

CAREERS IN ACTION

ADULT, CAREER AND TECHNICAL EDUCATION SCHOOL DISTRICT OF MANATEE COUNTY

Students:
Keeping up with communication technology?

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Communications Technology: Dramatic, Radical Change

Alexander Graham Bell invented the telephone in 1876, and most experts credit Philo Farnsworth with inventing the modern television in 1927. Christopher Sholes invented the typewriter in 1867 and Nikola Tesla developed the fundamental design for modern radio in 1892. What do all these inventions have in common? Why, communication of course!

The art of communication has evolved dramatically, radically, and exponentially. The highly competitive and constantly changing field of communication technology requires a specific set of skills and tools. We use laptops and Kindles, iPods and cell phones. We send signals on Wi-Fi and 3G, and can broadcast by podcast. TV's are HD, LCD, or 3D. How do we keep up?

To complement the skills needed to succeed in the communications arena, you must not only learn technical skills; you must also possess the drive and ability to constantly learn, unlearn, and relearn. Do these qualifications come easy to you? Does it sound exciting? Do you want to find out more? Then Southeast High Schools' (SEHS) Electronic Communications Center (ECC) Academy can help you turn a keen interest in communications into an exciting career.

Students in the ECC Academy gain a broad scope of experiences and skills needed for success in this 24/7 audio and visual communications field. They work with the latest equipment including cameras, microphones, computers, and editing software. "Everything is new here," said Mike Sanders, one of the talented teachers behind the scenes in Southeast's ECC Academy. "The studio is new. The equipment is new. The Academy is new."

Mike's expertise lies in teaching Digital Video Production and Television Production. Student-crafted productions include music videos, public service announcements, and the school's morning news program. Students also broadcast productions for the EdVantage TV Network, the Careers in Action live broadcast, and SEHS sporting events.

Sophomore Mackenzie Yaryura is enrolled in the ECC Academy. "When I toured the campus for orientation, I saw the TV Production setup and wanted to give it a try," she shared. "I've discovered I love being in front of the camera reporting the news. Media is very influential on our likes and dislikes and I feel that being a talent (that's TV lingo for the person in front of the camera) is a very important job."

SEHS senior J.B. Whirtley prefers being behind the camera. "It just feels natural," he said. "My goal is to become a director because you have the ability to control the shots and create moving images." Whether in front of the camera or behind, gaining real-world communications industry experience at Southeast High School provides students with a critical edge towards employment in the career of their choice.



ECC Academy student Mackenzie Yaryura is interviewed by fellow student Sarah Stevens



J.B. Whirtley perfects his directing technique. "Through the camera you can make what the audience is looking at more interesting," he said.

JOBS



Radio Announcers
Salary: \$18,700 – \$44,400
Workplace: broadcast studios
Hours: flexible



TV Camera Operators
Salary: \$27,500 – \$47,300
Workplace: studios and on location
Hours: flexible



Producers and Directors
Salary: \$30,600 – \$100,400
Workplace: broadcast studios
Hours: flexible



Southeast High School's communications technology programs have combined to create a small learning community known as the ECC Academy. The Academy's mission is to provide hands-on experiences in communication technology, base knowledge for further education, and an avenue to gainful employment.

PARENT CORNER

- Discussion starter: How has your family communication changed? Do you text family members in the next room? Does the TV dominate the dinner hour? Despite the advances in communication technology, we still need our human-to-human relationships. Make eye contact with your child, and share a technology-free zone to help rebuild family connections.
- Use communication technology on behalf of your child. Usage controls on your mobile phone plan can help eliminate midnight texting, a common practice that could be robbing your child's quality of sleep. Or for a simpler method, confiscate the phone at bedtime.
- "The mission of the ECC Academy is to provide hands on experiences in communication technology, base knowledge for further education, and an avenue to gainful employment." For further information about the ECC Academy, contact Southeast High School Academic Advisor Brandy Braver at 941-741-3366, ext. 2027.

FCAT reading comprehension QUESTION

- ★ What does the "ECC" stand for in the ECC Academy?

Answer: Electronic Communications Center

What's on the WEB?

www.manatee.k12.fl.us/sites/highschool/southeast/html/ecc.html
www.edvtv.org
www.METVweb.com



EdVantage Strategic Objective #3: Each student will continually participate in the democratic process.



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