



# Lake Shore Video, an Upgraded Status

Lake Shore Video Productions is becoming a gem of the District's CTE curriculum. The department is headed by teacher and executive producer Linda Leone. During this school year, the studio continues to change in the most positive way.

Currently Lake Shore has three advanced video production classes and two introduction classes. Each advanced class runs the studio in their selected hours in diverse ways. Only a few things stay constant such as Station Managers being in charge of the studio. This year, Jon Liebecki, Matthew Mundy, and Evan Rice hold this position. These students run the show when weekly announcements are being cooked up. Among the classes lay many other positions. These include Art Director, Station Engineer, Web Director, and Sports

The next CTE page will feature MCC

Director. Like a good stew, all these positions need to combine in harmony to reach a tasty product; the announcements and individual productions. During this school year, the studio sees a constant rotation in the announcers who bring news to the school. The method to such madness is changing veterans for rookies or combining the two together. All in all,



everyone gets true hands on experience both behind and in front of the camera.

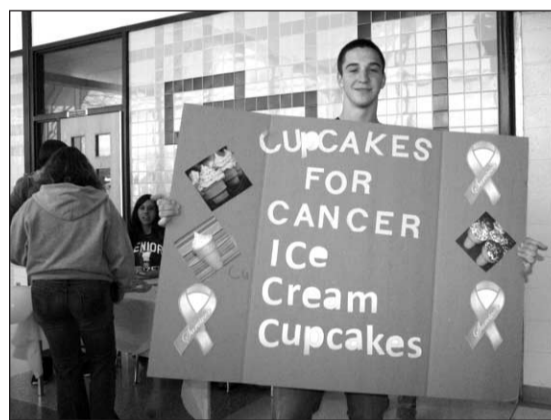
For the past four years video students have had the comfort of the same studio. Although that does not seem like much, it offers a comfortable atmosphere when video students know their surroundings when filming. However, Lake Shore's studio is currently an old dog learning new tricks. Recently, the board of education has purchased a Mac Pro editing system for us. The new system increases the overall production and quality of our videos. All of us from video productions thankfully send out our gratitude for our district's generosity. With all the correct tools, dedicated students, and great leadership, we at Lake Shore Video Productions look forward to broadcasting in the 2009/2010 school year!



## School Store Applies Marketing Concepts to Real World Activities

By Michelle Puma

The Marketing and Sales course at Lake Shore High School offers junior and senior students the opportunity to apply many aspects of the world of marketing learned in class while running our school store, The Shorian Shop. Students interested in a career in Marketing and/or Business areas are encouraged to take the Marketing and Sales course. The marketing program has continued to evolve over the years by including more real world situations, project based assignments and assessments, externships, and field trip events. This class is offered as a yearlong class. Students are learning the curriculum by creating their own store promotions, advertising, managing inventory, ordering merchandise, creating store displays, designing the spirit apparel, pricing, customer service skills, market research, and many other employa-



bility and marketing skills. Our store targets students, staff, parents, and alumni by offering candy, freshly made popcorn, drinks, school apparel, and gift cards for the hard to buy for person. The store is also developing an on-line shopping website which can be found at [www.lakeshoreschools.org](http://www.lakeshoreschools.org) under the iHigh Schooli section.

Sydney Southway, senior store manager states, "I love being in this class, it has prepared me well for the real world. I am looking forward to using the skills I have learned through my interactions with customers and employees in my future."

The marketing program continues to grow by working with the area businesses through our advisory committee. The purpose is to seek assistance from the community by identifying the necessary skills and information that the students need to be successful in the workplace during and after high school.

Instructor, Michelle Puma stated, "The Marketing class is truly a unique environment and is one of my favorite classes to teach." "You definitely have an opportunity to get to know your students on a more personal level and to see them apply the concepts is very rewarding." "It is crucial to the program that the material that is taught is current and relevant, having the area businesses involved and having them see the things we as teachers are doing to prepare students is an asset to our district."

The students in this class are also learning how to act socially responsible and are encouraged to be involved in the community. In the class, one of the more popular things we do is to take time to watch the TV show The Apprentice. The program shows the students how many of the marketing concepts that we discuss are demonstrated in actual situations. We have since created our own version of the TV show where the students will complete similar tasks and apply the curriculum in authentic learning situations. Our students recently participated in a Shorian Shop task; Cupcakes for Charity. The class was divided into two teams; they selected a project manager and were required to come up with a way to raise the most money for the Breast Cancer Foundation 3 day walk. Throughout the preparation time, they met in groups to develop their advertisements and promotional materials, determine selling strategies, and product development. Using their creative ideas, both groups did a fantastic job and together raised close to \$800.00. Puma said, "The groups really did learn the importance of marketing and the meaning of team work throughout this activity; it was completely overwhelmed at their hard work and determination to get involved."

For additional information, or to participate on the Lake Shore Marketing Advisory Committee, contact Mrs. Michelle Puma at [mpuma@lspss.org](mailto:mpuma@lspss.org) or 586-285-8992. The Shorian Shop is open daily from 10:30 am until 12:30 pm or by appointment.

MAKING THE **Connection**

**Macomb Community College**  
Education • Enrichment • Economic Development  
Ed Stanton 586/445-7640  
email [stantone@macomb.edu](mailto:stantone@macomb.edu)

**MISD**  
Macomb Intermediate School District  
Karen Johnston 586/228-3469  
email [kjohnston@misd.net](mailto:kjohnston@misd.net)

For more information about CTE at the high school level contact the Macomb Intermediate School District. Contact Macomb Community College for college level programs. See contact information above.

**MCTEAA**  
Macomb Career and Technical Education Administrators Association

**TECH PREP**  
Cutting Edge to the Future  
Macomb County/St. Clair County

It is the policy of the MISD that no person on the basis of race, creed, color, religion, national origin, age, sex, height, weight, marital status, or disability shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in any program or activity for which the MISD is responsible.