You will work closely with the Host, Camera/Computer Operator and the Ad Executive coordinating interviews and news reports for the TV Station. Together, you are responsible for producing a video at JA BizTown. Remain in your business until after the Pledge of Allegiance to help with business start-up. Your business needs everyone’s help before it opens.

1. Review the **Director’s Video Shoot Board**. Each time a CEO or business representative is interviewed, you will indicate it on the shoot board by placing the magnet on “Ad Shot” when the segment is complete.

2. Become familiar with the computer recording process. You will fill in for the camera/computer operator when he/she goes on break.

3. Direct the Host and Camera Operator and begin videotaping the actual segments. This may take several tries. Do the following:
   
   a. Identify which start up segment you will be taping (opening, weather, closing)
   b. Make sure that the Host(s) and camera operator are ready
   c. Start the recording process by saying “Action 3-2-1 go…use the Director’s clap board to signal to the camera operator to begin filming
   d. The camera operator should stop filming once the host is finished talking
   e. Move the magnet on the shoot board to “Ad Shoot”

4. When all the TV Stations start up clips have been successfully taped, have the Host practice interviewing your own TV CEO.

5. Use the **Director’s Shoot Board (on the wall)**, and the **Availability Schedule** (in your yellow folder) begin to line up the business CEO interview schedule.

6. **After the Opening Town Meeting**, during RED Lunch break, choose any CEO from the Red list, ask the Ad Executive to bring the first CEO’s into the TV station to shoot their business Ad. While the CEO is being interviewed the Ad Executive should have another waiting to be interviewed.

7. Make sure that the CEO or person being interviewed understands the interview process.
   
   a. Director will make the call for “action”
b. Camera operator will begin the filming process

c. Host will introduce the Business CEO or representative

d. They will read their ad

e. The director holds up the cue card and the CEO will answer the questions during the interview.

8. Make sure that the camera operator knows which CEO or business representative was interviewed so that the segment can be saved properly.

9. Fill in for the Camera Operator when they go to lunch. Be sure to have the camera operator show you how to start, stop and save the segments.

10. During Yellow Lunch/Shopping Break the Reporter will read any news stories or interviews that may have been gathered in town square. The Meteorologist will also use the recording booth for the weather reports they have worked on.

11. During the Green break/Shopping Break, continue working with the Host and Camera Operator until you have taped a business advertisement with at least one employee from each business. With any remaining time, you may tape any interviews and news reports submitted by the Reporter.

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