

# Broadcast BizPrep

## Welcome Letter

Business CEO:

We are looking forward to your school's visit to *JA BizTown* and hope that you and your team are as well. We know you are learning a lot about operating your own business and handling your own finances. Before long, you will be able to put your knowledge to work and, hopefully, see success for both yourself and your business.

You will find many important papers in this BizPrep Packet. All pages must be completed before coming to *JA BizTown* and must be brought with you on the day of your onsite visit. There are also several tasks to be completed in preparation for your visit. **Please use the checklist below to assure that all paperwork and tasks are completed and checked for accuracy.**

\_\_\_\_ Business Cost Sheet

\_\_\_\_ Loan Application

\_\_\_\_ Newspaper Ad

\_\_\_\_ Radio Ad

\_\_\_\_ Philanthropy Pledge Sheet

\_\_\_\_ Employee Checkbooks\*

\_\_\_\_ Employee Name Tags (optional)

*\*Completed checkbooks should be placed in the BizPrep envelope with the other paperwork.*

Your signature at the bottom of this page indicates that your business team is ready for business. Thank you for handling this responsibility!

We look forward to seeing you soon,



Lena Yarian  
President, JA of Northern Indiana

Our business has prepared each of the  
above items:

\_\_\_\_\_  
CEO'S Signature

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## Business Cost Sheet

### SALARIES

Student Name (First and Last Name)	Account #	Break	Salary	Periods	Total Salary
CEO _____	118	Yellow	\$9.00	X 2 = _____	
CFO _____	119	Red	\$8.50	X 2 = _____	
Ad Executive 1 _____	120	Yellow	\$8.00	X 2 = _____	
Ad Executive 2 _____	121	Green	\$8.00	X 2 = _____	
DJ 1 _____	122	Green	\$8.00	X 2 = _____	
DJ 2 _____	123	Red	\$8.00	X 2 = _____	
In Studio: Camera Operator _____	124	Yellow	\$8.00	X 2 = _____	
In Studio: Production Assistant _____	125	Yellow	\$8.00	X 2 = _____	
In Studio: TV Anchor _____	126	Yellow	\$8.00	X 2 = _____	
Remote Team: Camera Operator _____	127	Green	\$8.00	X 2 = _____	
Remote Team: Reporter _____	128	Green	\$8.00	X 2 = _____	

*NOTE: The above assigned account number MUST be the same account number written on the front of the citizen checkbook.*

**Section A: Total Salaries \$ \_\_\_\_\_**

### OPERATING COSTS

Advertising	(\$6 to Newspaper)	\$6.00
Equipment	(\$3 to Science & Industry)	\$3.00
Healthcare	(\$5 to Healthcare)	\$5.00
Leadership Development	(\$3 to Leaders Institute)	\$3.00
Taxes	(\$5 to City Hall)	\$5.00
	- Personnel Taxes, Property Taxes	
Professional Services	(\$12 to Professional Office)	\$12.00
	- Building Lease, Insurance, Accounting, Commercial Auto Lease	
Philanthropy	(\$2 to Science & Industry)	\$2.00
Staff Enrichment	(\$4 to Sports Marketing, Entertainment, or Retail)	\$4.00
Supplies	(\$7 to Supply Center)	\$7.00
	- First Supply Order \$5, Supply Reorders up to \$2	
Utilities	(\$5 to Utility Company)	\$5.00

**Section B: Total Operating Costs \$ \_\_\_\_\_**

**TOTAL BUSINESS COSTS:**  
(Salaries plus Operating Costs)

**\$ A + B**

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## Loan Application

### BUSINESS INFORMATION

Business name: \_\_\_\_\_

Do you provide a good or a service? \_\_\_\_\_

*Use the information on the **Business Cost Sheet** to complete this application.*

### EMPLOYEE INFORMATION

Number of employees: \_\_\_\_\_

Total of All Salaries: \$ \_\_\_\_\_ Line 1

*Transfer from Business Cost Sheet: Section A*

### OPERATING COSTS INFORMATION

Total Operating Costs: \$ \_\_\_\_\_ Line 2

*Transfer from Business Cost Sheet: Section B*

### TOTAL BUSINESS COSTS

Total Business Costs: \$ \_\_\_\_\_ Line 3  
*Line 1 + Line 2*

### TOTAL INTEREST AMOUNT

(Multiply 5% times the **Total Business Costs**)

\$ \_\_\_\_\_ Line 4  
*Line 3 x .05*

### TOTAL AMOUNT DUE

(Total Business Cost + Total Interest Amount)

\$ \_\_\_\_\_ Line 5  
*Line 3 + Line 4*

*As a representative of the above named business, I agree to repay the Total Amount Due, which includes both the loan amount requested plus interest. I certify that the above information is correct to the best of my knowledge.*

\_\_\_\_\_  
(CEO's Signature)

### TO BE SIGNED BY BANK CEO AT JA BIZTOWN

Circle One:      Approved      Denied

\_\_\_\_\_  
(Bank CEO's Signature)

# Broadcast BizPrep

## Newspaper Advertisement

Your business needs to create a business advertisement for the *JA BizTown* newspaper. On the day of the visit, the newspaper staff will collect this advertisement from your business. The newspaper editor may need to edit your ad to fit into the newspaper.

Using no more than **10-15 words**, write a descriptive advertisement for your business. Be creative!

