

Spring 2018

# Marketing and Recruiting Proposal to the *Vanguard*

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## Recommended Citation

Godina, Selene A., "Marketing and Recruiting Proposal to the *Vanguard*" (2018). *Department of English Capstone Abstracts*. 25.  
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Spring 2018  
Marketing and Recruiting Proposal to the *Vanguard* Abstract  
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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.