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Marketing and Recruiting Proposal to the Vanguard

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This proposal was written for the Vanguard, the student newspaper of the University of North Georgia. The Vanguard’s staff comes from students enrolled in News Production I and II across three of UNG’s campuses, but serves all five of UNG’s campuses. The Vanguard is dedicated to serving not only to the students of UNG, but the ones who write for it as well. I have reported and served on the marketing team for the Vanguard.

Keeping the Vanguard in mind, the greatest challenge and cost for fulfilling this proposal for the Vanguard and its constantly changing staff of under twenty is time. Since the Vanguard has a marketing fund set aside each year anyway, the most significant investment the Vanguard’s leadership and staff will make is time because this proposal can take up to a year to implement.

As UNG grows, the Vanguard’s responsibilities will too. The two challenges an expanding UNG has on the Vanguard is lack of readership and staff size. The Vanguard needs a strategy that will regularly pour new writers and journalists into either News Production or its staff. Simultaneously, leadership and staff can market the Vanguard and its accessibility to students. Marketing can take the form of fliers, slides in message boards, writing contests, events, and merchandise.