

WGTD-FM Creates Local Sports Revenue Stream w/JVC Cameras, ProHD Studio 4000S Production System August 2019

The Customer:

WGTD-FM, a nonprofit radio station owned by Gateway Technical College in Kenosha, WI.



Radio station WGTD-FM is using JVC camcorders and a ProHD Studio 4000S sports production and streaming studio to produce live coverage of local sports.



ProHD Studio 4000S



GY-HM250SP

The Challenge:

Find a new revenue stream for a station that programs classical, jazz, and news programming.

The Solution:

The station purchased a ProHD Studio 4000S live sports production and streaming studio and three GY-HM250SP 4KCAM sports production streaming camcorders to produce coverage of local sports.

The Result:

"The cameras are absolutely incredible," said Troy McDonald, digital director and development specialist for the station. "They are lightweight and easy to use. The picture is so clear – people are impressed."

The station began using the new JVC system a few weeks into the 2018 high school football season. WGTD covers one game per week during the regular season, plus playoffs. All coverage is streamed live to Facebook Live in 720p, with the station rotating game coverage between several venues. The station also partners with Indian Trail High School in Kenosha, which has a communications program, to coordinate paid student production crews.

McDonald said the integrated replay system in the Studio 4000S was a huge selling point. "It lets us have that feature that heightens the drama and keeps viewers engaged," he explained. "The software is so easy to use. It's made a huge difference for us."

With the previous system, football scorekeeping was done manually, and the crew did not even attempt to keep score for basketball. Now, game coverage includes lower-thirds with names and logos. The crew also brings a SportzCast Scorebot to every game, connects it to the scoreboard, and receives automatic scoring updates to the 4000S wirelessly. "The graphics through the 4000S have added a whole other layer to what we do – and it's great," McDonald said.