

Student Publications

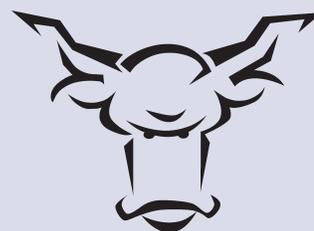
The department is home to the oldest tradition on campus — *The Shorthorn*. In 2019, we celebrated the award-winning publication's milestone 100 years of service to the campus community as its No. 1 source of news and information.

Each semester, the department employs about 70 students in six areas: the newsroom, advertising sales, graphic design and production, web development and marketing. Together, these students produce:

- 29 weekly print editions of *The Shorthorn*
- 170 daily e-newsletter editions of *The Shorthorn*
- Two specialty e-newsletters

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 through its celebrated CommUNITY Voices training and writing program.

Our department's mission is to provide the administrative support, training, feedback, and career development for all students who produce and support *The Shorthorn*.



THE SHORTHORN

134

students employed to date in 2019-20 in journalism, marketing, advertising, and digital production jobs.

96%

percent of Shorthorn staff members during the 2019-20 semesters said their *Shorthorn* experience provided valuable career preparation or helped them make career choices.

71,000+

current subscribers to *The Shorthorn's* daily e-newsletter, which delivers news to inboxes Monday through Friday.

2 million+

pageviews to date on *theshorthorn.com* during 2019-20.

100%

of all *Shorthorn* work is completed by students.

78

state, regional and national journalism, advertising and overall excellence awards earned to date by student employees and *The Shorthorn* in 2019-20.

50+

formal guest speakers/skills development workshops held on campus to date in 2019-20. In addition, aided students in attending skills development and coverage opportunities.

\$17,000

in scholarships and awards to Student Publications employees to date in 2019-20. The majority of funding for scholarships and awards comes from endowments.

READERSHIP AND REACH

- *Shorthorn* readers viewed the website more than 2M times this year. The newsletter's 20% open rate means an average of 12,000 students open and read it daily.
- Weekly, *The Shorthorn* reaches 26,178 users through social media.
- Created two new e-newsletters.

ALUMNI & STUDENT DEVELOPMENT

- Provided 134 students (to date) 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.

COMMUNITY SERVICE

- Published more than 45 guest columns through the award-winning CommUNITY Voices volunteer writers program.

RECOGNITION

- Student Publications and its staff earned 78 state, regional and national awards in 2019-20.
- *The Shorthorn* and *TheShorthorn.com* ranked No. 1 in the state by the Texas Intercollegiate Press Association.
- Named one of the Top 3 four-year Best College Media Outlets of the Year in the country by the College Media Association.