

Newspaper in Education Presents

# inquiziKIDZ

BROUGHT TO YOU BY MANATEE COUNTY'S MAGNET SCHOOLS & ADULT CAREER & TECHNICAL EDUCATION

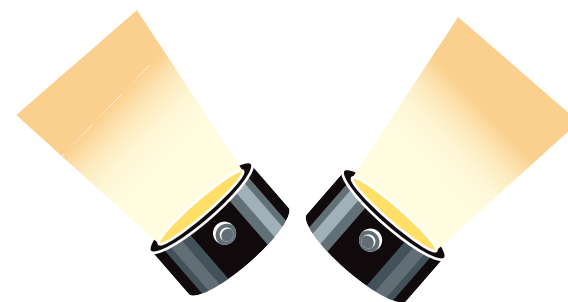
What Does It Take To Be A News Anchor?

## Discover the Future

Does a career in the media industry interest you? Whether you've got your eyes on Tom Brokaw's job or you'd rather be behind the scenes, check out these possibilities.

- Advertising
- Anchor Person
- Camera Operator
- Copy Editor
- Copy Writer
- Digital Imaging Expert
- Director
- Meteorologist
- Music Producer
- Photographer and Photo Editor
- Producer
- Reporter
- Script Writer
- Sound Technician
- Technical Lighting Specialist

For more career information see your school counselor and get information on-line at:  
<http://jobstar.org/tools/career/spec-car.cfm>  
 OR  
<http://www.acinet.org/acinet/default.asp>



## explore it

### Try on a Reporter's Hat

On TV news programs, the news anchor often reads stories that have been researched and written by other people. Today's activity allows you to find out what it's like to be a news reporter. Who knows—someday Tom Brokaw could be reading your story!

1. A reporter must be aware of news-worthy events in the community. Look around your school or neighborhood to discover and decide on an interesting topic.
2. Interview the person or people involved. Take along a notebook and pencil. Ask lots of questions, paying close attention to the reporter's basics: Who? What? When? Where? Why? And How? Jot down important information and record direct quotes.
3. Verify dates and places. Accuracy is important! Check name spellings.
4. Start writing. Let your opening line "grab" your audience.
5. Using your notes, write out the rest of the story. Keep it clear and to the point.
6. End your story by pulling together all the loose ends. Make sure that all questions are answered. If your story involves a call to action, include a name or address for others to respond to.

Try this activity with a friend. Take turns acting as the news anchor and reporting your news out loud. How does it sound? If you have access to a video camera, videotape each other and have fun watching. (Here's a tempting variation—write a news report on the latest products that kids want for Christmas. Include the benefits and features of each one, what makes them so popular, and the price. Record this report and play it for your parents!)

### TV production and the job of a news anchor

## Nightly News, Here I Come!

by Julie Gillies

The nightly news is a familiar sound in millions of homes across America. Whether you watch Tom Brokaw, Dan Rather, or Peter Jennings, the stories are similar yet told from differing viewpoints. What it would be like to sit behind the news desk and be the one facing millions of people? The person reporting live in front of the camera is called a *news anchor*.

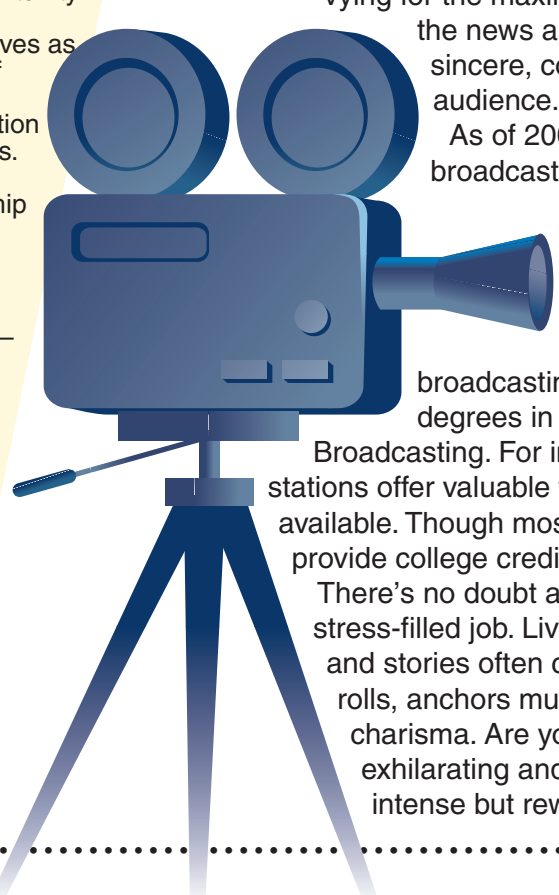
The primary job of a news anchor is to inform the public by reporting the facts. Story details have to be checked and re-checked for accuracy. Sources must be verified for authenticity. When the anchor sits before the camera, he or she must know that—to the best of their ability—what they are reporting is true.

A news anchor needs enthusiasm and high energy. They must thrive under pressure. They must be well spoken, able to think fast and respond smoothly during technical difficulties. If a crisis develops, they must stay calm and not reveal the pandemonium around them.

