Every semester, *The Shorthorn* attempts to engage with the university community through different channels from social media, articles and e-newsletters. Since we understand our campus doesn’t have a football program, we prioritize our sports coverage on the university’s basketball program, which has seen tremendous growth and success over the years. One of those efforts to increase visibility and connect with the campus is putting together an annual Basketball Preview. Released during Homecoming week, the preview shows an inside look at the Mavericks, Lady Mavericks, Movin’ Mavs and Lady Movin’ Mavs programs.

For the first time this year, the preview was released under a digital format and sent as a special newsletter to the UTA community on Homecoming day.

The stories in the special session are to update the community on what the UTA Athletics and Adaptive Athletics are looking to achieve when their seasons begin. It’s an all-hands-on-deck situation that not only sportswriters participate in this session but all staff members do.

*The Shorthorn* staff understands that sports is just another topic for coverage, and we intend to use our platform to continue conveying ethical and compelling storytelling while engaging with the community through different types of stories.
As mentioned above, other than publishing the preview on the website, *The Shorthorn* staff also sends a newsletter to the community for two reasons. First, it’s to remind our readers and students on campus of the basketball program and engage in school spirit. Second, it also serves as a reminder that it’s Homecoming day and faculty, staff and students should participate in all the school events on campus.

The newsletter in November was a success, attracting an 11% open rate (7,334 of 66,877). This is on par with all the special sessions newsletter despite having a specific sports theme.

*The Shorthorn* staff views the Basketball Preview just as important as any of our other issues or special sessions, which is the reason why we put just as much care and effort into reporting these stories.

Our goal is to engage with the campus through different types of stories while also using our platform to connect with the readers on special days. 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.

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**Getting to know G-Y: Greg Young’s rise to Mavericks head coach**

By: [Author Name], *The Shorthorn staff*  Nov 13, 2021

Greg Young spent his childhood nights shooting hoops in his driveway. Some things never change, even a few decades later.

For weeks after he was announced as head coach of UTA’s men’s basketball team, he’d park his car in his driveway and just sit there. He took that time to reflect on as many of the 600-plus congratulatory texts and calls he received as he could.

Young replied to about 40 messages per day, he said. He tried not to copy and paste anything so that everything was personalized. It took him a while, but he eventually got back to everyone.

It’s those simple gestures that make Young who he is, many say.

“Know he’s a super busy dude. That’s what means a lot to us, too, when he reaches out to us individually,” guard Pedro Castro said. “To get a personalized text back to you, you know, saying that he appreciates you and all this stuff, it means a lot.”