Radio Station CEO

You are responsible for the smooth operation of the Radio Station. Many customers will be visiting your business during the day to make requests and dedications. The Radio Station will also assist the JA BizTown staff by making public service announcements. Be certain that all employees are familiar with their responsibilities and are courteous to customers.

1. 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.

2. You should have brought your completed BizPrep Booklet from school. Give the Business Costs Sheet to the CFO. Keep the other pages until someone from the other businesses comes to collect them.

3. Following the Pledge of Allegiance, take the Loan Application and the Promissory Note to the Bank CEO to apply for your business loan.

4. Complete the CEO Speech Guidelines and practice your presentation with your volunteer facilitator. You will give this speech at the Opening Town Meeting.

5. Set prices for the Song Requests, Song Dedications and Guest DJ’s and write the prices on the large white board. Suggested prices are: Requests & Dedications - $2.00 up to $3.50, Guest DJ’s - $3.50 up to $5.00. You can meet with your staff to choose the prices if you would like to.

6. Sign all business checks, after the CFO has printed them.

7. Sign the Rental Agreement when the Realty Leasing Agent brings it to your business.

8. Allow the Non-Profit Director to place a container for individual contributions in your business. Give him/her your Philanthropy Pledge Sheet. Encourage your employees to contribute. The Non-Profit Director will return later in the day for the container. Remember, this container is for your employees to use when making donations, if they wish to do so.

9. Meet with the Energy Scientist representative when he/she comes to talk with you about ways your business can conserve energy.

10. Proofread news stories given to you by the Reporter. Make sure each story is written clearly and will make sense when read aloud over-the-air. Write your initials at the top of the story to show your approval and then return it to the Reporter.

11. Throughout the day, help take customer orders for requests/dedications and Guest DJ promotions.
   a. Complete a Song Request Form from each customer.
   b. Give the Song Request Form to the DJ for broadcast.
c. A Guest DJ’s is a promotional “scarce” item and should be priced accordingly ($3.50 up to $5.00, as mentioned in #5). You will only receive 15 forms (with your first order of supplies) to sell for the entire day. Complete the Guest DJ Form from each customer. If there is a person already scheduled, the person will have to come back in 5 minutes. Only ONE guest DJ may be in the booth at a time. Make sure they read the card (with the rules on it) that is provided to them.

d. 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 DJ’s every 5 minutes.

e. Accept only CHECKS for payment. Use the POS computer to verify the customer’s funds, and then give the check to the CFO for a deposit.

12. Give the Attorney the Case #2 Clue Envelope (on your desk) when he/she comes to collect it.

13. Substitute for the Advertising Executive when he/she is on break.

14. Supervise your staff to be certain that schedules are followed, that everyone does his/her job, and works together as a team.

15. As the CEO, if your own work is caught up, you should always help your business wherever it is needed most.

16. When time permits work with the DJ to create and produce a song for JA BizTown on the Music Mixer in your business. Follow the directions in the BizTown Is Working Song Instructional Book. Let the JA Staff person know when you have finished creating the song. The staff will then help you to produce the song for all to listen to in Biztown.

17. Assist with business clean-up at the end of the day.
Good morning, my name is ____________________________

(Your name)

I am the CEO of ________________________________

(Business’s name)

Today we will be providing music, advertisements, and news for JA BizTown™. Our play-list is available for you to review so stop by the radio station and choose from our list of popular songs. We will be happy to take your requests and dedications!

If you would like to see what it is like to be a DJ “on the air”, stop by and register to be a Guest D.J.

We will also be producing a song today in the radio station. We will air it for all citizens to hear later today.

Thank you!