Introduction

- WIIT 88.9FM
- School owned, student run
- Spring 2002, marks 3rd radio IPRO
- Much has been accomplished
- Dedicated Team
Radio Studio

• Location
• Design considerations
• Design
  – Broadcast Studio
  – Music Library
  – Executive Offices
• Material proposals
  – Russ Bassett Slidetrac
  – Acoustical Foam
• Redesigned based on Robin William’s design principles:
  – Repetition
  – Contrast
  – Proximity
  – Alignment
• More user friendly
• Vox, Inc - full-service communications and marketing company

• In-kind grant of services
  – Positioning consultation
  – Advertising design and copy
  – Fundraising material design and copy
CD Database

- Add CDs using online database or manual entry
- Browse and modify listings online
- View play / request lists online
- 3 tier security: DJs, administrators, and listeners
Equipment

• Remote broadcast
  – ISDN: high quality, high price
  – POTS: Good quality, medium price
• STL (Studio to Transmitter Link)
  – Antenna connection: high price, low maintenance
  – T1 connection: moderate price, high maintenance
  – Fiber optic: low price, low maintenance
• Console
  – Digital: high quality, high price
  – Hybrid: moderate quality, high price
  – Analog: moderate quality, moderate price
• EAS (Emergency Alert System)
  – Single piece system
  – Multiple piece system
Underwriting

• Finalized and produced final underwriting contract
• Finalized underwriter’s portfolio
  – Improved overall appearance
  – Developed structure and pricing for underwriting packages
• Developed relevant potential underwriters list
• Contacted and met with interested potential underwriters
  – Further negotiations are still underway in many cases
Brochures

• General Purpose
  – Promote radio station
  – Inform the IIT community

• Two different audiences
  – Organizations
  – Students

• To be distributed during Orientation Week
Training Manual

• Need for manual – New Student Center
• For future DJ’s
• Key areas:
  – History of WIIT
  – Rules & regulations
  – Station equipment
  – Conduct & troubleshooting
What did the students learn this semester?

• Broadcasting basics
• Fundraising
• Grant writing
• Database development
• Station design
• Technical writing
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Thank you for your time!