



KJAR Ad Executive

You will collect business advertisements and payments for KJAR. You will also take customer song requests. Interact with your customers in a friendly, courteous manner.

DURING BUSINESS START-UP, COMPLETE THE FOLLOWING.

1. Remain in your business until the Opening Town Meeting to help with business start-up. Your business needs everyone's help before it opens.
2. Attend any meetings called by the CEO.
3. Review the **KJAR Advertising Checklist**. You will visit each business to pick up its radio ad. (You will go back later to collect the payment.) With your adult volunteer, practice talking to CEOs to request the **Radio Ad** found in their **JA BizPrep** envelope. Practice speaking to them politely and telling them exactly why you are visiting and what you need to collect. Thank them for their assistance.

DURING FIRST WORK/BREAK ROTATION (AFTER THE NATIONAL ANTHEM) COMPLETE THE FOLLOWING.

1. Begin to collect **Radio Ads**. As you collect each ad, check off the correct column for that business on the **KJAR Advertising Checklist**.
 - a. Collect ads from the first 2-3 businesses on your checklist; then return to KJAR.
 - b. Review the ads you collected to be certain that they are legible. Give the ads to the DJ to be read on-the-air.
 - c. Continue to use the **KJAR Advertising Checklist** to collect the next 2-3 ads from the businesses on your list as in (a) and (b) above. Continue until all ads have been collected.
2. Get the KJAR invoices from the CEO
3. Visit each business again to deliver an invoice and collect the ad payment.
4. As you collect payment, check it off on the **KJAR Advertising Checklist**.
 - a. Collect the payments from the first 3-4 businesses on your checklist then return to KJAR.
 - b. Give the checks to the CFO so a business deposit can be made.
 - c. Continue to use the KJAR Ad Executive Checklist and collect the next 3-4 payments from the businesses on your list as in (a) and (b) above. Continue until all ad payments have been collected



5. **After** you have collected all ads, delivered all invoices, and collected all payments, take customer orders for song requests.
 - a. Complete a Song Request Form from each customer.
 - b. Give the Song Request Form to the DJ for broadcast.
6. The CEO will substitute for you when you are on break.
7. Assist with business clean-up at the end of the day. Recycle all used paper into the **blue** recycle bin.

Congratulations on a job well done!