

Marketing Plan for WIIT

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Objective

To develop a marketing plan for WIIT 88.9FM which increases its popularity among the students, as well as provides the students with a better product.



I PRO 322

Goals to meet objective

1. Look for possible partnerships or sponsorships with the outside business world; (underwriters)
2. Create and distribute advertising paraphernalia for WIIT
3. Discuss programming format with WIIT staff
4. Invite local high schools for WIIT and Technews tours
5. Visit professional radio and TV station (WTTW Chicago)
6. Create a website with updated WIIT info
7. Provide WIIT with news of student events and activities
8. Conduct a student survey about WIIT



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Plan of Attack: 2 groups

Internal: Responsible for communicating with WIIT staff and IIT staff/students

External: Responsible for outside contacts: businesses, schools, professional media



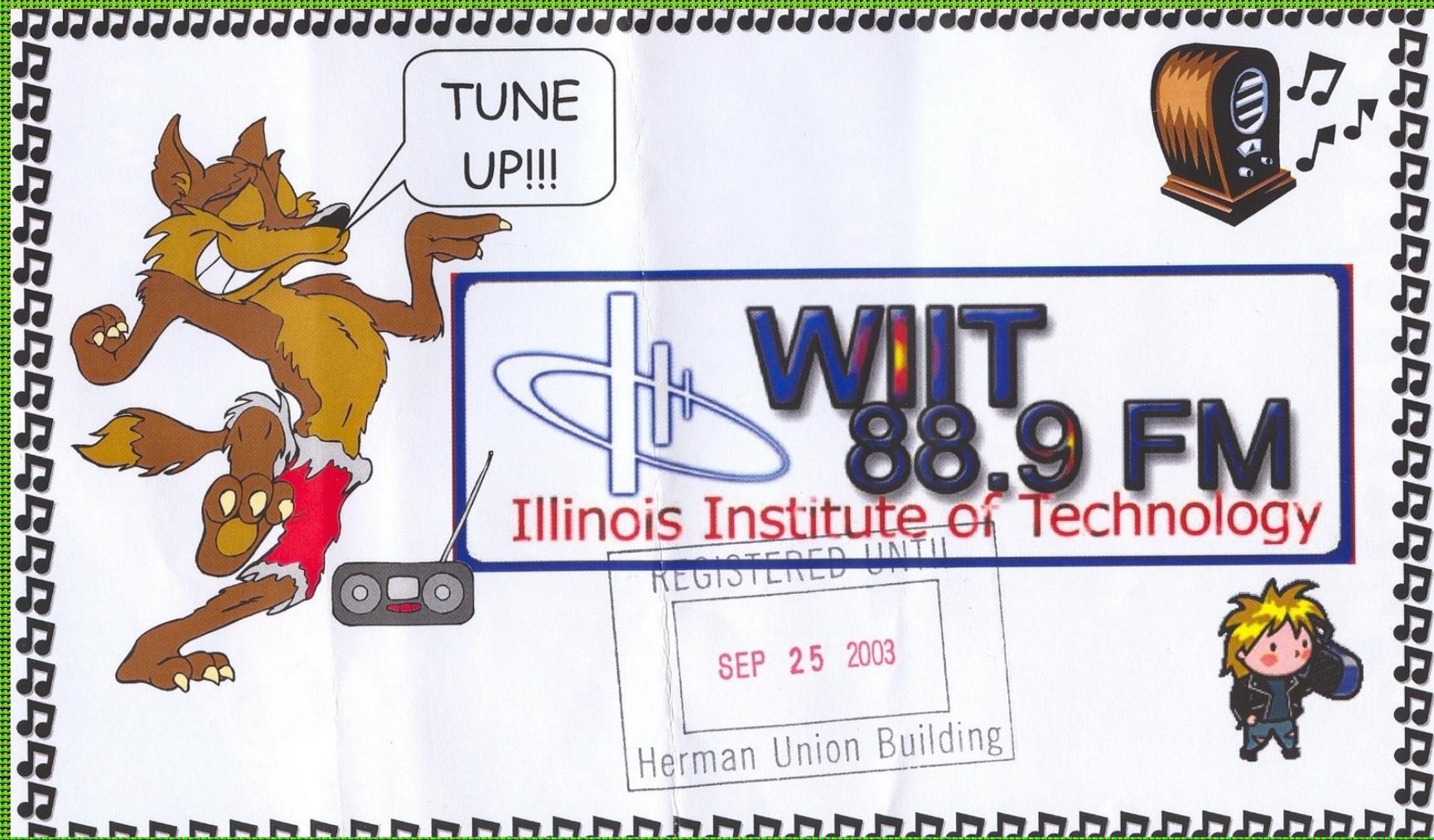
I PRO 322

Advertising WIIT

Created posters that were distributed around on campus to advertise WIIT, its frequency and its website



Sample flyer IPRO 322





I PRO 322

Communicating with WIIT

Problems: Communicating with WIIT due to lack of availability of the management

Solution: established alternative contacts with WIIT djs in order to communicate with the radio station and to maintain consistency and coherency among the I PRO and WIIT.



