

# The Exonian

*'The Oldest Preparatory School Paper in America*

*Phillips Exeter Academy*

## **Business Board Workflow**

*2<sup>nd</sup> Edition*

The Exonian

## **Business Board Workflow**

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For the Exonian Business Board, Phillips Exeter Academy, 20 Main Street, Exeter, NH 03833-2460.

This document is aimed to demonstrate how business board accomplishes its tasks, with details for all levels in the organization. It is a work in progress and should be updated as the Business Board evolves.

The document is created based on the format of Exonian Editorial Workflow. In addition, information about the Executive Board is also retrieved in the Editorial Workflow. The Job Description Summary is retrieved in the annual Exonian Business Board application. Thanks to Milton Syed (135<sup>th</sup> Business Chairman), Elias Robinson (135<sup>th</sup> Advertising Manager), Hojung Kim (135<sup>th</sup> Communications Manager), Quinn Larkin (135<sup>th</sup> Circulation Manager), and Benj Cohen (136<sup>th</sup> Business Chairman) for the inputs in the 2<sup>nd</sup> edition.

## **The Business Board Mission**

**“Our mission is to make the Exonian as financially independent as possible. Why is being financially independent so important? An independent newspaper is one that can publish whatever it wants, which is crucial for the Exonian. The Exonian is here to report on the happenings of Exeter, both good and bad. For the Exonian to be able to print the true happenings on campus financial independence is needed so stories that the administration doesn't agree with can be published.”**

*- Benjamin Cohen, Business Chairman, 136th Exonian Business Board.*

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# Section 1

## Executive Board - The Exonian

### *Editor-in-Chief*

#### Responsibilities

- Communicate with page editors to formulate article lists before the writer's meeting.
- Look over sensitive stories flagged by copyeditors.
- Oversee long-term objectives of the paper.
- Represent the paper to outside individuals, including school officials, parents, alumni, and officials from other schools.
- Coordinate other miscellaneous tasks, such as the Exonian's annual assembly.

### *Managing Editors*

#### Responsibilities

- Oversee the overall production of the paper, including lower board copyediting sessions (e.g. Monday night) and the Wednesday afternoon rush.
- Look over sensitive articles flagged by copyeditors, and assist page editors in reading through post-copyedited material.
- Assist page editors in technical issues with InDesign.

### *Business Chairman*

#### Responsibilities

- Work closely with the business board advisor.
- Work with managers to sort out weekly revenues.
- Act in close contact with the Editorial Executive Board and Online Board to streamline the paper.
- Brainstorm with Business Board members about potential business projects.
- Oversee the entire workflow of the Business Board.

#### Daily Tasks

1. Tuesday
  - Tell Communications Manager to Email (in case he forgets).
  - Answer any questions Upper Board and Lower Board may have about the work. Make final decisions on any decision we take with an advertiser or subscription.
  - Deliver Checks to Ms.Dunlavy AFTER they have been recorded in our database.

- Make sure every board member is occupied or doing something productive.
2. Wednesday
- Attend Executive lunch. Gather any ideas to implement new projects.
  - Collect checks and subscriptions from P.O. and keep them in safe place until next meeting.
3. Thursday
- Tell Communications Manager to email about stuffing and regular meeting.
  - Attend stuffing and make sure people come (Business Chairman takes all fault at the end if something fails).
4. Every Other Day
- Be on Call to answer any questions or concerns people may have.

\*Innovative Question: How can the Exonian improve billing, circulation, and subscriptions methods? How can the Exonian become self sufficient?

### *Web Editor*

#### Responsibilities

- Work closely with web board advisor.
- Ensure the articles are uploaded to the website on time.
- Maintain the conditions of the Exonian website.
- Brainstorm with Web Board members about how to improve the website.
- Work closely with Exonian Executive Board to streamline the paper.
- Oversee the workflow of the Web Board.

# Section 2

## Advertising

### *Team Mission*

- **Acquire** weekly advertisers.
- Work with the editorial side and communications associate to **ensure the proper placement** of weekly ads.
- **Keep detailed records of the relationships** developed between the advertiser and the Exonian salesperson.
- Keep weekly **ad revenue**.
- **Design** ads.
- Keep track of weekly ad list.

### *Positions Description*

#### **1. Advertising Manager**

- Oversee the weekly process of collecting advertisements.
- Manage the numbers of weekly revenue.
- Assign business to associates.
- Keep track of past and future businesses.
- Help train interns and lower board to design ads and call businesses for advertising contracts.

