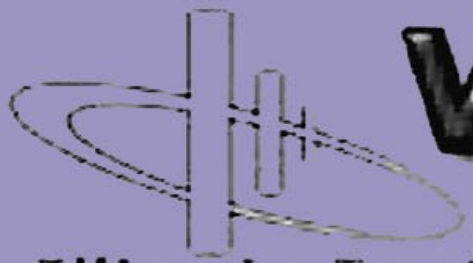
READ

http://technews.iit.edu/

TECHNEWS

LISTEN TO



WIIT
88.9 FM
Illinois Institute of Technology

http://radio.iit.edu/

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

Marketing

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)

Promotions

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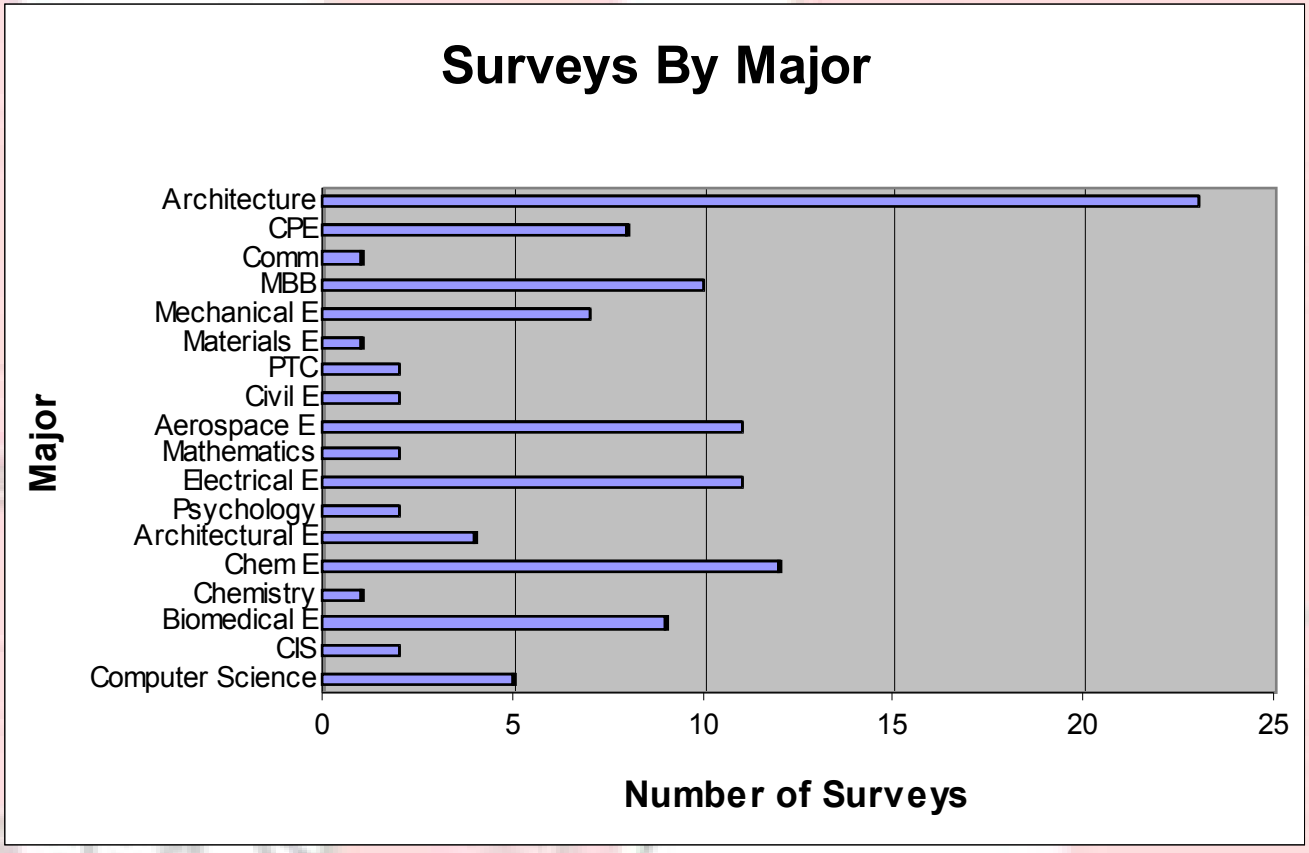
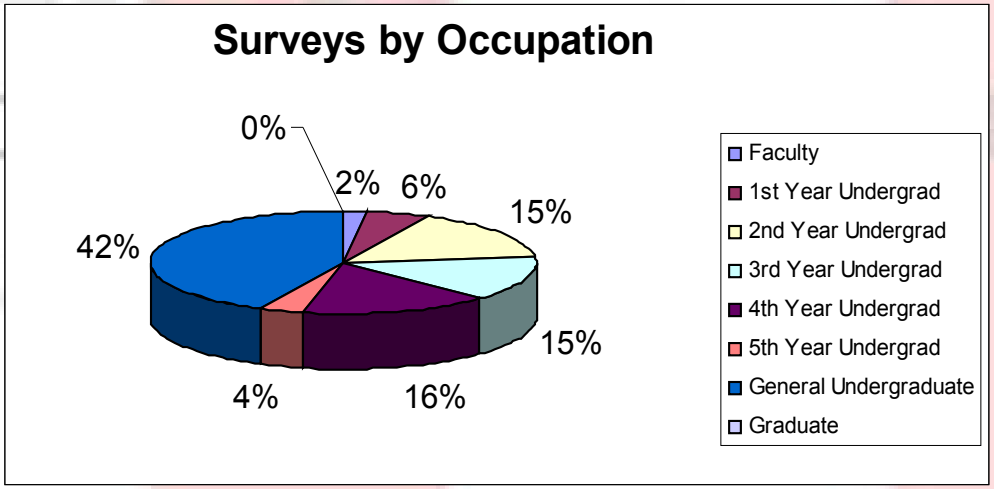
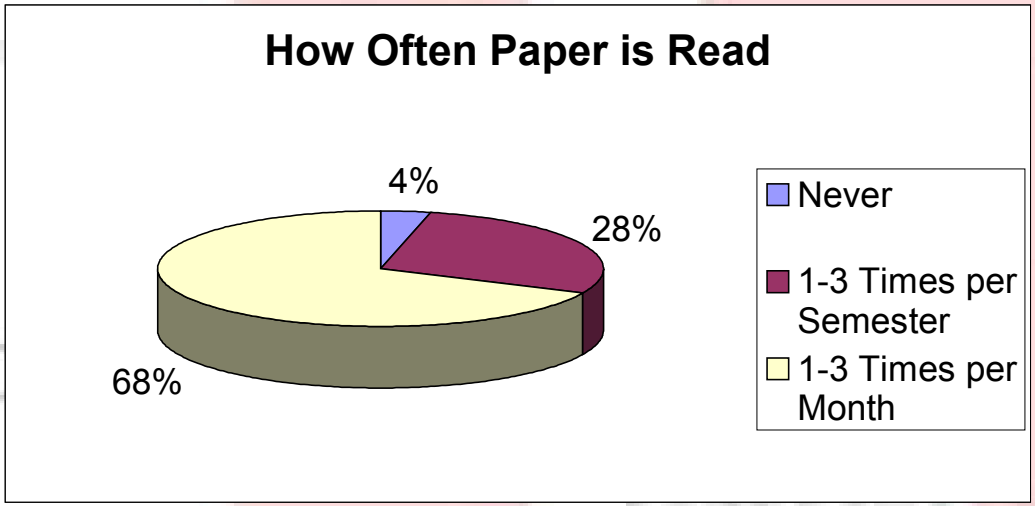
Special Projects

