.

The Shorthorn makes the college a connected university. It unifies students.

The Shorthorn is like the lighthouse of the campus.

The Shorthorn is how I get my week started. It has relevant and very important information.

The Shorthorn is my main source for local information.

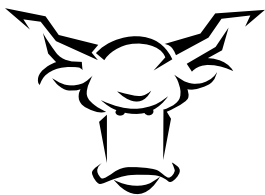
If it wasn't for *The Shorthorn* sending out emails daily, I wouldn't know what was happening on campus. I'm a commuter. Therefore, I don't have the luxury of stopping to read the bulletin boards or listen to other people about certain topics. *The Shorthorn* gives the facts in a clear, concise way. I'm very thankful for it.

10 REASONS to work at THE SHORTHORN

1. Join the legacy of a century-old campus tradition.
2. Work in an environment modeled after and run like a professional media organization.
3. Earn money to help pay for college expenses. All positions are paid.
4. Develop vital skills and abilities employers prize in any industry.
5. Earn scholarships and awards, won by students every semester.
6. Attend conferences and get daily training from advisers and media professionals.
7. Have a job-ready résumé in hand at graduation.
8. Become part of the global *Shorthorn* alumni network.
9. Build a thriving professional network before graduation.
10. Make lifelong friends and become part of *The Shorthorn* family.



THE SHORTHORN



Founded in 1895, The University of Texas at Arlington is a Texas Tier One University and Carnegie Research I institution with more than 100 years of academic excellence and tradition.

As the largest university in North Texas and second largest in The University of Texas System, UTA is located in the heart of Dallas-Fort Worth, challenging our students to engage with the world around them in ways that make a measurable impact.

We have more than 180 baccalaureate, master's, and doctoral degree programs, and more than 41,000 students walking our campus or engaging in online coursework each year.

UTA Student Publications
DIVISION OF STUDENT AFFAIRS

TAKE THE NEXT STEP TO GET THE SKILLS YOU NEED

GET IN TOUCH

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APPLY FOR A JOB

theshorthorn.com/jobs

