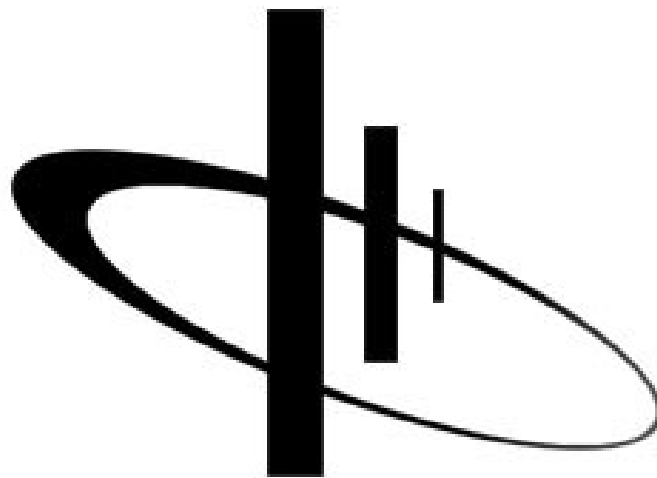


**WIIT 88.9 FM**



**IPRO 322**

# Introduction

- WIIT 88.9FM
- School owned, student run
- Spring 2002, marks 3<sup>rd</sup> 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



# www.iit.edu/~wiit

- Redesigned based on Robin William's design principles:
  - Repetition
  - Contrast
  - Proximity
  - Alignment
- More user friendly

Former

Current



[Main](#)   [Schedule](#)   [Charts](#)   [Database](#)   [Webradio](#)  
[IPRO](#)   [Sponsors](#)   [History](#)   [Links](#)   [About Us](#)

Welcome to WIIT!

Please enjoy the site, look here for any news or information. WIIT is the student operated radio station of the [Illinois Institute of Technology](#).

#### RECENT NEWS

October 2nd, 2001

WIIT website just got a little smoother, parts of it, anyway. Check out [About Us](#) for contact information and a staff listing. Our Music Department is also highlighted there.

The image shows a screenshot of the current website. The header is a dark red bar with the WIIT logo and "WIIT 88.9 FM" in white. Below the header, there is a navigation menu on the left with links for Schedule, Charts, Database, WebRadio, AirSpace, IPRO, History, Letters, Photos, and Links. The main content area features a "Recent News" section with several news items, each starting with a date and time. On the right side, there is a "Listen now (online)" button and a "Underwriters" link. The footer contains the text "Copyright 2002, WIIT".



# Vox Grant

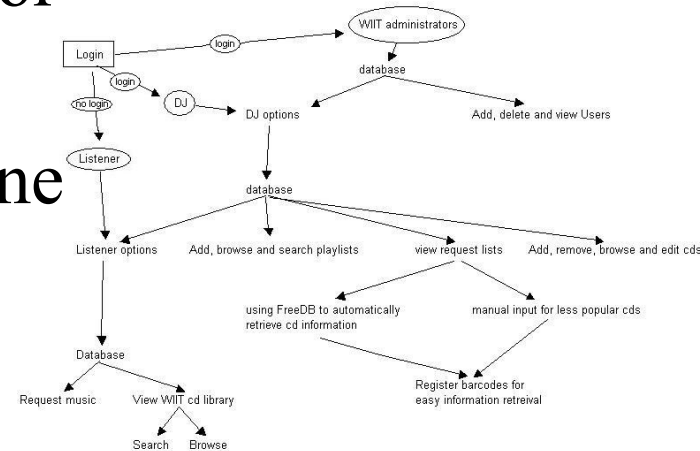
- Vox, Inc - full-service communications and marketing company
- In-kind grant of services
  - Positioning consultation
  - Advertising design and copy
  - Fundraising material design and copy



# 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



# Summary

What did the students learn this semester?

- Broadcasting basics
- Fundraising
- Grant writing
- Database development
- Station design
- Technical writing



# Special Thanks to...

- Dr. Jerry Field, Advisor
- Larry Makowick, IITV
- Dean Voland
- Dean Shapiro
- CNS
- Communications and Marketing
- Telecommunications
- IPRO office



Thank you for your  
time!

