

Administrative/School Spotlight – Payson High School
“Bacon to Payson – 2024”
Payson Principal Jesse Sorenson

This year has been filled with Kevin Bacon excitement at Payson High School. Three years ago, our student council pitched the idea of having Kevin Bacon return for the 40th anniversary of the hit movie *Footloose*. Our students worked hard to make this happen. They leveraged social media, local media, the Utah Film Commission, local businesses, the Governor’s office, Kevin Bacon’s charity, sixdegrees.org, and the entire Payson community, and their plan worked.

Little did we know the positive national media attention this would attract. In March, *The Today Show* did a live broadcast from New York, which means that we had to have our gym full of people and staged for a live broadcast at 5:00 AM local time. We felt that if we had 600 students there, it would be a success. We estimated that there were over 1500 people in our gym that morning, ready to be on TV at 4:40 AM. Our students were an amazing example of showing up for each other.

Later that week, the PR firm the Utah Film Commission uses sent us these numbers;

Broadcast/news mentions of “Kevin Bacon” AND “Payson”

International:

- Mentions: 1,057
- Potential reach: 2,419,102,576
- Estimated media value: \$22,376,698.73

National

- Mentions: 852
- Potential reach: 1,682,821,818
- Estimated media value: \$15,566,101.81

Local

- Mentions: 67
- Potential Reach: 19,780,222
- Estimated media value: \$182,967.02

We are very proud of our students, their willingness to dream big, and their level of leadership and commitment to something meaningful to them and the entire Payson community. They used this opportunity to not only celebrate an exciting event in film history and bring attention to themselves but also give back in a big way. Their efforts at Payson High School and sixdegree.org raised \$1 million in in-kind donations to provide over five thousand essential packs for those in need.

Our students taught us a lot. They taught us that it’s okay to let students dream big. They showed us that they are willing to put themselves out there and that it’s OK for us to be the guide on the side. Sometimes, we just need to get out of their way!

6 Degrees Press Release:

https://docs.google.com/document/d/148dPgXq_w7MfQWVsyulc_HLi3i_2DAbRev-UyA_py20/edit