I PRO 322

Surveys

Through our surveys we found out
how often:

- Students listen to the radio
- Students listen to WIIT

Surveys

We also found out

- What kind of music students like
- What are their favorite bands



Results of the Surveys

Freshman

Sophomore

Junior

Senior

44

59

65

84

Male

Female

163

117

Major

CPE	35	BIO	4	CHEE	16
EE	29	MMAE	33	CS	37
ARCH	32	CIS	19	ARCHE	3
CHEM	5	PREMED	1	BME	19
PSYCH	9	FINANCE	1	MBA	2
MATH	4			ENGINEERING	2
MBB	18			MARKETING	1
CIVIL	10			INFO-TECH	2

Do you listen to the radio?

YES / 187

NO / 68

Have you heard of WIIT?

YES / 234

NO / 41

How often do you listen to WIIT?

1/semester 1/month 1-2 a week 3-5 a week 6-7 a week Never

20

52

29

5

2

143

Do you know that WIIT plays on MSV-TV?

YES / 99

NO / 169

What kind of music do you like ?

Country	21	Blues	5	Rap	21	Rock	81
Hip Hop	34	Trance	5	Christian	5	Gospel	3
R & B	33	Hose/Dance	5	ALL	49	Punk	12
Jazz	22	Reggae	4			Alternative	36
Class Rock	6	Industrial	3			Metal	18
Classical	23	Oldies	6			Techno	10
Pop	25	Indies	4				



d ? (Some of the most popular choices listed)

AC/DC	2	Linkin Park	8	Celine Dion	2
Tupac	3	Eminem	9	Outkast	3
Guns n' Roses	5	Red Hot Chili Peppers	4	Velvet Underground	2
Metallica	5	50 cent	2	Jay-Z	4
Bon Jovi	5	Beyonce	3	R. Kelly	3
Nas	2	Green Day	4	Missy Elliot	3



Communicating with IIT staff

Establish good communication between I PRO team and IIT staff

- 1) Play of WIIT on IITV
- 2) We have also found a means of regularly acquiring daily news on student events and organization meetings through the staff at the CIC. These daily reports will hopefully soon be integrated into WIIT's daily programming.

MARKETING TEAM

- Responsibilities
 - Sought potential underwriters
 - Distribution of media kit
 - Keep in contact with potential businesses

OBSTACLES

- Lack of awareness of WIIT
- Doubt in WIIT's effectiveness
- Following blurred preconceptions

OUTCOME

- *T-Mobile wireless* will advertise in TechNews and on WIIT at the beginning of Spring 2004 semester
- Contacts made with various other local businesses



TOURS IPRO 322

- Two main tours organized
 - Main Campus IT
 - WTTW TV and radio station
- Purpose of tours
 - Create awareness about WIIT
 - Give and gain knowledge about radio station operation
 - create and learn ideas for a better WIIT
 - Extend WIIT and Tech news coverage
 - Gain outside look



WTTW IPRO 322

- Basic Operation of Radio Station
- Conversion from Analog to Digital Transmission
- Operational Equipment and Frequency of Updates
- Production of programs, shows and Interviews
- Short Advertisements, Public teasers and Program Editing
- Technical Responsibilities and Labor division
- Marketing and Exposure
- Academic Major Concentration



WTTW IPRO 322





WIIT IPRO 322

- Basic Tour of WIIT and Tech News Premises
- History of the Radio Station
- Relationship between Tech News and WIIT
- Plans to Develop Station
- Evoke Intelligent questions to Spark Ideas
- Promote Social and Educational Interaction



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WIIT

IPRO 322

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WIIT IPRO 322



I PRO Website: Main Ideas and Goals

- To present in detail the student activities on the I PRO
- To contain an information about the I PRO team working process through the semester.
- To be used as a guide for future references in the following semesters

Web Page: Structure

- Includes a detailed summary of the goals and tasks set to be accomplished at the beginning of the semester.
- Presents the steps of development of the marked tasks and the encountered problems.
- Illustrates the achievements of the I PRO team

The Web Page Content Includes :

- WIIT posters and flyers created by the I PRO team.
- Detailed midterm and final report.
- Informational survey for the IIT students.
- Photo materials of De La Salle High School tour in WIIT and Tech News.
- Information for the team members and leading faculty.

Accomplishments

1. Possible underwriters are still being pursued
2. Multiple fliers and posters were distributed
3. A tour of WIIT and Technews was given to high school students
4. WTTW TV and radio station were visited
5. Website created
6. Means for receiving student activity and organization info determined
7. Survey taken and results compiled



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Goals not accomplished

- Possible underwriters must be pursued and signed
- Programming format of WIIT needs to be better advertised to IIT community



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Carryover/ Recommendations for future IPROs

- 1) Immediately as soon as the semester starts, reestablish contact with the businesses
- 2) Obtain CDs from WIIT that are no longer in use and distribute as a promotional event for the radio station.
- 3) Help WIIT update their website while also working on the one for the IPRO.
- 4) Find a way to make students more aware of WIIT's programming schedule.
- 5) Try to integrate WIIT into other student organizations and events, for example Union Boards BOG night.
- 6) Establish regularly scheduled meetings with WIIT staff at the very beginning of the semester.

Thank You

