

TV Station Ad Executive

You are responsible for invoicing the businesses for payment for a TV advertisement. You will take a video of each CEO, reading their advertisement in their business. These advertisements will be included in your school's video production that your business is creating today. You should interact with your customers in a friendly, 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 #45**. 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. Before the Pledge of Allegiance



- Using your iPad and holding it **horizontally**, follow these steps to invoice and complete the TV Station Advertising eBills:
 - a. Tap on the home button.
 - b. Tap BizTown simulation app (Firefox).
 - c. Tap **Billing** on the left-hand side.
 - d. Tap on **CREATE NEW BILL** in the lower right-hand corner.
 - e. From the drop-down box under **Business Name**, select the business you will bill. All businesses, except for yours, will need to be billed.
 - f. From the drop-down box for **Reason**, select **Advertising - TV**.
 - g. For the **Amount Due**, type **\$8.00**. All businesses will be the same amount.
 - h. From the drop-down box for **Message** select **TV Advertisement**.
 - 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 **Send eBill**.
 - k. Repeat this process for all businesses.
 - l. **Be sure to use your Advertising Executive's Checklist** on the clipboard in the wall pocket to keep track of the businesses you have eBilled by checking if off on the column after you have sent the bill.
- Read the **Video Directions** in this folder to learn how to record ads on the iPad.
- Read the **AirDrop Directions** to learn how to AirDrop ads.

3. After the Pledge of Allegiance



After you have billed all businesses for their TV ad, you will take your iPad and **Advertising Executive's Checklist** and go to each business to record the ads you billed them for.

- a. Wear your Press Badge (arrived in the business Start-Up Supplies) when you are on official Biz TV business.
- b. Be sure to take your clipboard with the Advertising Executive's Checklist to keep track of who you recorded.

- c. Ask the CEO to read their **TV Station Ad**. It should be in the packet that was brought from school. Record the CEO reading their ad in their business. Be sure to **hold your iPad horizontally**. If the business is selling a product, the CEO can hold up the product(s) when they talk about them in their ad.
- d. **IMPORTANT REMINDER:** Citizens with an orange dot on their nametag do not have permission to be photographed or recorded. DO NOT take pictures of anyone wearing an orange dot. If the CEO has an orange dot, have someone else in the business read the ad.
- e. Remember, the CEOs are busy people. If the CEO of a business is not available, go to the next CEO on your list and revisit that CEO later in the day.
- f. Mark an **X** under Ad Recorded on your **Advertising Executive's Checklist**.
- g. When finished with the recording, listen to the recording to be sure the sound quality is good.
- h. After you record 3 ads, return to the TV Station to AirDrop them. DO NOT wait until the end of the day to AirDrop ads.

4. AirDrop Ads



- a. AirDrop finished ads to the CEO's computer (**BizTV's Mac Mini**) to be added to the video production.
- b. Verify that the AirDrop was accepted by the CEO.
- c. Mark a **X** under "AirDropped Ad to CEO" on the **Advertising Executive's Checklist**.
- d. Next, AirDrop finished ads to the **BizTV Mirroring iPad** so they can be AirPlayed on the TV outside of the TV Station.
- e. Mark a **X** under "AirDropped Ad to Mirroring iPad" on the **Advertising Executive's Checklist**.

5. Continue Recording Ads



Continue recording ads for each business listed on your Advertising Executive's Checklist, returning to the TV Station to AirDrop them to the CEO's Computer and Mirroring iPad after every 3 ads are recorded.

6. Fill in as Needed



You or the reporter may need to fill in for the Camera Operator when they go to lunch, using their iPad in the recording booth. Be sure to AirDrop the recorded segments to the CEO's computer (**BizTV's Mac Mini**).

7. Clear Videos on iPad



Follow the **Clean Up Instructions** in this folder to delete all videos from the Photos app on your iPad and the Mirroring iPad. Take iPad #45 and give it to the teacher stationed at the iPad carts when done. The Mirroring iPad stays in the wall pocket inside your business.

8. Clean Up

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