



## Goffstown TV bringing more local sports to audience with JVC GY-HM200SP

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### The Customer:

Goffstown TV, a PEG (public, educational, government) operation serving Goffstown, N.H.



*A single camera operator controls the camera*



*Scores are updated using a tablet*



*The GY-HM200SP features all the professional qualities of the features of the GY-HM200*

### The Challenge:

Increase community viewership with expanded sports coverage while streamlining workflow for small crews. Adam McCune, cable coordinator, admitted "our workflow was cumbersome, at best."

### The Solution:

JVC's GY-HM200SP Sports Production Camcorder. It allows single operators to cover a multitude of sporting events with onboard score overlay, built-in memory card recording, and live streaming output.

### The Result:

Goffstown TV now producing over 3 times as much coverage as previously, and with fewer people.

With a previous inefficient workflow and limited live broadcast opportunities, GTV was able to produce coverage of only nine sports events in Fall 2015. After acquiring its GY-HM200SP, GTV produced coverage of 29 contests during the same timeframe in Fall 2016. McCune credits the GY-HM200SP with increasing the station's sports coverage, so much so that GTV purchased a second camera in December to further expand its production capabilities.

Workflows vary by sport, but football usually requires a four-person volunteer crew that includes a cameraman, two commentators, and a scorekeeper who updates score and clock data manually via an iPad. Before each game, McCune creates custom team overlays using Photoshop and JVC's SDP Generator software. Footage is recorded to non-proprietary SD cards and returned to GTV's facilities at Goffstown High School for post.

GTV programs two local channels on Comcast and shares some programming on its YouTube channel. McCune said viewers have noticed the improved production quality, and have favorably compared GTV's on-screen graphics to what they see on national and regional networks. "They see our graphics at the same level of what they're used to," he added, "and that's a huge thing for public access. I think the graphics are great."

Beyond its built-in graphics, McCune praised the GY-HM200SP for its control layout and ease of use. In particular, he said the auto setting for the camera's two XLR inputs have been an important feature to help his volunteer-based crews to produce excellent audio. "I think it's fantastic," he said. "We need this to be as simple as possible to operate."