\*Innovative Questions: How can the Exonian improve the advertising process, including, but not limited to: acquiring new advertisers, keeping advertisers happy and maintaining a relationship between advertisers and the Exonian?

#### **2. Advertising Associate**

- Contacts potential advertisers for the Exonian.
- Manages the relationships between their customers and the Exonian.
- Assures Placement of Ad inside the paper by keeping tabs on the editorial board.

\*Innovative Question: How can the Exonian increase the number of ads per week?

#### **3. Advertising Designer**

- Design Ads for the Exonian.

\*Innovative Questions: How can the efficiency of ad design be increased? How can the Exonian better satisfy its customers through ad design?

## *Daily Tasks*

### **1. Advertisement Manager:**

- Tuesday
  - Create business ad lists - upload ads to Drive.
  - Assign business calls to associates.
  - Check weekly emails in  
[exonianbb@gmail.com/\[number\]\\_Board/Advertising](mailto:exonianbb@gmail.com/[number]_Board/Advertising)
  - Update the weekly adlist to the Exonian Google Drive.
- Thursday
  - Summarize week calls (Ad folder on  
[exonianbb@gmail.com/GoogleDrive/Sharred\\_with\\_me/BusinessAds](mailto:exonianbb@gmail.com/GoogleDrive/Sharred_with_me/BusinessAds) )
  - Make sure all the correct invoices go out (with Accounting)

### **2. Advertisement Designer**

Tuesday&Thursday

- Call businesses around the Exeter area to try to get them to advertise with the Exonian.
- Deal with potential clients: meetings, email, phone calls.
- Design ads based on requests from clients using Photoshop, etc.
- Resize or edit ads that were already created.
- Upload the ads to folder [exonianbb@gmail.com/GoogleDrive/MyDrive/Ads](mailto:exonianbb@gmail.com/GoogleDrive/MyDrive/Ads)

### **3. Advertising Associates**

Tuesday&Thursday

- Report to BC and Advertising Manager about any new ads and ad questions.
- Update the information on [exonianbb@gmail.com/GoogleDrive/MyDrive/Ads](mailto:exonianbb@gmail.com/GoogleDrive/MyDrive/Ads)

Wednesday (and every other day of the week):

- Call Businesses- making sure to do valid research and develop pitch before calling individual and keeping up with individual.

## *Advertising Tips*

1. Research about the business being called
  - a. Develop pitch- why business would advertise [includes specific to type of business and conditions at Exeter that entice advertiser]
  - b. Attain ‘success story’ from Marketing analyst
2. The Call/ Visit [Visit is preferred within reason]
  - a. Ask for owner/manager for smaller businesses/ask for marketing director for larger businesses (Hotels etc.)
  - b. Introduce your self- “Hi, I am [Name], calling from the Exonian, the school newspaper from Phillips Exeter Academy. Are you familiar with the school?”



- c. The pitch [include the following details]-
  - i. 1,500 readers [Students, Faculty, Alumni, Parents]
  - ii. Specific details from pitch
  - iii. Demographics are favorable at Exeter
  - iv. Keep short and to the point
- d. Interested business
  - i. Obtain phone number, email, and name [write this down]
  - ii. Thank them for their time and how much their business  
 “We look forward to working with you”
  - iii. Immediately send professional email with information-  
 terms of advertisement, price package, phone, personal message
  - iv. Call/visit later to confirm ad
- e. Not interested
  - i. Be nice
  - ii. Give your contact information in case they change their  
 mind
- 3. In case of mistake in printing
  - a. Visit/call IMMEDIATELY and apologize about mistake
  - b. Offer a discount (with the permission of the business chairman)
- 4. The nine week follow up
  - a. Visit/call business nine weeks after first printed ad
  - b. If possible deliver all newspapers with ad (create archive after first week)
  - c. Restart from step 2

# Section 3

## Subscription

### *Team Mission*

- **Acquire** new subscribers (transition between subscription team and customer relations must be smooth)
- Keep weekly **subscriptions revenue**
- Ensure all newspapers are **delivered and shipped properly**

### *Positions Description*

#### **1. Circulation Manager**

- Ensure all lower board members are doing tasks correctly.
- Teach interns how to write subscription email and call parents

\*Innovative Questions: How can the paid subscriber (both on and off campus) base be increased?

#### **2. Subscription Associate**

- Calls, emails and other means to acquire new subscribers
- Assure that all paying customers are in database and receive papers

\*Innovative Questions: How can the paid subscriber (both on and off campus) base be increased?

