

## Silver Telly Award for MotoAmerica



Audio-Technica announces Broadcast Partner MotoAmerica is the recipient of a Silver Telly in Craft-Sound & Sound Design for the 2024 Daytona 200 Race in the 46th Annual Telly Awards. The picture above shows Larry Meyer, technical producer; Josh McInerney, audio submix; Shane Pacillo, MotoAmerica VP, Media and Promotions; Jeromy “twig” Hogue, senior audio; and Tommy Lee, field audio engineer.

The audio production team for the event included Jeromy “twig” Hogue, senior audio; Josh McInerney, audio submix; Tommy Lee, field audio engineer; Raymond “Bub” Clark, booth audio engineer; and Larry Meyer, technical producer. The audio for the 2024 Daytona 200 was produced using a full suite of Audio-Technica microphones and headphones: BPHS2 Broadcast Stereo Headsets were featured on the announcers, BP4001 Cardioid Dynamic Microphone handhelds captured the riders’ voices for on-track interviews in the pit area, and BP4029 Stereo Shotgun Microphones on the ENG cameras picked up stereo audio of the action in the pit. Track effects mics included BP28 Line + Gradient Large-Diaphragm Condenser Microphones, strategically placed in the track corners; BP28L Line + Gradient Large Diaphragm Condenser Microphones on each camera; and the BP4025 X/Y Stereo Field Recording Microphone, which captured a stereo sound bed for overall ambience at the event. Finally, a pair of AT4053b Hypercardioid Condenser Microphones captured the explosive start of the race.

Commenting on the BP28 and BP28L, Josh McInerney stated, “Shotgun mics are the foundation of our effects sound bed, by using all BP28 series we get a clean and

consistent sound as the bikes make their way around the track.” On the A-T mic package, Jeromy “twig” Hogue added, “Whatever we can throw at our Audio-Technica microphones, they can handle. Whether it's the 4029 on the RF cameras in the pits, the BP28 and 28L's around the track, the BPHS2 headsets in the booth and pre-show, or the various 4050ST and 4051b mics we use elsewhere, they always work. They can all handle the high SPL levels we experience at the racetrack, while still maintaining all the subtle nuances when the bikes are quiet.”

Raymond “Bubba” Clark commented on the BPHS2: “The BPHS2 headsets are a workhorse whether in the booth or around the paddock during pre-race. The announcers love the on-ear design of the headphones and the flexible boom attached to the mic. The consistent sound these headsets produce either in the quietness of the booth or the high-pressure environment of the paddock truly make them a must have for the show.”

Commenting on the BP28 and BP28L, Tommy Lee remarked, “The long mics [BP28L] reach further than anything else I have used in the past. I have been able to run shorter runs of cable and even eliminate some mics between cameras. They also have no problem with how loud the bikes can be.”

Gary Dixon, Director of Broadcast Business Development at Audio-Technica, stated, “The talented and seasoned crew for MotoAmerica continually produce amazing content during the exhilarating racing season. A-T is proud to be a Broadcast Partner with an exceptional broadcast team.” MotoAmerica’s award-winning productions can be found on MotoAmerica Live+, MAVTV, Peacock and many others. Check your local listings.

The Telly Awards honors excellence in video and television across all screens and is judged by leaders from video platforms, television, streaming networks, and production companies. This year’s winners include Pixar Animation Studios, Hearst Media, ESPN, LinkedIn, NATO, MTV Entertainment Studios, NASA, the LA Clippers (NBA), Sawhorse Productions, Telemundo and more.

“Our industry is experimenting with new technologies like never before, shaping truly compelling stories to draw attention to some of the world’s most pressing issues,” shares Telly Awards Managing Director Amanda Needham. “The Telly Awards is uniquely positioned to meet the industry where it’s actually making work, be that on television or TikTok.”

Committed to pushing the boundaries of creativity forward, this year’s new categories included topics within Film & Shorts, Outdoor & Adventure, and Brand Partnerships. These categories centered on stories and collaborations that are actively evolving within the video and television industry. The Telly Awards select winners from over 13,000 entries from across the globe and top video and television content producers. Winners were chosen by The Telly Awards Judging Council, which includes Ben Wackett, Marketing Director, ENSO Sports & Entertainment Agency; Brian Toombs, Head of Roku Brand Studio, Roku Brand Studio; Lucy Shen, Creator Marketing Manager, Patreon; Irantzu Diez-Gamboa, CEO

North America, MediaPro; Rosalind Pressman, VP Brand Marketing, Pluto TV; Adam Faze, Executive Producer, Gymnasium; James Young, EVP, Head of Creative Innovation, BBDO New York; Sarah Minnie, Head of Artist Development and Production, Open Television; Nicole Lederman, Executive Producer, The Martin Agency; and Gregg Stouffer, Lead Editor, Pickleball TV.

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