

Fall River Schools Prepare Students for Broadcast Success with JVC Professional Video

June 2022

The Customer:

BMC Durfee High School, part of Fall River Public Schools, has been providing its students with high-end educational broadcast opportunities while creating state-of-the-art television productions for the Fall River community. With the help of Rene Kochman, director of operations for FRED TV (Fall River Education) and FRG TV (Fall River Government), the high school has built a diverse broadcast curriculum that allows students to learn hands-on skills and explore the broadcast industry.



Fall River Public Schools utilizes JVC PTZ Cameras and RM-LP100 Remote Controllers in their broadcast studios providing professional level training to students who create state-of-the-art productions for the community

The Challenge:

The educational access channel handles all the school committee meetings, and the school also runs the government access channel, which takes care of all the city council meetings and the mayor's initiatives. The students are very involved in the production side, not only for the school but also for the PEG channels.

The high school's broadcast program starts with an exploratory class and expands to three levels of electives as students grow more familiar with the skills. These classes follow a diverse curriculum, focusing on a combination of critical analysis and media literacy with complex, hands-on production. Students begin by familiarizing themselves with smaller cameras and eventually move on to using JVC to produce their own public service announcements, documentaries and news or talk shows. For students who want to jumpstart their broadcast careers at an early stage, Fall River Schools' two middle schools have full TV studios stocked with JVC cameras. Elective classes and clubs working within the studios are available for interested students looking to participate and learn the trade before high school.

When building an upgraded television studio for the school, Kochman was looking for user-friendly cameras that could withstand students shuffling them without compromising image quality.

Fall River Schools Prepare Students for Broadcast Success with JVC Professional Video

Page 2

The Solution:

Kochman knew he could trust JVC Professional Video and turned to the brand's KY-PZ100 PTZ Remote Cameras with JVC RM-LP100 Remote PTZ Controllers. In addition to the PTZ cameras, the high school also has a selection of handheld JVC models, including the GY-HM890U and GY-HM850U ProHD Shoulder Camcorders.

"We generate a lot of programming, and JVC is a huge part of that," Kochman says. "We have around 20 fixed PTZs throughout the high school, as well as down at the government center for the city council meetings. For locations that we know we're going to continually return to and produce from, we will affix the cameras there. We also have portable cameras that we bring and mount on a tripod. In those instances, the students operate the PTZ cameras using JVC RM-LP100 Remote PTZ Controllers. We have three of them throughout the city at our various meeting locations, as well as 10 in the high school for the different departments - culinary arts, cosmetology, FRED TV, etc."

The Results:

According to Kochman, the versatility of the PTZs was a big factor in choosing the cameras, "but you also have to look at cost per quality," he adds. "There are a lot of other expensive cameras out there, but JVC stands out as a great value, especially for a high school television station or PEG channel. Since the industry has shifted and gravitated towards streaming services, we now simultaneously broadcast and stream content. All our meetings and projects are posted on Facebook or YouTube, and it's been an easy transition thanks to the file formats that JVC offers. Beyond that, JVC products are extremely user friendly. The menus are easy to work with, they look dynamite, and that's what it really comes down to for me. In terms of what I've seen from the brand in terms of cost, durability, state-of-the-art image quality and ease-of-use, it was a no brainer for us to go with JVC."