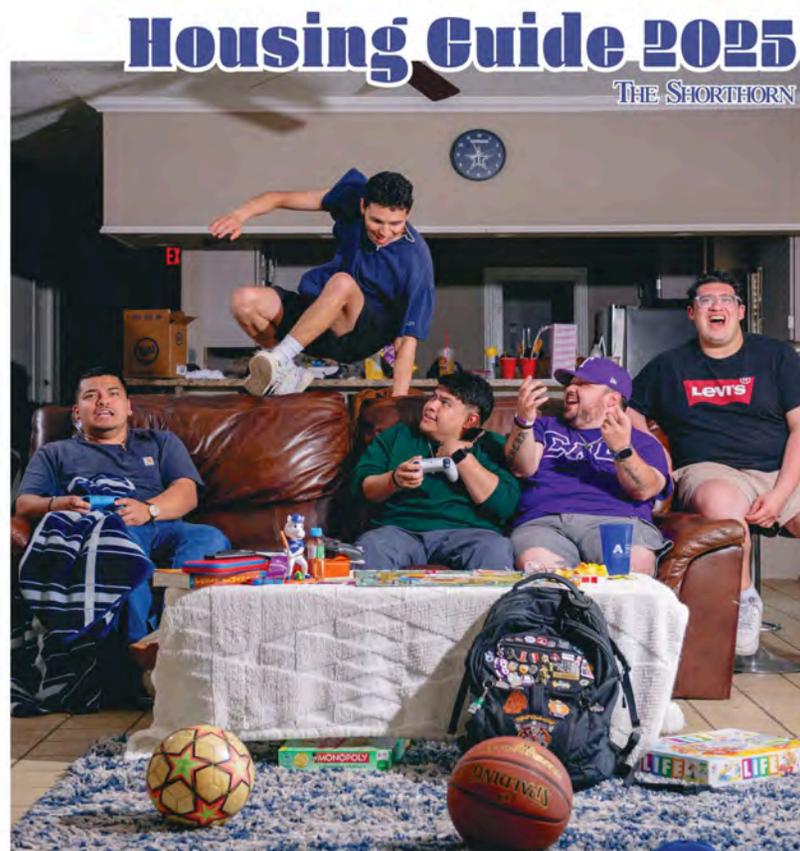


Every semester, *The Shorthorn* engages with the university community through different channels through social media, articles and e-newsletters. Since 2009, one of those efforts, called Housing Fair, increases visibility and connects with the campus through collaborating with our business staff. The fair partners with local apartments to let students know more about housing options. It also promotes our Housing Guide special section to our readers, allowing students to chat with newsroom staff about Shorthorn operations.



We're intentional about the content of our housing guide. With the cover, we want to engage with our audience by choosing to feature UTA's students, reminding our readers that they're who we're serving with this special section. [The stories in the special section](#) are designed to help students become more confident in dealing with housing issues: hosting parties, decorating, cooking, roommate issues or how to grow plants in the dorm. *The Shorthorn* staff believes in simple, engaging storytelling while still ensuring they are informative and respect journalism ethics.



The Shorthorn | ACP contest entry | Audience Engagement Event

At the Housing Fair, students receive a Housing Guide issue together with a checklist to chat with 32 different campus housing communities. For four hours, the UT Arlington community and Shorthorn staff engage so students can better understand our products. Those participating in the Housing Fair also receive a Shorthorn tote bag that they can carry around the campus.



The Shorthorn | ACP contest entry | Audience Engagement Event

The event attracted almost 500 participants. In return, *The Shorthorn* earned around \$43,000 from the fair toward publishing content and funding newsroom activities. 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.

Read our [event booklet](#) here.



YOUR HOUSING ADVENTURE BEGINS HERE!

**10 AM – 2 PM
WED., APRIL 2, 2025**

**PALO DURO LOUNGE
UNIVERSITY CENTER**

The Shorthorn's Housing Fair brings together apartment communities and housing resources to inform students about housing options and how to successfully live on- and off-campus.

With more than 54,000 students, faculty and staff at UT Arlington, on-campus housing and off-campus apartments are in demand.

The Housing Fair is an opportunity for the UTA community to do one-stop shopping for a place to live in Arlington and surrounding areas.

CONTACT INFORMATION

Aakeem Reynolds
(817) 272-7995
aakeem.reynolds@uta.edu

The Shorthorn
P.O. Box 19038
Arlington, TX 76019





The Shorthorn | ACP contest entry | Audience Engagement Event