

Radio Station Advertising Executive

You are responsible for the collection of business advertisements and completing the billing for the Radio Station. You will also take customer requests for songs and dedications as well as Guest DJ promotions. You should interact with your customers in a friendly and courteous manner.

1. Get iPad From the Cart



Your job requires you to use an iPad today. Go to the iPad cart to pick up **iPad #37**. A teacher will be at the cart if you need assistance. Log into to the JA BizTown simulation on your iPad, **following the login directions on the last page of your manual**.

2. Review Advertising Executive Checklist



- Using your iPad, press the home button and tap on the **red PDF Expert app** on the screen.
- Tap and select the Advertising Executive Checklist and review. You will visit each business to request their radio ad.
- With your volunteer's assistance, practice approaching business CEOs to request the radio ad.
- You may want to bring the Radio Station Ad to show the CEO the ad that you need.

3. Collect Radio Advertisements



After the Pledge of Allegiance, use the Advertising Executive's Checklist in the red PDF Expert app on your iPad and begin to collect the Radio Advertisements. As you collect each ad, check it off in the correct column of the checklist for that business. Follow these steps:

- Collect the ads from the first 2-3 businesses on your checklist, then return to the Radio Station.
- Review the ads you collected to be certain they are legible. Give the ads to the DJ to be read on air.
- Continue to use the Advertising Executive's Checklist, collect 2-3 ads from your list and continue until all the advertisements have been collected.

4. Send eBills for Advertising



Using your iPad and holding it horizontally, follow these steps to invoice and complete the Radio Station Advertising Bills:

- Tap on the home button.
- Tap BizTown simulation app (Firefox).
- Tap **Billing** on the left-hand side.
- Tap on **CREATE NEW BILL** in the lower right-hand corner.
- From the drop-down box under **Business Name**, select the business you will bill. All businesses, except for yours, will need to be billed.
- From the drop-down box for **Reason**, select **Advertising - Radio**.

- g. For the **Amount Due, type \$6.00**. All businesses will be the same amount.
- h. From the drop-down box for **Message** select **Radio Advertising Bill**.
- i. **Tap Next** in the lower right-hand corner.
- j. You will see the eBill on your screen. Make sure that it is correct. **Tap on send eBill**.
- k. Repeat this process for all businesses. **Be sure to use your checklist** to keep track of the businesses you have billed by checking if off on the column after you have sent the bill.

5. Advertising Campaign



After all of the ads have been collected and the billing is completed, meet with the Wellness CEO, when it is convenient for them. You will be building an Advertising Campaign to promote wellness and the wellness visits by doing the following:

- a. Using your iPad, press the home button and tap on the red **PDF Expert app** on the screen.
- b. Tap on the **Ad Executive Wellness Campaign Form** and complete the form with the Wellness CEO.
- c. When you are finished, have the DJ read the ad on the air (#4 on your form).
- d. **During the green shopping break**, meet with the Wellness CEO again to see if the Advertising Campaign was successful. Complete the questions on the bottom of the Wellness Advertising Campaign Form.

6. Requests & Dedications

Throughout the day, help take customer orders for requests/dedications and Guest DJ promotions.

- a. Complete a **Song Request Form** for each customer.
- b. Give the Song Request Form to the DJ to broadcast on air.
- c. A Guest DJ is a promotional **scarce** item and should be priced accordingly (\$3.50 up to \$5.00). You will only receive 15 forms with your first order of supplies to sell for the entire day.
- d. Complete the **Guest DJ Form** for each customer. If there is already a person scheduled, have the customer come back in 5 minutes. Only ONE guest DJ may be in the booth at a time. Make sure that they read the card (with the rules on it) that is provided to them.
- e. Complete the **Guest DJ Sign Up Log** to keep track of the citizens that should be returning and their return time. Make sure to space the Guest DJs every 5 minutes.
- f. Follow the POS SETUP AND SALES INSTRUCTIONS, to enter sales into the iPad.
- g. Accept only personal **CHECKS** for payment from customers. Be sure to give all checks to the CFO so that they can be electronically deposited to the bank.

7. Clear Forms



Follow the directions on the next page to **clear forms in the PDF Expert app on the iPad**. Take your iPad and give it to the teacher stationed at the iPad carts.

8. Clean Up

Assist with business clean up at the end of the day.