



# Avery Bales

Media and Journalism Student

## About Me

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Sports media storyteller with a passion for crafting engaging content in innovative ways through filming, editing, and live production that highlights athletes' stories both on and off the field.

## Work Experience

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### Raycom Sports

May-August 2023 and 2024

#### Production Assistant

- Managed and maintained the archived media database to support long-form content
- Provided on-set support for productions, including audio, video, and lighting setup
- Performed logging and transcription of interview footage to streamline post production process
- Re-edited segments of previously aired content for Origin Sports' digital and linear channels through AVID Media Composer

### GoHeels Productions

Aug 2023-Present

#### Production Assistant

- Worked on 5-6 live productions per month to distribute to ESPN, ACC Network, and ACC Network Extra
- Served in key roles of Replay Assist, Graphics Operator, and Camera Operator for live events
- Operated and coordinated videoboard and ribbon systems for live events in collaboration with the marketing team to enhance fan experience
- Creative
  - Video Production for UNC Track and Field

### Sports Xtra

Jan 2025-Present

#### Director/Control Room

- Sports Xtra is a student-led class within the Hussman School that streams a weekly sports program with highlights, analysis, and commentary
- Reported on UNC athletic events, producing packages and conducting postgame interviews with team personnel.
- Supervised a team of approximately 15 students in control room and on-air roles
  - Assisted in developing the show rundown, planning camera shots, and coordinating camera movement
  - Directed a live, three-camera broadcast streamed weekly
- Scripted and edited multiple segments of Women's Lacrosse Documentary: 'Cashing Receipts'

### Olympic Correspondent

February 2026

#### Milano Cortina Olympic Games

- Produced and delivered daily broadcast packages from the 2026 Winter Olympics in Milan for North Carolina media audiences
- Shot, wrote, edited, and voiced multimedia stories across video, radio, and print platforms
- Conducted on-location interviews with international athletes, spectators, and Olympic officials
- Traveled between venues to enhance storytelling and capture diverse perspectives
- Represented North Carolina media on an international stage

## Equipment

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- Evertz' DreamCatcher Systems and Clip Player
- Adobe Creative Suite
- Camera Operation
- Avid Media Composer
- Ross XPression
- Ikegami, DSLR
- Ross Carbonite Switcher

## References

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### Rob Reichley

Raycom Sports, VP/EP

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### Lauren George

Asst. Athl. Dir.-Go Heels Prod./ACC Net.

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## Contact

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📍 Charlotte, NC

🌐 [Portfolio](#) (averybales.site)

## Education

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Bachelor of Arts in Media  
and Journalism

UNC Chapel Hill

2022-2026

## Skills

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- Video Production
- Adobe Premiere Pro
- Camera Operation
- Post-production editing
- Broadcast Sports

## Language

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English