

Program Editing/Direction / Features Entry Bald 4 Bucks Live Broadcast

The Bald 4 Bucks live broadcast is a massive endeavor involving the entire sports broadcast staff. Adan Andrade and Payson Shepherd were the main anchors for the event, but the production manager, the seven camera operators, and all the runners clearing filming space and getting interviewees for the event were crucial. While there were flaws in the broadcast, most obviously in sound levels, it demonstrates how powerful the live stream media can be. We had viewers from all over the country tune in, and our school has now raised over \$50,000 this year and over \$630,000 in the last sixteen years of the event. It is a powerful piece of our Rampart community, and the live stream really knits us together as a Rampart family. The quality of the event and the talent of our live broadcast team help us to reach a greater audience. According to our YouTube channel analytics, the event has over 1.7K views and 8.1K impressions.