

BUSINESS SNAPSHOT

LOCAL 10 WPLG

Business Overview

Local 10 WPLG provides live TV commercials, interviews, and news and weather reports. The audio and video is broadcast live on TVs in each business including the large screen behind the mayor's desk in Town Hall. Payment checks for TV commercials are used as payments on their loan, plus they are eligible at day's end for a payment from JA World for service to the community.

Business Activities

- After the National Anthem, the Ad Executive passes out pagers and collects advertising copy sheets from every other business. The ad copy sheets were filled in at school and are located in each business's BizPrep packet. The pagers are used later in the day to call business representatives to Local 10 for their interview.
- The Ad Executive brings back a few ad sheets at a time and gives them to the TV Host/Anchor to read on the air.
- After all the advertisements are collected and read, the Camera Operator pages each business to come for their interview.
- The Ad Executive then delivers invoices and collects the \$4.00 payment from every business.
- The Reporter gives additional news and weather reports during down-time between commercials and interviews
- After receiving a few payment checks, the CFO follows his/her Job Directions and makes a Business Deposit. This includes entering the payment checks into his/her computer and printing a deposit ticket.

Employee Responsibilities

- **CEO** Takes Loan Application and Promissory Note to bank for approval, signs all paychecks and business checks, and assists all other employees.
- **CFO** Issues paychecks to each employee and prints checks to pay all business costs for the day. Makes business deposits.
- **TV Host/Anchor** Reads advertisements on the air and conducts on-air interviews with business representatives.
- **Ad Executive** Collects TV advertisements, delivers a pager to each CEO, delivers an invoice and collects payment from every other business.
- **Reporter** Creates news and weather reports to be read on-air.
- **Camera Operator** Learns camera operation, pages business representatives, and runs the camera for on-air broadcasting.