

Spring 2019

Growing *The Chestatee Review*: A Proposal to Simplify Submissions and Increase Promotions

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Recommended Citation

Rivers, Meredith, "Growing *The Chestatee Review*: A Proposal to Simplify Submissions and Increase Promotions" (2019). *Department of English Capstone Abstracts*. 29.
https://digitalcommons.northgeorgia.edu/eng_capstone/29

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Growing *The Chestatee Review*: A Proposal to Simplify Submissions and Increase Promotions

Meredith Rivers, Spring 2019

First published in 1997, the award-winning literary magazine *The Chestatee Review* annually publishes art and prose by students from the University of North Georgia. With the help of a few faculty, the magazine is written, edited, and designed by students. The magazine accepts student submissions in five categories: poetry, short story, creative nonfiction, one-act play, and visual art. This proposal will offer improvements in both the submission process and promotional material with the goal to continue to grow the magazine on and off campus. An easier and more efficient submission process paired with increased promotional material will result in higher and more diverse submissions. The objective is to combine submissions and promotions to draw in more student response to the annual contest and other events. These two components will be split into two parts, each containing three phases. With the goal of simplifying the submission process, submissions will be transferred to Google Forms that will be housed on *The Chestatee Review* website. Once forms are created, the submissions page of the website will be redone to display the forms along with general guidelines for submitting. With a new submission process in place, it will be important to promote *The Chestatee Review's* annual contest along with other special events. This will be achieved by creating a stockpile of content to pull from throughout the fall semester. This content will then be scheduled for posts using the social media scheduling application Buffer and promoted through ad opportunities given by social media sites. This plan is intended to be a kickstart for *The Chestatee Review's* social media activity, creating a routine that can be followed well into the future. Ultimately, this plan will serve as a stepping-stone for continued growth for *The Chestatee Review*.