#### **3. Distributions Manager**

- Assign delivery routes
- Ensure that all on campus and off campus subscribers have their paper promptly

\*Innovative Questions: How can subscribers be served more quickly each week?

### *Daily Tasks*

#### **1. Circulation Manager**

- Tuesday
  - Manage subscriptions lists
  - Oversee the process of labelling envelope
  - Answer Subscription email on the [exonianbb@gmail.com](mailto:exonianbb@gmail.com)

- Thursday
  - Oversee the stuffing process
  - Answer subscription email on the [exonianbb@gmail.com](mailto:exonianbb@gmail.com)

## **2. Subscription Associate**

- Tuesday
  - Make and print labels- on document go to Create->labels->Avery USA 8930 1" x 2 5/8"...3->format addresses on labels, both domestic and international->load labels in printer->print
  - Put cancel letter of subscriptions.
  - Put checks in the database.
  - Help organize labeling for interns/anyone who isn't busy, grab envelopes from box in the closet
- Thursday
  - Help organize stuffing for interns.
  - Put checks in the database.

## **3. Distribution Manager**

- Thursday
  - Oversee the entire process on noon stuffing in the Post Office.
  - Check people in for noon stuffing
  - Make sure to bring newspapers up to the office
  - Assign paper routes-Library most important, then other school buildings (Jsmith, CCO, Gym, Alumni office, etc.), then local businesses

# Section 4

## Accounting

### *Team Mission*

- Keep track of payment of the large number of customers that *The Exonian*
- Keeping track of weekly cash flow
- Ensure that businesses pay invoices

### *Positions Description*

#### **1. Account Manager**

- Manage the Exonian checkbook system
- Collect advertising and subscription invoices from *Exonian* business advisor and manage the system to track payments
  - Report to Advertising Manager and Subscriptions Manager about weekly revenue

\* Innovative Questions: How can the accounts be managed in a more efficient manner?

#### **2. Account Associate**

- Ensure that all invoices are printed, delivered, returned on a continual basis.
- Keeping track of payments, calling businesses that have not paid, and managing cash flow.

\*Innovative Questions: How can the accounts be managed in a more efficient manner?

### *Daily Tasks*

#### **1. Account Manager**

- Thursday
  - Oversee the accounting process
  - Brainstorm on how to improve the accounting process
  - Update the financial state of the Exonian to Business Board members

#### **2. Account Associate**

- Thursday
  - Print out invoices
  - Label and stuff invoices.

# Section 5

## Communication

### *Team Mission*

- **Maintain** strong relationships with subscribers, students, and faculty
- **Recruit** new members to the Exonian Business Board, and collaborate with the editorial staff to recruit new writing members
- **Purchase** items for the office

### *Position Description*

#### **1. Communication Manager**

- Work to maintain strong relationships with subscribers (both on campus and off campus)
- Recruit new members to the Exonian Business Board, and collaborate with the editorial staff to recruit new writing members
- Promote and publicize Exonian events on campus
- Oversee the email account [exonianbb@gmail.com](mailto:exonianbb@gmail.com)

\*Innovative Questions: How can the Exonian maintain strong relationships with its subscribers on and off campus? How can the Exonian recruit new writer and business members?

#### **2. Communication Associate**

- Works to build and maintain strong relationships between the Exonian and its subscribers
- Check [exonianbb@gmail.com](mailto:exonianbb@gmail.com) once every other night

\*Innovative Questions: How can the Exonian better serve its subscribers?

### *Daily Tasks*

#### **1. Communication Manager**

- Tuesday
  - Send out weekly email to Business Board members
  - Check the email [exonianbb@gmail.com](mailto:exonianbb@gmail.com)
  - Respond to emails, if necessary.
  - Brainstorm and advise potential projects.

- Thursday
  - Send out weekly email
  - Brainstorm and advise potential projects.

## **2. Communication Associate**

- Tuesday&Thursday
  - Sort the email from the account [exonianbb@gmail.com](mailto:exonianbb@gmail.com) to corresponding Advertising and Subscription folder under the Board folder.
  - Respond to emails if necessary
  - Optional: Call businesses to get more ads.
  - Tuesday: Check in with Advertising managers with the weekly adlist.

