IPRO 397-322
Developing an Operations and Marketing Plan for WIIT
The Student Run Radio Station
About WIIT 88.9 FM

WIIT is the IIT student run radio station, broadcasting 24 hours a day, 7 days a week. The station currently has a broadcast radius of approximately 5 miles. However, it now can be heard globally via the internet stream as found on the station web-site: http://radio.iit.edu.
Team Members

- Chris Curtis
- Neeva Wheeler
- Nick Okuley
- Joshua Berger
- Aaron Adams
- Luis Magu

- Nathan Ernst
- Panos Prezas
- Saroeun Lanh
- Nick Tchervenski
- Teodora Todova

Dr. Jerry Fields, Faculty Leader
The Teams

- Community Service: Neeva, Luis
- Exodus: Joshua
- Exposure: Aaron Adams
- Information Technology: Nathan, Sar
- Underwriting: Panos
- Web Development: Nick, Nick, Teodora
- Team Leader: Chris
Community Service

- Developed program to instruct students from De La Salle High School in the use of radio station equipment and recording techniques.

- Organized field trip for Kelly High School students to visit the WIIT station facilities and talk with WIIT staff.
Establish final plans for new radio station facilities in the new student center.
Exposure

- Development of weekly add campaign.
- Development of mutual advertising between WIIT and Tech-News, the IIT student run newspaper. This increased the exposure that both organizations receive and established a relationship between the two major media organizations on campus.
Information Technology

- Developed and implemented the transfer of WIIT web-server to the WIIT streaming encoding computer. This improved stability and speed of WIIT website.

- Developed technical plan to implement a proxy server which would allow for secure remote access to automation system.
Underwriting

- Maintained contacts with previous underwriters and secured renewal of contracts.
- Sought out and obtained new underwriters for both WIIT and Tech-News which increased the semester income for both organizations. This also further enhanced the relationship between the two groups.
Web-Development

- Maintained and enhanced current web-content.
- Added Tech-News material to web-site.
- Developed and implemented universal ftp site, allowing for easy down and up-loading of IPRO material.