

BUSINESS SNAPSHOT

SUN SENTINEL

Business Overview

The SunSentinel provides a daily newspaper incorporating articles, photos, and advertisements. In addition to selling the newspapers when they are completed, the Sun Sentinel collects advertising payments from each business which are used to make payments on their loan.

Business Activities

- The Ad Executive collects the newspaper advertisement sheets from all businesses. The newspaper ad sheets were done at school and are found in each business's BizPrep packet.
- The Ad Executive brings the ads back to SunSentinel and types them into the computer. He/she then returns to each business to collect the \$4.00 payment with the exception of Town Hall, who pays \$40.00.
- All employees, except the CFO, type articles into the computer.
 - Articles may either be pre-written at school or written while working throughout the day.
- During the 2nd break period, the Editor begins the newspaper layout with the assistance of the newspaper volunteer or JA Staff.. Articles, ads, and photos are inserted by clicking on one of the titles in the layout and clicking on the chosen article, ad, or photo. **DO NOT PRINT WITHOUT JA STAFF ASSISTANCE!**
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- All SunSentinel employees sell newspapers for \$1.00 cash!

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.
- **Ad Executive** Collects newspaper advertisements and payment from every other business
- **Reporter** Conducts interviews with one, or several, *JA BizTown* citizens, writes an article, and enters it into the computer.
- **Photographer** Gets supplies with \$5.00 check from CFO. Takes 6 specific photographs to be used for the newspaper layout and also photographs each citizen for a souvenir CD provided by JA.
- **Editor** Reads the 2 "Letters to the Editor" articles and enters responses into the computer. Proofreads all articles and advertisements submitted by the Reporter and Ad Executive.