Money doesn’t grow on trees. Neither do ads. But it takes money to run an operation as large as The Tech, and advertising is our primary source. With literally hundreds of advertising accounts active right now, it takes a little determination and personal attention to make sure that each advertiser is getting the best ad, the best placement, and the best timing for his money. The opportunity to become involved in the real-world of business plus attractive commissions for selling new accounts makes advertising a popular department here at the Tech.

The staff in our Business office keeps an eye on our budgets and helps us find ways to cut costs when necessary. They lend advice whenever purchases are made — advice that’s listened to, whether the purchase is a new typewriter ribbon or additional memory for one of Production’s computers. Their financial records help us keep track of the financial status of the paper, no small task for this many-thousands-of-dollars-a-year business.

This department is responsible for taking the words out of our writers’ typewriters and putting them into the hands of our readers. Our production staff handles everything from allocating space in each issue to typesetting, from layout to pasting up articles, from creating special supplements to graphic design. We have advanced, computerized typesetting equipment that makes our work fascinating and fun.

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The Tech

it all starts with the written word

... the most important part of The Tech. Several key departments make up this aspect of the newspaper. Each has its own specialty, although many writers ignore the artificial boundaries of departments and write for several sections of the paper.

News is the backbone of The Tech. Our news staff covers not only the newsworthy events here at MIT, but also those global happenings that will have an impact on the MIT community. Our news editors assign publication priorities, edit articles, write headlines, and coordinate story assignments.

Sports publishes the only sports section of any MIT newspaper, offering results, commentary, and analysis of all MIT’s teams, from intramurals to Intercollegiates.

Opinions publishes contributions from all members of the MIT community. Even if you are not a regular member of The Tech staff you can be a guest columnist. Opinion also publishes responsible letters to the editor and cartoons.

Arts regularly presents the community with reviews of recent movies, books, performing groups, and albums, and stays in touch with area producers and musicians.

then it’s all put together by

production

under the watchful eye of business

with special thanks to accounts receivable circulation indexing

it’s all here... the only thing missing is you.