

YOUR FINAL PROOF

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THE SCHOOL DISTRICT OF MANATEE COUNTY FEATURES A STUDENT AND A CAREER & TECHNICAL EDUCATION TEACHER

Newspaper in Education Presents
Inquizi
 Brought to you by Adult, Career & Technical Education



KIDZ Biz & Buzz



Alex on the Move

Alex Miranda is a 17-year-old senior at Southeast High School who is always on the move. She loves how the school day is organized with classes constantly changing. She also loves being with her friends and seeing them throughout the day. Alex takes her studies seriously as a member of the International Baccalaureate (IB) Program and the Visual Performing Arts (VPA) Academy. This busy senior definitely leads an interesting life! One of her passions is reading—she once read 20 books in one week and readily admits to being a “bookaholic.” She also adores working with any art medium—acrylic paint, charcoal, clay—whatever’s available. Alex is active in her church youth group and had a fabulous summer singing at Vacation Bible School.

On campus, Alex likes being involved and active. She is a member of Future Business Leaders of America (FBLA), National Art Honor Society, National Honor Society, Key Club, Seminoles for Christ, and the Varsity Girls Basketball Team. Last year she competed in the FBLA Districts Desktop Publishing event and came home with the Gold for her business card, menu and magazine cover designs. Alex is a person of many talents—business graphic design, learning, singing, art, and athleticism. Whatever the future holds for Alex, she’s certainly on the move toward success!

InnoVators

WHAT MAKES A MAGAZINE ?

H Do you know how a magazine is created? Or how many careers are involved in producing each issue? One publication requires many people working together and pooling their creativity until the finished work is on the shelves. If you open a magazine and look at the inside cover, you’ll find a list of people who had a part in its making.

The editors see the big picture of the magazine and knit all of the elements into a coherent whole. They are the choreographers of a printed dance, the visionaries who keep everyone on track, and they centralize the entire publication into one theme. The art and photography directors are concerned with the layout and design of each page, and they make decisions about which pictures to publish and how to make everything fit just right. And like radio and TV, magazines receive most of their funds from advertisements; the directors of this field sell ad space in the magazine to companies and businesses. Other magazine revenues come from readers, so an entire customer service department may handle subscriptions.

Magazines are complex endeavors and involve much more than just the input from writers and editors. Directors of marketing, publicity, and finance hold a large responsibility in this industry as well. The publisher receives the final draft, ready to print. High-tech printing presses not only print the magazines, they bind in extra advertisements and even blow in loose response cards. The mailing process requires adding mailing labels and sorting by zip codes. Those in charge of distribution help deliver the magazine to stores and gas stations all over the country.

There are many jobs involved in creating a magazine and each person’s contribution results in an informative, entertaining work of art.



Explore IT

Create a Personal Newsletter

Does your family receive holiday letters from family and friends? Why not send out your own newsletter? You don’t have to wait for the holidays, either. You can create a newsletter to announce a graduation, an accomplishment, or simply just for fun. Using a computer with Microsoft Publisher or another design program, create your newsletter and send it to your friends and family. Include your interests—hobbies, music or sports, for example—and write about your favorite possessions, collections, pets, vacations, siblings, or even your everyday school routine. Here’s how.

1. Choose three topics in your life that you want to share about.
2. Answer the questions: *who? what? when? where?* and *why?* about each topic to expand the ideas into written articles. Give your loved ones a glimpse into your life. Make it creative! Use dialogue and storytelling to add human interest.
3. Collect pictures to illustrate your articles, either from a digital camera or from the web.
4. Use your articles, pictures, unique fonts, headings, background colors, and design accents to create a newsletter in the design program of your choice.
5. Email (or print and mail) your finished creation to friends and family.

Not sure you can do all of that? Then be sure to enroll in a *Business Systems Technology* class at your high school!



SCHOOL Biz



The Funderburke Factor

With twelve years of corporate experience in management training and development, Randy Funderburke definitely knows the real-world implications of having a good set of business skills. A Southeast High School Business Systems Technology (BST) teacher, Randy teaches keyboarding and digital design, and directs the school yearbook class. Students work with advanced software programs like PhotoShop and InDesign, creating ads, announcements, and page layouts. And that’s just during school hours.

After school Randy is a Future Business Leaders of America (FBLA) advisor, attending meetings with chapter members and chaperoning field trips. He coaches the boys’ golf team, serves as the Senior Class Advisor, and is the voice of the play-by-play radio broadcaster for the Friday night ‘Noles football games. Wow!

There is a common thread among all of these activities—it’s called the Funderburke Factor. Randy infuses energy and values, strengthening students’ work ethic by stressing integrity, respect, and punctuality. He emphasizes the need to meet obligations, fulfill commitments, and always give your best effort, even if you fail. He encourages students to incorporate these qualities into their everyday life, convinced that they will enhance both personal and professional endeavors as students strive to be the best they can be.



DISCOVER the Future

Career Pathways in Manatee County

Regional Careers: Here are examples of business systems technology occupations, magazine publishing occupations, and current wages in the Suncoast Workforce Region.

Occupational	Entry	Average	Exper.
Art Directors	\$21.41	\$29.33	\$33.29
Data Communications Analysts	\$15.42	\$25.73	\$30.88
Public Relations Specialists	\$16.50	\$24.37	\$28.30
Market Research Analysts	\$15.90	\$26.65	\$32.02
Marketing Managers	\$27.46	\$43.13	\$50.96
Graphic Designers	\$12.82	\$19.73	\$23.20
Editors	\$13.03	\$22.78	\$27.67
Word Processors and Typists	\$10.26	\$14.12	\$16.04
Writers and Authors	\$12.65	\$19.88	\$23.49
Reporters and Correspondents	\$10.71	\$15.45	\$17.83
Business Teachers, Postsecondary	\$18.20	\$28.59	\$33.78

Source: <http://fred.labormarketinfo.com>
 FL Labor Market Statistics, Occupational Employment Statistics & Wages Program

Career Pathway: Students desiring a career in business systems technology can find related educational programs at these area schools:

Southeast High School
 Manatee Technical Institute
 Manatee Community College
 University of South Florida

WEB Wise

Check out the following websites:

www.bookjobs.com
www.techcareers.com
www.publishingcentral.com
www.fbla-pbl.org
www.floridafbla-pbl.com



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