



Raycom Media improves MMJ efficiency with JVC GY-HM660 mobile news cameras

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The Customer:

Raycom Media, headquartered in Montgomery, AL



Vincent Parker of WBRC in Birmingham, Ala., is one of hundreds of Raycom Media photographers and MMJs using the JVC GY-HM660 ProHD mobile news camera for ENG in the field.

The Challenge:

Improve workflow efficiencies for multimedia journalists in the field.

The Solution:

More than 260 GY-HM660 ProHD mobile news cameras used by about 40 stations producing local news.

The Result:

"The GY-HM660 is a one-size-fits-all option for Raycom Media," explained Clint Moore, corporate news operations manager for Raycom Media. "For us, the GY-HM660 is not just about streaming live ENG reports. The vast majority of our stations use the camera to send raw clips back to the station via FTP."

Not every Raycom station has the decoders needed to use the GY-HM660s for live ENG reports from the field, but all stations use the cameras for FTP file transfer. Rather than wait for an MMJ to return to the station, in-house personnel can access files sent from a JVC camera immediately and edit them for broadcast or online use.

For Raycom stations that use the GY-HM660 for live news-over-IP, the results have been very positive. "Field reporters love it because it doesn't slow them down," Moore said. "A lot of our stations are very aggressive with using their JVC cameras for live ENG reports."

The company has been relying on JVC cameras for local ENG since 2013. Beyond the live ENG and FTP capabilities, Moore said the company's JVC cameras have been dependable in the field. "We get a lot of good, positive feedback from everybody. As someone who had to use proprietary recording formats in the past, I think recording to dual SD cards is great," he added. "That kind of workflow has really proven its worth."