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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



SCHOOL Biz



Coming to You Live from PHS TV

Retired Air Force Lieutenant Colonel Antonino "Nino" Fabiano is taking Palmetto High Schools' Broadcast News and Television Production to all new heights. Students work with expensive digital state-of-the-art television equipment and learn first hand how to create and produce a live TV broadcast. Nino's students have the opportunity to develop creative ideas and then transform them into a script. The script is then relayed to one of four Teleprompters, a display device that prompts the speaker with an electronic visual text of the script. Student broadcasters are videotaped live from one of three professional looking sets in the studio. The entire production is aired on PHS-TV. The air is alive with energy and school spirit soars as Tiger Morning News opens with "The Eye of the Tiger" theme song. Newscast topics range from sports interviews with school team coaches to words of wisdom from a guest teacher.

With his philosophy of performance through professionalism, Nino encourages students to "emulate and adapt" by watching current news broadcasts such as CNN and Bay News 9. Upon completion of the TV Production and Communication classes, students are better prepared for advanced studies in a college setting or a broadcasting industry position at a television station. Students are adept both in front of the cameras and behind them. Now that's big news!



Career Pathways in Manatee County

Regional Careers: Here are examples of television production wages in the Suncoast Workforce Region.

Occupational	Entry	Average	Exper.
Art Directors	\$21.41	\$29.33	\$33.29
Audio and Video Equipment Technicians	\$14.71	\$23.91	\$29.51
Editors	\$13.03	\$22.78	\$27.67
Graphic Designers	\$12.82	\$19.73	\$23.20
Music Directors and Composers	\$15.10	\$24.52	\$29.24
Musicians and Singers	\$10.90	\$23.82	\$30.28
Photographers	\$9.96	\$13.85	\$15.80
Producers and Directors	\$18.76	\$25.94	\$29.53
Reporters and Correspondents	\$10.71	\$15.45	\$17.83
Sound Engineering Technicians	\$6.91	\$11.13	\$13.23

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

Career Pathway: Students desiring a career in television production can find related educational programs at these area schools*:

- Bayshore High School
- Braden River High School
- Lakewood Ranch High School
- Manatee High School
- Palmetto High School
- Southeast High School

WEB Wise

Check out the following websites:

- www.bls.gov/oco/cg/cgs038.htm
- www.metweb.com
- www.tsaweb.org
- www.education-world.com/a_lesson/04/lp332-03.shtml
- <http://advertising.about.com/od/televisionandradio/a/commercialmusts.htm>

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KIDZ Biz & Buzz



Ray's Days—Behind the Scenes of Tiger TV

Ray Merrill is a junior at Palmetto High School (PHS) with a reputation for excellence and known for his skills as a video editor. He is one of 15 hand-picked students comprising the staff of the PHS-TV daily newscast. Sitting comfortably at the control panel of the school's new TV production studio, Ray (a.k.a. Chief Engineer of the newscast) navigates the vast amount of sliding buttons, switches, and screens that—among other functions—adjusts the speed of the teleprompter. Ray might be found behind the camera, focusing on a broadcaster, or he might be putting the final touches on the sports set preparing for a live interview with a PHS athlete. He enjoys the behind-the-scenes production and learning everything he can about the capabilities of the brand new, high-tech broadcasting equipment.

Ray's plans for the future include running for Vice President of a Career & Technology Student Organization (CTSO) next year as well as continuing his interest in construction technology. So whether you find him working at the Tiger TV production control panel or working on a set of blueprints, Ray Merrill is the expert behind the scenes.

InnoVators
 PHS TV PRODUCTION BEHIND EVERY COMMERCIAL

Every time you turn on the television, you're bombarded with commercials. Their number one purpose is to sell you something! These ads eat up about ten minutes of every thirty-minute show. Have you ever wondered what goes into making a commercial? The process may be more detailed than you thought.

First, the client—the company or business wanting to advertise a product—goes to an advertising agency. Creative writers and designers brainstorm ideas for a story and script, and the results are discussed among the agency managers. Next, the agency presents the idea, script, and rough drawings to the client for approval. Since the client is paying a lot of money for this commercial, there can be no mistakes. Every step requires discussion and suggestions for improvement.

If the client approves of the concept, the agency hires actors and chooses a location to film the ad. They also hire videographers (camera operators), sound, lighting, costume, and technical experts. The actors begin to rehearse the scenes, and they shoot each scene several times. Film editors at the studio mix the scenes into a presentable rough draft and show the entire thing to the client. Can you guess what comes next? More discussion! The client voices any problems and suggests changes. As soon as the client is satisfied, the agency shows the commercial to test audiences, polling them for their opinions.

Finally, the finished work can begin airing on television. The agency purchases slots of time; their decision is based on the time of day and the target audiences. For example, if the commercial is aimed toward kids, the commercial will air during after-school hours when more kids are watching TV. As the ads begin running, polls are constantly taken, and the client monitors sales to see if the commercial is effective.

Next time you're annoyed at the commercials interrupting your show, think about how much time, money, and effort goes into their creation. And remember, the number one goal of every commercial is to help separate you from your money!



Palmetto High School's Tiger TV production sets include the news desk and the sports set



Ray Merrill behind the scenes in the PHS TV production studio.

Explore IT

Make Your Own Commercial

Get out the video camera! For this activity, you'll create a commercial showcasing something you care about—your school, youth group, sports team, club, family, or hobby. You can create a commercial from an original idea or model it after one you like on TV. (Just change the script to fit what you're advertising.) If you need actors, recruit your siblings, parents, school friends, or neighbors. Make sure you:

- Get permission to use the video camera or borrow one from a friend.
- Choose a safe location to film.
- Use costumes and props.
- Be creative!



1. Decide on a topic. What do you want to "sell?"
2. Decide on a theme...what story will your commercial tell?
3. Write a script, including descriptions of the location, characters, and notes about the tone of voice and actions of the characters.
4. Recruit actors and provide each with a copy of the script.
5. Practice several times before you start filming.
6. Capture the commercial on film using a video camera.
7. Have fun watching and showing your commercial to family and friends.

Students in Manatee County high schools can take classes in television production and make "commercials" using state-of-the-art equipment and editing software. Ask your guidance counselor about the TV production program at your school.



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