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**Note:** You may not know what products/services you are providing until you arrive at *JA BizTown*. Take this opportunity to advertise the quality characteristics of your business. Let people know what a great staff/business you will be running so they know why they should visit your business.

### NEWSPAPER EDITOR:

Type this advertisement on  
Layout Page 1.

\_\_\_\_\_ Completed

# Broadcast BizPrep

## Radio Advertisement

Create a 30-second radio commercial for your business. On the day of the visit, the Broadcast staff will collect this advertisement from your business so that it can be read on air by the DJ.

Time: 30 seconds (approximately 110 words)

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**Note:** You may not know what products/services you are providing until you arrive at *JA BizTown*. Take this opportunity to advertise the quality characteristics of your business. Let people know what a great staff/business you will be running so they know why they should visit your business.

**BROADCAST DJ:**

\_\_\_\_\_ Read On Air

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## Philanthropy Pledge

Good citizens are people who accept their share of responsibility for making their community a better place. Citizens can help by donating their time (volunteering), talent (skills), and treasure (money) to charitable organizations.

JA BizTown citizens have the opportunity to give back as individuals and as a business group to a worthy JA BizTown non-profit organization. On the day of the visit, the Non-Profit Director will collect this pledge sheet and invoice your business for \$2.00 in financial support.

### PHILANTHROPY PLEDGE

\_\_\_\_\_  
(Business Name)

***My employees are aware of the mission of  
 non-profit organizations and their role in the community.  
 Our business pledges \$2.00 to support a non-profit organization.***

CEO's Signature: \_\_\_\_\_

Employees' Signatures: \_\_\_\_\_

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

# Broadcast BizPrep

## Business Overview

Transmits live radio throughout the day and records television news and advertising.

<p><b>CEO</b></p> <ol style="list-style-type: none"> <li>1. Submits Loan Application to bank.</li> <li>2. Oversees business operations and makes business decisions.</li> <li>3. Opens Utility account.</li> <li>4. Distributes business supplies.</li> <li>5. Signs Insurance Policy and Lease Agreement.</li> <li>6. Completes the Investment Application.</li> <li>7. Writes television editorial and records it for the broadcast video.</li> <li>8. Prepares and gives speech at the Opening Town Meeting, if time permits.</li> </ol>	<p><b>CFO</b></p> <ol style="list-style-type: none"> <li>1. Places supply order.</li> <li>2. Submits online request for business loan.</li> <li>3. Inputs employee payroll information.</li> <li>4. Processes business payroll.</li> <li>5. Prepares direct deposit enrollment paperwork.</li> <li>6. Completes Loan Promissory Note.</li> <li>7. Makes business expense payments.</li> <li>8. Submits business deposits.</li> <li>9. Makes business loan payments and tracks loan payoff progress.</li> </ol>
<p><b>AD EXECUTIVE</b></p> <ol style="list-style-type: none"> <li>1. Prepares and sends advertising invoices.</li> <li>2. Collects Radio advertisements and delivers to the DJ to read on the air.</li> <li>3. Sets up Point of Sale system.</li> <li>4. Greets customers, assists them with song requests, and processes payments.</li> <li>5. Solicits song requests from JA Staff.</li> </ol>	<p><b>DJ</b></p> <ol style="list-style-type: none"> <li>1. Selects music for airtime.</li> <li>2. Completes scheduling of on-air play list, news and sports reports, ads, weather, announcements, etc. to avoid "dead air".</li> <li>3. Clearly reads ads, announcements, and song requests with enthusiasm and energy.</li> <li>4. Announces give-away items.</li> </ol>
<p><b>IN STUDIO: CAMERA OPERATOR</b></p> <ol style="list-style-type: none"> <li>1. Reviews and understands processes for effective filming and how to operate camera equipment.</li> <li>2. Films Opening Town Meeting, if no Remote Team.</li> <li>3. Films in-studio interviews.</li> <li>4. Works in close partnership with the Production Assistant and TV Anchor.</li> </ol>	<p><b>IN STUDIO: TV ANCHOR</b></p> <ol style="list-style-type: none"> <li>1. Writes, practices, and reads an introductory speech on camera.</li> <li>2. Reviews interview cue cards with Production Assistant to prepare for on-camera interviews.</li> <li>3. Works in close partnership with the Camera Operator and Production Assistant to conduct on-camera interviews.</li> </ol>
<p><b>IN STUDIO: PRODUCTION ASSISTANT</b></p> <ol style="list-style-type: none"> <li>1. Works as a team with the In Studio TV Anchor and Camera Operator.</li> <li>2. Reviews interview cue cards with TV Anchor to prepare for on-camera interviews.</li> <li>3. Coordinates business representative interviews.</li> <li>4. Holds interview cue cards for TV anchor to read.</li> </ol>	<p><b>REMOTE TEAM: REPORTER</b></p> <ol style="list-style-type: none"> <li>1. Interviews citizens for newsworthy stories.</li> <li>2. Works in partnership with Remote Team Camera Operator to film stories.</li> <li>3. Writes news stories utilizing reporter guidelines.</li> <li>4. Works with DJ to schedule time to read news stories on air.</li> </ol>
<p><b>REMOTE TEAM: CAMERA OPERATOR</b></p> <ol style="list-style-type: none"> <li>1. Reviews and understands processes for effective filming and how to operate camera equipment.</li> <li>2. Films Opening Town Meeting.</li> <li>3. Films all interviews conducted by Remote Team Reporter.</li> </ol>	