# Section 6

## Interns

### *Mission*

One of the most important jobs in the Exonian. Business Board cannot function without the tremendous of the interns. Interns ensure the workflow of the Exonian, as well as observing what is going well and not well in the Business. Interns have the responsibilities to report those observations. Subsequently, interns need to brainstorm on how to make business board better. Along with other miscellaneous requests by other members of the board (e.x. Buying cookies at Grill)

### *Position Descriptions*

- Complete any tasks assigned by the other board members
- Learn about business board

### *Daily Tasks (included, but not subjected to)*

1. Tuesdays
  - Label the envelopes
  - ACTIVELY shadow Business Board members to learn about the Board.
2. Thursdays
  - Noon: Stuffing at PO
  - Stuff envelopes
  - ACTIVELY shadow Business Board members to learn about the Board.

# Section 7

## Regulations

1. Business Board members have to be in the Exonian Office, 2nd floor of Phelps Academy Center, by 7:00 p.m. sharp on Tuesdays and Thursdays. If anyone has any excuses, he/she has to email either Business Chairman or Communication Manager.
2. PO Stuffing on Thursday at noon after fat block is REQUIRED for ALL Business Board members. If anyone has any excuses, he/she has to email either Business Chairman or Communication Manager. Unexcused absence will be put on the Wall of Shame.
3. Unexcused absence, being obnoxious during meetings, not doing any productive work related to the Business Board, etc. will result in demotion or being fired from the Business Board.
4. Business Board members have the responsibilities to fully attend every meeting and event organized by the Business Board.
5. Business Board members have the obligation to keep the Office as clean as possible.



## Section 8

### Timeline

Term	Occasions	Tasks
Fall	Opening of school	<ul style="list-style-type: none"> <li>- Recruit new members on Club Night</li> <li>- Set goals</li> </ul>
	Parents weekend	<ul style="list-style-type: none"> <li>- Set up booth in the Agora and in other prominent locations where parents go to get parents to subscribe</li> </ul>
	Sports Book	<ul style="list-style-type: none"> <li>-Every other year, when E/a is at home the sportsbook comes out. Ads should be sold and submitted to the editorial board 2 weeks before E/a weekend.</li> </ul>
Winter	Board Turnover	TBA
	Christmas	<ul style="list-style-type: none"> <li>- Start of Winter Term: Start advertising for candy stores and flower shops</li> <li>- Christmas message on Exonian: just like Valentines day</li> </ul>
	Valentines Day	<ul style="list-style-type: none"> <li>- Set up booth to sell ad space to students so they can submit a valentines day message</li> <li>- Be sure to market this opportunity at least 1.5 weeks in advance</li> </ul>
Spring	Grad Issue	<p>March-April:</p> <ul style="list-style-type: none"> <li>-Send a parent-wide email out through the Dean of Students Office (Ask one of the deans for help) that explains the pricing and advertising information</li> <li>-Communication Manager/Associate should reply to all the email concerns and pass off any graphic design advertisements to the Ad designer.</li> <li>-Ad associate must call businesses and deliver any graphic design work to the ad designer.</li> </ul> <p>May:</p>

		Ad Designer should be completing all designing requests by this time. Communication Manager and Associate should be replying to any concerns parents may have.
	Reunions	<ul style="list-style-type: none"> <li>- Research about each Reunions: get info of alum Exonian boards, targeting on 5th, 10th, etc.</li> <li>- Send an invitation to an in-house between current Exonian board and ex-Exonian boards</li> <li>- Host the casual in-house: subscription opportunities.</li> </ul>

# Section 9

## Technology

### *Business Advertising List*

For advertising department to keep records of businesses for advertisement

Go to [exonianbb@gmail.com](mailto:exonianbb@gmail.com) -> Google Drive -> Shared with me (on the left column) -> BusinessAds

### *Week Ad List*

For Managing Editors to design the ads.

Go to [exonianbb@gmail.com](mailto:exonianbb@gmail.com) -> Google Drive -> Shared with me -> Ad Lists

### *Subscription Database*

Go to \\pea/clubs/exonian

Choose Business Board -> Circulation.

The excel sheet is to keep track of past and future subscribers.

The databases are to print out the labels.

### *Accounting*

Using Quickbooks to keep track of invoices

### *Email account*

Username: [exonianbb@gmail.com](mailto:exonianbb@gmail.com)

Password: exonianlol1

Advertising and Subscription each has their own folder under the Board folder.

