Not Pictured: Melissa Pros

Dr. Jerry Field, Faculty Advisor
Project Overview

- Establish an on-going communication network with the TechNews staff, WIIT IPRO 322, and SGA
- Help to improve TechNews circulation and distribution
- Assist TechNews in their marketing campaign
  - Sales
  - Promotions
  - Special Projects
- Organize a community service event for local high school students to experience the workings of the school newspaper
Sales

Researched possible advertisers and possible marketing strategies

Wrote up plans for the strategies

Possible Clients:

Student Organizations (ie. Union Board)

Pearl Arts and Crafts

The Art Store

The St. James Players

IIT Barnes & Noble Bookstore

New Marketing Ideas:

Student Fun Ads (birthdays, holidays, celebrations, etc)
Special Projects

LISTEN
TO
WIIT RADIO
88.9

READ

TECHNEWS
Tech News Survey

Occupation: [ ] Faculty / Staff  [ ] Student  [ ] Undergraduate  [ ] Graduate

Major __________________________

Age: [ ] 18-21  [ ] 22-25  [ ] 26-30  [ ] 31 and up

Gender: [ ] male  [ ] female

How often do you read TechNews?

[ ] never  [ ] 1-3 times a semester  [ ] 1-3 times a month

How many articles do you read in TechNews?

[ ] only the front page  [ ] 1-2  [ ] 3-4  [ ] the whole paper

Rate the sections in the order that you most enjoy reading.

(1 is most enjoyable and 10 is least)

[ ] Campus news  [ ] Sex Tech
[ ] Local news  [ ] Student Editorials
[ ] World news  [ ] Student Surveys
[ ] Arts and Entertainment  [ ] Comics
[ ] Sports  [ ]

Other __________________________

Check the sections that would be most beneficial to add to TechNews.

[ ] Personals  [ ] Other __________________________
[ ] Classifieds
[ ] Local advertisements

How would you prefer the printing of TechNews?

[ ] color  [ ] black and white  [ ] mixture of color & black and white

Additional Comments
How Often Paper is Read

- Never: 4%
- 1-3 Times per Semester: 28%
- 1-3 Times per Month: 68%

Printing Style Choice

- Color: 12%
- Black/White: 19%
- Mixture: 69%
Student Feedback

Tech News Rules, especially when I'm in it.

Love It!

Spelling and grammar mistakes are quite common….edit!

New look is good improvement
You guys are doing a great job! :)

Good Luck!
I have no comments

As long as the pictures are decent, quality, color or b&w doesn't matter
List Part-time job listings in classified
I think that you're rebellion against SGA was fantastic

Proofread the articles, some things are just childish

Sex Tech is kind of distasteful;
I think IIT has more class than that. Think about how it reflects on our school and students.

Sex Tech is just nasty.

More photos by Calvin Moy

There should be more photos
Sex Tech is intolerable, it is too much of a farcity
Why is everything so pixilated?
Add something different every issue.
Community relations

- Organize a High School workshop on campus in conjunction with IPRO 322

- Investigate other school newspapers
Meet the members
Read our Objectives
Follow our projects
See our results
Link to related sites:
  • Tech News
  • IPRO
  • WIIT
  • IIT homepage
  • www.colleges
Suggestions for TechNews
Developed by IPRO 320

Format the front page in a more dramatic manner
The title and picture more eye-catching

**Balance Ads and article content**
Ad for TechNews writers should be more creative or catching
More articles, shorter
  - Question of the day/ quote of the day
  - Bank/ restaurant/ transportation ads

**Contests (Photos, writing, poetry, short stories)**
Business section with stock updates
Student ads for birthdays and such
Encourage “view point” opinion submissions

**Writers workshop**
Classified section
Delivery to off campus housing

**Movie Section (location, showtimes)**
Accomplishments

TechNews used our survey results to propose for funding from Finance Board for full color production next semester.

Several articles were written for the paper by members of the IPRO 320 team.

The Posters were distributed and highly visible on campus the day of the McCormick Tribune Campus Center Opening.

The Following suggestions implemented by TechNews:

- Outside news and sports (national, world, local)
- Student poll results graphed
- Add a weather section
Suggestions for Spring IPRO

Tour of TechNews Office
Trip to SunTimes
Find more tech news writers
Help find content for the Newspaper

Find ad's for the paper
Look into community distribution
Promote Tech News (posters, flyers, etc.)
Assist in implementing this IPROs ideas and suggestions

Put old Tech Newspapers in an online searchable database
Help with the Tech News Website
Create student, faculty of the month
Student advertisements for friends’ birthdays, shout-outs, events, etc.

Make Survey semesterly with an “annual” article analyzing the results
(let's students know their vote counts and the results will be published-creates interest in the results)
Weekly Campus event calendar