

Birmingham City Schools created BCS Under the Lights to shine the light on our scholar athletes who represent the districts' seven high schools, while also sharing messages about district initiatives, events and the strategic plan. The major focus is football and basketball, but the offerings are expanding to include other sports. The five extended broadcasts captured more than 50,000 views on Facebook alone. The shows also were broadcast on other platforms. BCS Under the Lights strives to give our student athletes the coverage and experience similar to being on ESPN. This is important because of the large number of schools and school districts in our media market area. We have to compete on all levels to be recognized, and we have to tell our own stories because we are often overlooked. In addition to using BCS Under the Light and Extended Broadcasts to tell our stories, we also use students working behind the scenes to help tell our stories. BCS Under the Lights also provides hands-on experience for scholars by working with G.W. Carvers High Schools Academy of Visual Communications as well as staffing college interns from local institutions. These scholars are an integral part of our production being camera operators, staging broadcasting equipment, and also being on-air reporters as well. Extended Broadcasting Programming enhances the spotlight on the great accomplishments of our scholar athletes. This programming includes special pre-show coverages of events, media day coverages, and documentaries to give a detailed look into the success of our athletic programs. Other school groups including the band and cheerleaders also are included.