# Section 10

## Summary

### *Job Descriptions*

#### **Executive Board Position**

The **business chairperson** is responsible for all business aspects of the paper and works closely with the business advisor. S/he has the task of overseeing the entire Business Board and managing the weekly process of financing and distributing the paper, in addition to overseeing the annual budget of *The Exonian*. The tasks include, but are not limited to, billing, circulation, advertising, subscriptions, and customer contact. The Business Chairperson will be in close contact with the Editorial Executive Board and Online Board in an effort to streamline the paper. S/he will also pay close attention to both the present and future health of the newspaper as an independent financial entity. Most importantly, s/he must also be an innovator, constantly seeking new ideas to improve the billing, circulation, subscription methods, and advertising program.

#### **Upper Board Positions**

The **advertising manager** will work in close contact with both the Business Chairman and the Associate Advertising Managers to oversee the weekly process of collecting advertisements. S/he will attend all advertising meetings to provide assistance to the associates. S/he will also work on his/her own to expand *The Exonian's* national and international clientele, as well as manage contacts with national youth advertising firms. Each week, the Advertising Manager will be responsible for collecting advertising invoices and creating a system to track payments. The Advertising Manager must have specific ideas on improving or changing the advertising program to maximize profit.

The **circulation manager** will work in close contact with both the Business Chairman and Associate Circulation Managers to ensure that circulation of *The Exonian* is prompt and complete. The papers must arrive in student PO boxes during lunchtime on Thursdays, be distributed to all appropriate locations on campus, and be sent to subscribers on Saturday of the same week. S/he will work with the business chairman to create and maintain a strong and

efficient subscription base, which is of utmost importance. If office supplies are needed, all inquiries will be directed to the Circulation Manager. S/he should have specific ideas to expand the subscription base, to include parents, alumni, faculty, staff and as many appropriate people as possible. The Circulation Manager must also work with the Communications Manager to send out subscription letters at appropriate times throughout the year.

The **communications manager** will work in close contact with the Business Chairman to ensure the satisfaction of all clients of *The Exonian*. S/he will be responsible for maintaining communication with subscribers and checking the office voicemail each week to handle all issues that arise with subscribers or offices on campus. This director will also work closely with the Circulation Manager to manage new subscriptions and assist in the organization of subscription letters. S/he will also be responsible for the publicity of *The Exonian*, clarifying subscription procedures, planning events, and assisting all boards with recruiting efforts. S/he will be directly responsible for the advertising designers and allocating the creation of advertisements to the designers. The Communications Manager will work closely with the Business Chairman in collaborating with the other boards. The Communications Manager must be an organized and professional person, who is comfortable in dealing with people but also has creative ideas to ensure the satisfaction of our customers.

The **accounts manager** will keep track of payment of the large number of customers that *The Exonian* maintains by printing invoices each week, managing returned invoices, and keeping track of weekly cash flow. He/She will need to manage and work with account associates to ensure that businesses pay invoices. The accounts manager will work closely with the business chairman.

#### **Lower Board Positions**

The **accounts associate** will work with the accounts manager to ensure that all invoices are printed, delivered, returned on a continual basis. This includes, but is not limited to, keeping track of payments, calling businesses that have not paid, and managing cash flow.

The **advertisement designer** designs ads each week to the specifications of the customer. To effectively complete his/her task, the advertisement designer must remain in close contact with the advertising associate and the customer. It is expected that the advertisement designer has finished designing the ads that the customer has asked for by Tuesday each week in time for the layout coordinator to include the ad into the paper.

The **advertising associate** will go out each week on their advertising routes to create ad contracts. Personality is important as they will be in contact with members of the greater Exeter community constantly. It is expected that the advertising associate contact many businesses to create new relations between the Exonian and the community in which it was founded.

The **communications associate** will aid the communications manager with advertiser relations. S/he will use the Exonian business e-mail account to address any advertiser queries and concerns. In addition, the communications associate will work with the advertising designer, advertising

associate, accounts manager and advertising manager to ensure that all advertisements are designed to advertiser satisfaction and are paid.

The **distribution manager** will make sure that the paper is distributed across campus and throughout the town each week. The distribution manager will work closely with the circulation manager and entire business board to distribute the paper each week.

The **office manager** will ensure that all the necessary equipment and supplies are present in the office to put out the paper each week as well as maintaining the back issue closet and archives-0. In doing this, the office manager can expect to be in contact with various supplies companies each week. The office manager will work closely with both editorial and business board to discern what is needed for the office.

The **subscriptions associate** will aid the circulation manager in administering subscriber relations. S/he will work to increase the Exonian's readership and paid subscriber base. The subscriptions associate will collaborate with the communications associate in establish new subscriber relationships with members of the foreign and domestic Academy community.

### *Hierarchy of organization*

