

I PRO 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>.
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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
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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.
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Exodus

- # Establish final plans for new radio station facilities in the new student center.
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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.
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Information Technology

- # Developed and implemented the transfer of WIIT web-server to the WIIT stream-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.
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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.
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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.
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