

# BRINGING TOMORROW'S TECHNOLOGY TO TODAY'S STUDENTS

When the time came earlier this year to renovate the twenty-five-year-old performing arts center at Westlake High School in Austin, Texas, there was a choice to be made: simply bring the center up to date or invest in state of the art technology to prepare the center and Westlake High School's students for the future. David Poole, Managing Director of the Westlake Community Performing Arts Center, along with the school's administration and board, chose the latter, realizing the opportunity to not only "bring the facility up to current standards, but to also prepare it for the next twenty-five years." The renovations included running state of the art fiber optic cables throughout the school and purchasing four HDC-1400R cameras and two robotically controlled PDW-700 cameras, all from Sony.

What started as a renovation has turned into a dynamic production center that touches every member of the two thousand strong student body as well as much of Austin's greater community. The new Sony cameras and technology enable live broadcasting of the school's varsity football games on cable TV along with commercial breaks, instant replays and original graphics. The school's Technical Entertainment Crew (TEC) uses the Sony cameras and other equipment on the road and in the school's football stadium. They even record, broadcast,



Westlake High School students produce all of the school's video content.



Westlake High School student use Sony cameras and technology for live broadcasting of the school's varsity football games.

and archive district-wide presentations given by the superintendent.

The TEC is completely student run, giving crews of up to twenty students at a time the power and freedom to produce great work as a team. Instead of hiring professionals, Westlake High School turns to the TEC to produce all of the school's video content. Poole believes this unique responsibility teaches students to solve problems through leadership and teamwork, important skills they'll need for the future.

Students and teachers alike believe the new technology gives both Westlake High School and its students an edge. "In today's world, it's not enough just to write papers in school or present a spreadsheet at work. Now everything is multimedia," says Poole. Travis Favaron, a senior at Westlake High School and crew head for TV production, agrees that increasing the program's flexibility and access to technology "gives you a lot of opportunity to do as much as you want and as much as you're willing to put into it. Until you've done it, you don't understand what it takes to do a broadcast like this. You can learn a lot more in an environment where you aren't worried about your job."

For more information on Sony's products mentioned in this article, visit:  
<http://www.sony.com/education/TL>