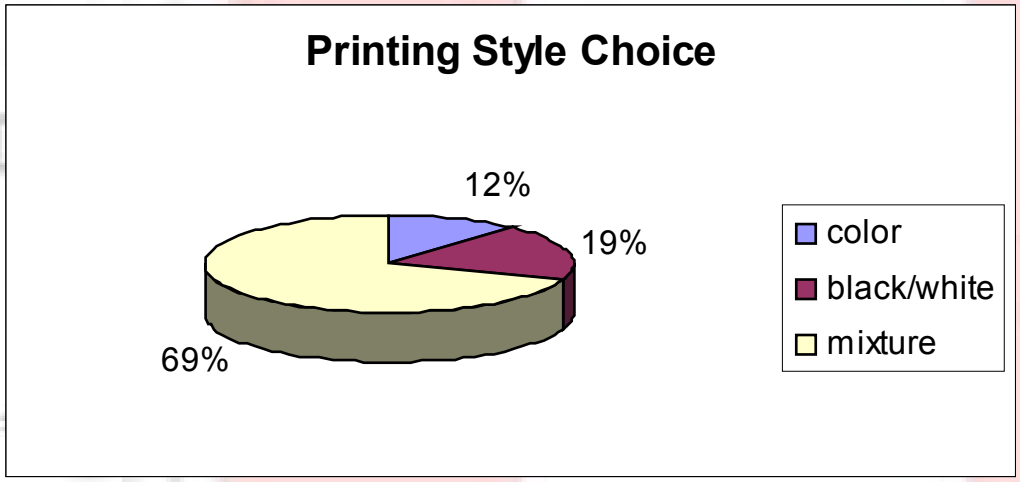
Tech News Survey

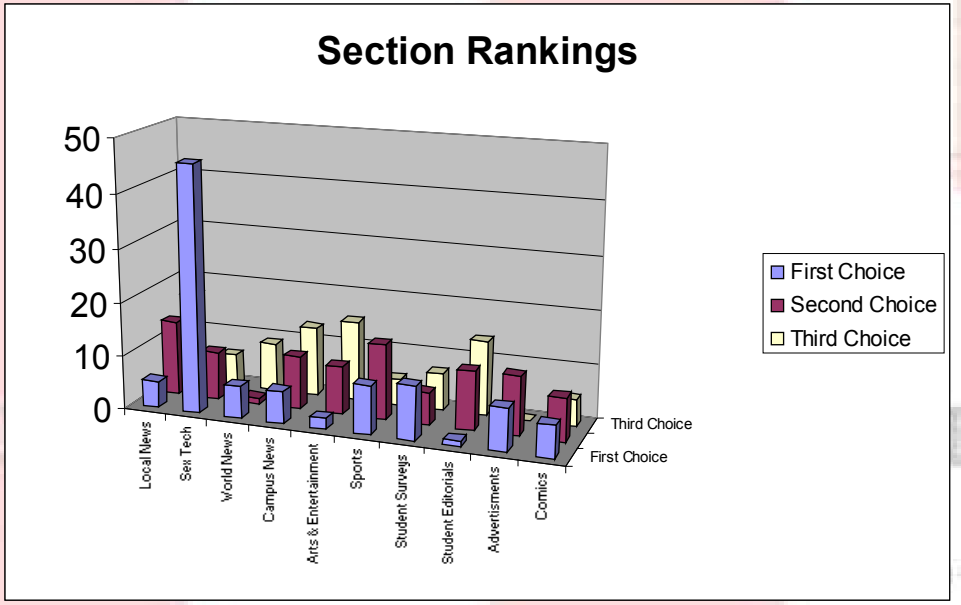
Occupation:[] Faculty /Staff
[] Student Major_____
[] Undergraduate [] Graduate year____
Age:[] 18-21 [] 22-25 [] 26-30 [] 31 and up
Gender: [] male [] female
How often do you read TechNews?
[] never [] 1-3 times a semester [] 1-3 times a month
How many articles do you read in TechNews?
[] only the front 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

