

Every semester, *The Shorthorn* attempts to engage with the university community through different channels from social media, articles and e-newsletters. Since 2009, one of those efforts to increase visibility and connect with the campus is a collaboration with our business side called *The Shorthorn* Housing Fair. It's a housing guide special section to accompany the fair organized by the advertising department.



The advertising sales representatives sell a package to their clients that includes table space to display their marketing materials along with an advertisement in our print Housing Guide.

The stories in the special section are designed to help students become more confident in dealing with housing issues: whether that be hosting parties, decorating, cooking, roommate issues or how to grow plants in the dorm. *The Shorthorn* staff understands that in between heavy topics, we can also write simple, engaging stories yet still ensure them to be informative and respect journalism ethics.

Other than putting together the special section, the newsroom staff also works with the advertising department to help with putting together the Housing Fair on campus. The event is a collaborative process designed to connect the University of Texas at Arlington community with the apartment communities nearby campus. Each participant will pick up a Housing Guide special section and a

checklist from a *Shorthorn* staff member. They will talk to all the apartment communities to complete the checklist. There are also giveaways to students, which consist of \$2,500 from Spectrum, \$200 from UTA Bookstore and \$1,500 in various housing-related giveaways from assorted vendors.

The in-person return of the event turned out to be a success, attracting almost 850 participants to talk to 14 different apartment communities. In return, *The Shorthorn* earned over \$10,400 from the fair toward publishing content and funding newsroom activities.



*The Shorthorn* staff considers this a break away from the newsroom and the opportunity to become more engaged with the community on campus. The event also allows people to understand more about *The Shorthorn* articles by promoting the newsroom visibility and introducing people to our staff and our writing. We understand the impact of the publication not just on campus but also in the city of Arlington, and we'll continue to utilize more opportunities to engage with our readers.