

Quincy Media standardizes on JVC camcorders for broadcast TV news

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The Customer:

Quincy Media, Inc., based in Quincy, Ill.



WXOW chief photographer Jimmy Kruckow uses one of Quincy Media's new JVC GY-HM200 camcorders, which will be assigned to the station's multimedia journalists.



Quincy Media is standardizing on JVC camcorders for news operations. Here, WXOW weekend anchor and multimedia journalist Caroline Hecker uses one of the station's new GY-HM200 camcorders.



WXOW production photographer Sara Enzenauer uses one of Quincy Media's new JVC GY-HM890 shoulder-mount camcorders.

The Challenge:

Standardize news workflow across 19 stations in seven states that produce local news.

The Solution:

The company will purchase about 200 JVC camcorders over two years, including an initial order of 31 cameras.

The Result:

According to Brady Dreasler, corporate director of engineering, the new investment will allow the company to standardize its news workflow, as well as retire aging and mismatched equipment. The initial order of 31 cameras includes a dozen GY HM200s 4KCAM compact handheld camcorders for multimedia journalists, as well as GY HM890s ProHD shoulder-mount camcorders for ENG work.

"We needed to standardize on one brand for purchasing power and support," he explained. "JVC has stayed close and supportive of Quincy Media as a customer, and their products fit exactly what we're trying to accomplish."

Most of the initial new cameras were assigned to WXOW, the ABC and CW affiliate in La Crosse, Wis. (DMA #129), as well as KTTC, the NBC and CW affiliate, and KXLT, the FOX affiliate, in Rochester, Minn. (DMA #153). Dreasler said the initial order will help "make sure we get the workflow right" before distributing new camcorders to other stations.

Both the GY-HM890 and GY-HM200 feature integrated streaming with Wi-Fi and 4G LTE connectivity, which allows live HD transmission directly to hardware decoders or CDNs such as JVC VIDEOCLOUD and Facebook Live.