

LIGHTS...CAMERA... CANISTOTA IN ACTION

• *EVENTS STREAMED ON TV AND ONLINE WITH STUDENT HELP*

The Canistota School District kicked off the new-year in high (tech) fashion, with the ability to stream live media to both its local cable channel, as well as the Internet.

Starting with the 2014 volleyball season, the first official live broadcast was streamed through Golden West Telecommunications cable system to the Canistota community, and to the rest of the world via the Internet and High School Cube, an online streaming platform for school activities.

The maiden broadcast brought in viewers from as far away as Texas and Washington, not to mention Minnesota, Kansas and Colorado. This new ability gives Canistota students the ability to operate cameras in a live setting, work in a control room and operate broadcasting equipment, such as a tricast, video switching and live audio mixers.

Students can also create commercials promoting the school and businesses in the community, as well as pregame and post-game commentaries that highlight coaches and players.



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*Daron Ross
Canistota Technology Director*

“Having this opportunity not only allows the public to see sports in the school gym but other events such as plays and musical programs, from their own home,” Canistota Technology Director Daron Ross said.

“Many members in community do not have the ability to leave their homes during South Dakota’s rough winters and the new program gives many of them opportunity to see their kids, and grandkids live on TV or PC.”

The program had been in the planning stages for a couple of years, but got kicked into high gear this year after an anonymous individual donated \$10,000 to the district to get it started.

With all the basics in place, Canistota’s School Board and AV Program, under the supervision and direction of Ross and Canistota Journalism Instructor John Delle, plan to grow the program to include live events from the football field.

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