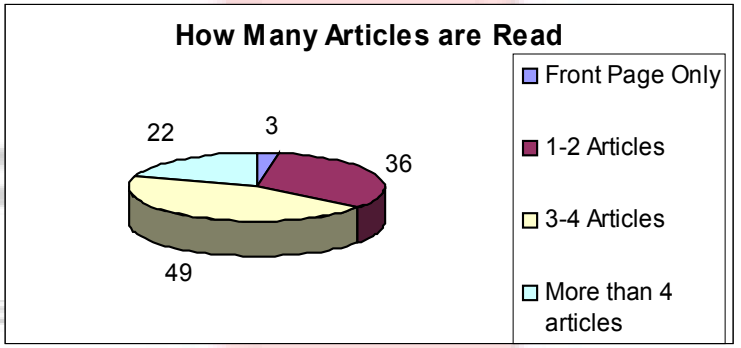

Surveys By Major
Major
Architecture
CPE
Comm
MBB
Mechanical E
Materials E
PTC
Civil E
Aerospace E
Mathematics
Electrical E
Psychology
Architectural E
Chem E
Chemistry
Biomedical E
CIS
Computer Science
0
5
10
15
20
25
Number of Surveys

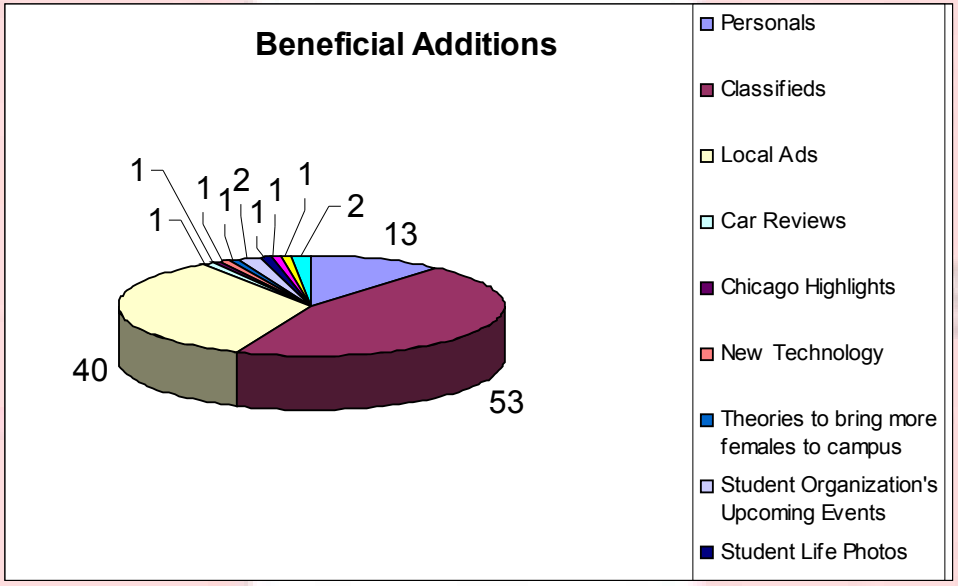

Surveys by Occupation
0%
2%
6%
15%
42%
15%
4%
16%
Faculty
1st Year Undergrad
2nd Year Undergrad
3rd Year Undergrad
4th Year Undergrad
5th Year Undergrad
General Undergraduate
Graduate


How Often Paper is Read
4%
28%
68%
Never
1-3 Times per Semester
1-3 Times per Month


Printing Style Choice
12%
19%
69%
color
black/white
mixture


Section Rankings
50
40
30
20
10
0
Local News
Sex Tech
World News
Campus News
Arts & Entertainment
Sports
Student Surveys
Student Editorials
Advertisments
Comics
Third Choice
First Choice
First Choice
Second Choice
Third Choice


How Many Articles are Read
22
3
36
49
Front Page Only
1-2 Articles
3-4 Articles
More than 4 articles


