

Company: This Is DeLaCruz

Company Description: This Is DeLaCruz is a U.S.-based media channel spotlighting the unsung heroes of live music—touring audio engineers and techs. Founded by former touring engineer Nick DeLaCruz, the channel has amassed a global audience and industry acclaim for its behind-the-scenes storytelling, exclusive interviews, and dedication to elevating production professionals.

Nomination Category: Video Categories

Nomination Sub Category: Social Video

Nomination Title: Running Sound for Madonna



1. Date this production was first released/publicly viewed:

April, 9 2024

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 118 words used.

The communications objective of *Running Sound for Madonna* was to pull back the curtain on the intricate world of live sound production for a major touring artist. By highlighting Burton Ishmael, Madonna’s front-of-house engineer, the episode aimed to showcase the precision, preparation, and passion required to deliver a flawless performance night after night on a global tour.

Through candid conversation and behind-the-scenes footage, the video offered viewers—from aspiring engineers to curious fans—an authentic look at the challenges and rewards of mixing sound at the highest level. It achieved its goal by demystifying the technical process, celebrating the human element behind the console, and further cementing *This Is DeLaCruz* as a trusted voice in the touring and production community.

3. Provide the applicable creative and production credits for this entry:

Nick DeLaCruz - Host & Executive Producer

Ryan Sandlin - Creative Director

Burton Ishmael - Guest & Madonna's Audio Engineer

Tyler Montanino - Camera Operator

Dave Majcher - Location Sound Mixer

Attachments/Videos/Links:

[Running Sound for Madonna](#)



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