Good grooming and a polished, professional look are industry essentials. This is a very visual career. Think about it—would you want to watch a slouching, unkempt, mumbling news anchor? Succeeding in this profession often depends on ratings—who gets watched the most. Each network is vying for the maximum audience, so the looks and believability of the news anchor is top priority. Anchors must project a sincere, convincing report to build a relationship with the audience.

As of 2002, there were over 334,000 paid jobs in broadcasting in the United States. But what sort of education and experience are you expected to have? There are over 450 colleges and formal programs available for four-year degrees in journalism and mass communications. Many community colleges offer two year programs in broadcasting. Manatee Community College offers AA degrees in both TV Technology and Radio and TV Broadcasting. For initial experience, college radio and television stations offer valuable training. Many local stations have internships available. Though most of these positions are unpaid, they often provide college credit and give you plenty of hands-on experience.

There's no doubt about it—being a news anchor is a high-pressure, stress-filled job. Live TV is inflexible and demanding. Information and stories often change at the last minute. Yet when the camera rolls, anchors must project self assurance, sincerity, and charisma. Are you up to the challenge? If you want an exhilarating and action-packed career, set your sights on the intense but rewarding job of a news anchor.



## Technology Makes It Happen

Students in Bayshore High's TV Production program not only learn about lights, camera, and action. They're using technology to the max every day. First, each Bayshore student has an iBook laptop, thanks to the EDGE (Education through Dynamic Global Experience) program. Tools in their tech toolbox include iMovie (video production software), PhotoShop (photo editing software), Final Cut Pro (real-time DV editing software), and Garage Band (digital music recording software). Students use these tools to create public service announcements, short films, and original music. Two students, Eduard Demacek and John Paul Cahill, have produced an entire CD of original songs called *Air Show Disaster*. It's a fun, upbeat, kid-friendly pop sound. And here's a shameless promotion—you can get a copy for just \$2 by contacting [demacekoo@yahoo.com](mailto:demacekoo@yahoo.com)

## kidzbiz

### Down, Set...Action!

by Leslie Rowe

As a four-year veteran left guard for the Bayshore High Bruins football team, Tommy Cuervo honed up his leadership skills in an unlikely place—TV production! After 1\_ years in the TV Production program, he's earned the privilege and title of Director. In other words, he's in charge. Each school day starting at 7:45 a.m., Tommy directs the preparation of the morning news program. He guides camera operators, script writers, anchors, lighting people, and the rest of the production team towards the daily deadline of the live broadcast. "This has opened up horizons for me—before this class I never even thought about film festivals! Being in charge of all these people has even helped in football...it's given me the opportunity to develop leadership skills." Tommy also serves as President of Bayshore's chapter of SkillsUSA, a national organization promoting leadership and competition in technical and skilled occupations. He is active in Young Life, a non-denominational, Christian leadership organization. Born and raised in Bradenton, Tommy plans to attend college and major in business management. Whether it's down, set, hut! or lights, camera, action!—Tommy is sure to succeed.



Tommy Cuervo

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## School biz

### Kauffman's Crash Course

by Leslie Rowe

Bayshore High's Mary Ann Kauffman taught Business Education for 22 years. It would have been easy to finish out her career in the same subject. But two years ago, when the previous TV Production teacher was called to active duty in Iraq, she volunteered to take his place. Through a grant program called Teachers in Industry for Educational Support (TIES), Mary Ann spent two weeks with Sarasota's Channel 7 soaking up TV production knowledge. Armed with a crash course, the school's TV studio, and her own style of hands-on teaching, she launched a new season in her career. But what she encountered next made it all worthwhile—a group of talented, intelligent, creative, hard-working, and FUN students! Without their willingness to dive in creatively and technically to get the job done, the daily morning broadcast wouldn't succeed. "I'm not big on textbooks," Mary Ann said recently. "These students learn by doing. We air a live show daily, and they have one hour to plan, prepare, and execute the show. It takes teamwork." Not only do they produce the daily show, students are busy creating several short films to enter into upcoming film festivals. Works include a dramatic film about drunk driving; an art documentary; a tribute to 9/11; and a short video about the life of a working student. Students have also created and produced original music using Garage Band software.



Ann Kauffman

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### Bayshore High School

- Ballard Elementary Magnet
- Daughtrey Preparatory Magnet
- Harilee Middle Magnet
- Johnson Middle Magnet
- Lee Middle Magnet



- Lincoln Middle Magnet
- Manatee Elementary Magnet
- Rowlett Elementary Magnet
- Tillman Elementary Magnet
- Wakeland Elementary Magnet

Schools listed in red offer instruction in the subject area featured in today's InquiziKIDZ



- [www.nab.org](http://www.nab.org)
- [www.skillsusa.com](http://www.skillsusa.com)
- [www.bls.gov/oco/ocos088.htm](http://www.bls.gov/oco/ocos088.htm)
- [www.khake.com/page43.html](http://www.khake.com/page43.html)
- [www.fabjob.com/tvsample.html](http://www.fabjob.com/tvsample.html)
- [www.tvrundown.com/resourcft.htm](http://www.tvrundown.com/resourcft.htm)
- [www.learn-by-doing/broadcasting-career-news-reporter.htm](http://www.learn-by-doing/broadcasting-career-news-reporter.htm)

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