Beneficial Additions
1
1
1
2
1
1
2
13
40
53
Personals
Classifieds
Local Ads
Car Reviews
Chicago Highlights
New Technology
Theories to bring more females to campus
Student Organization's Upcoming Events
Student Life Photos

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

Webpage

Meet the members

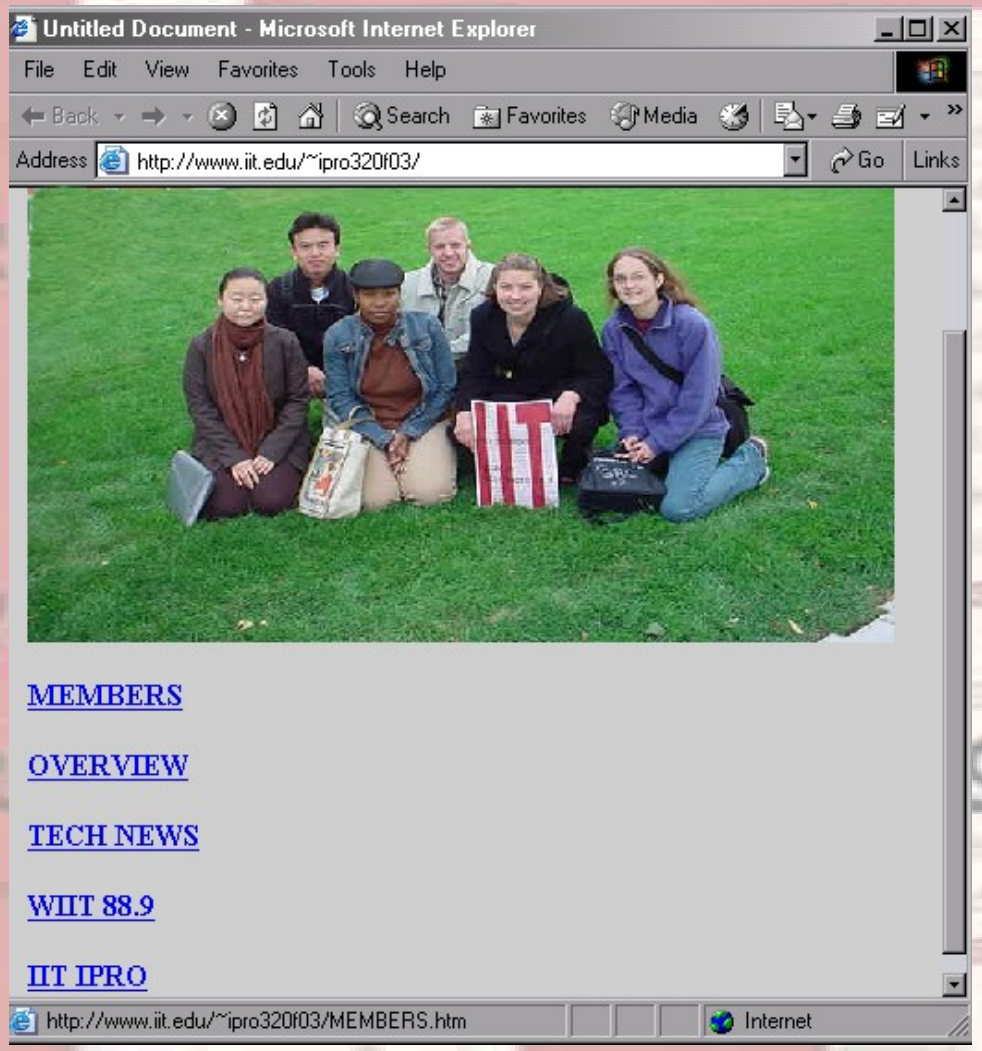
Read our Objectives

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 (lets students know their vote counts and the results will be published-creates interest in the results)

Weekly Campus event calendar