

Applying Interprofessional Thinking to the IIT Student Newspaper

Team Leader

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Web Team

Tim Brooks - Internet Communication
Jeff McGill - Internet Communication

Special Promotions Team

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Ryan Mayer - Electrical Engineering
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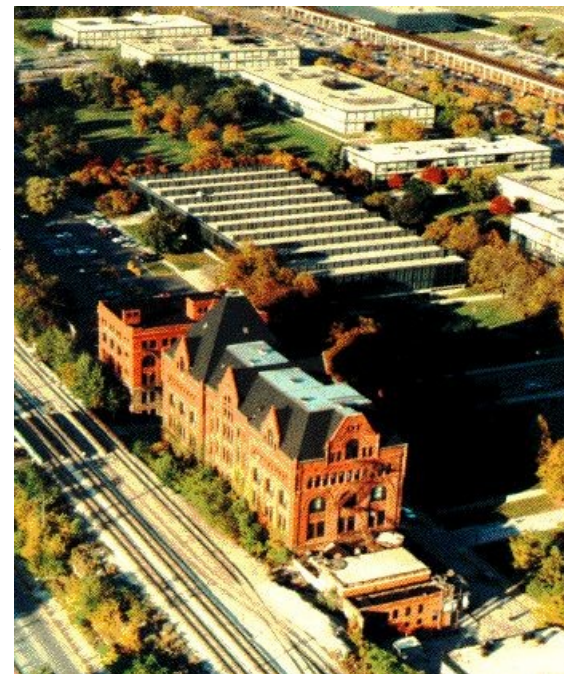
Media Packet Designer

Alina Tarlea - Psychology



Overview

- The Media Packet
- Mutual Advertisement
- Special Promotions
- Establishment of this IPRO
- Future Considerations



The Media Packet

- TechNews needed underwriters to help attract students
- Combined media kit
- New combination rates for Tech News and WIIT
- New Underwriters: Connie's Pizza
- Noticeable improvements in Tech News: color and underwriters' discount coupons



Mutual Advertisement

- Established mutual advertising with WIIT to expose more of student body to TechNews
- Weekly original advertisement designed by WIIT IPRO is run in TechNews
- In exchange our IPRO ran automated underwriting spots on WIIT
- Set up an infrastructure to keep this communication for future semesters
- Cooperation of WIIT and TechNews can lead to new forms of promotion in the future

Special Promotions

MSV-TV

- Reaches all residents in McCormick Student Village
- Expanding to Campus Center and State Street Village
- Part of IIT cable system



TechNews & MSV-TV

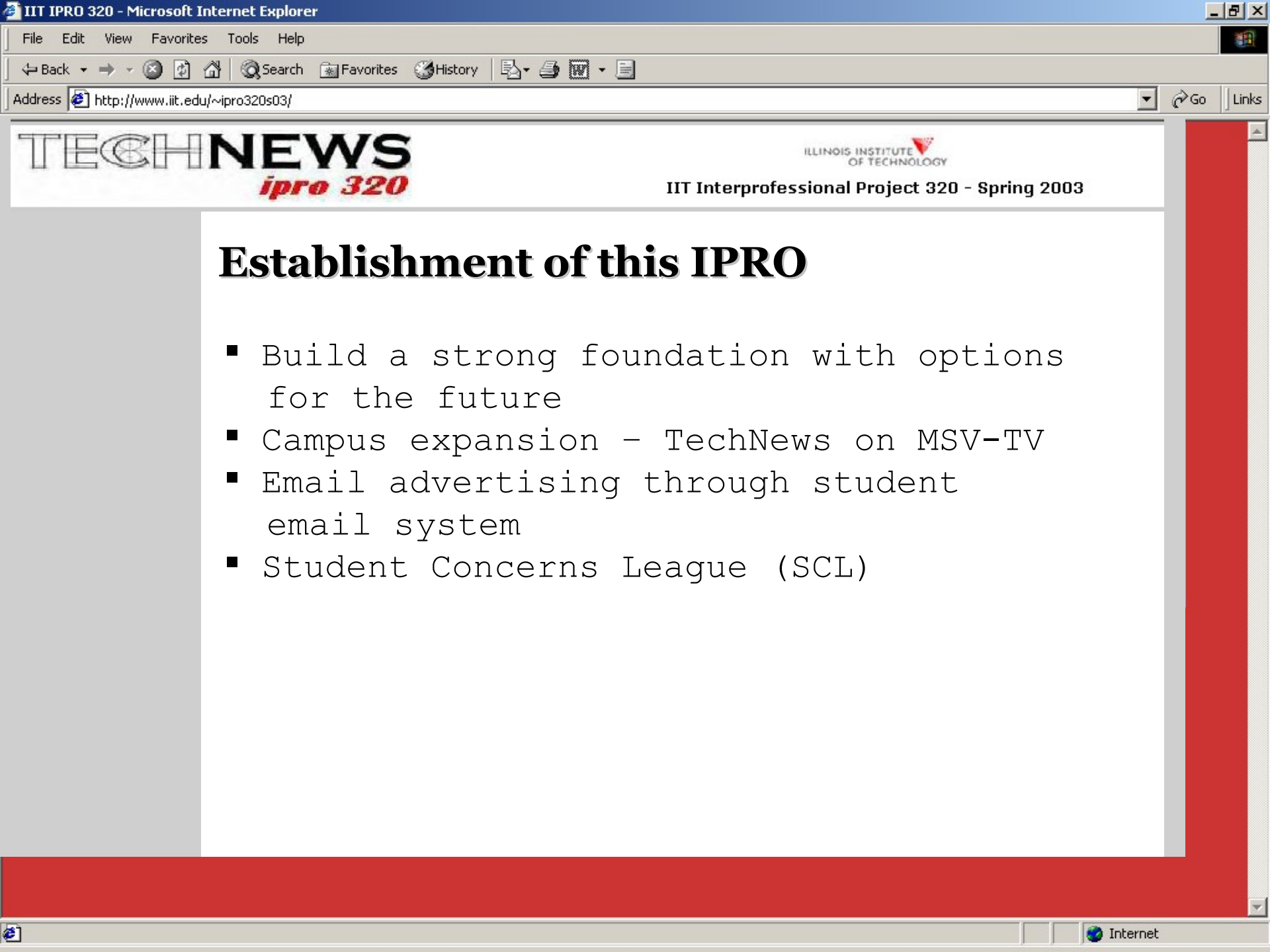
- Slide shows upcoming headlines in TechNews
- Free advertising
- Raise interest in TechNews

Additional Special Promotions

IIT Political Forum

- Moderated 2-sided debate
- Minimal screening process
- First episode recorded





Establishment of this IPRO

- Build a strong foundation with options for the future
- Campus expansion - TechNews on MSV-TV
- Email advertising through student email system
- Student Concerns League (SCL)

Future Considerations

- Expanding TechNews features relevant to international students
- Promote campus events in TechNews
- Improving the classifieds section
- Survey students about the newspaper





Summary

- Accomplished all 3 of our major goals:
 - ✓ Greater exposure of TechNews
 - ✓ Creating income
 - ✓ Initializing this IPRO

TECHNEWS

ipro 320



IIT Interprofessional Project 320 - Spring 2003



QUESTIONS or COMMENTS?

