

### WMBS Radio Pivots to Video Broadcasting with JVC CONNECTED CAM™

July 2021

#### The Customer:

WMBS Radio, the first local radio station in Uniontown, Pennsylvania, has been keeping its community and the surrounding area up-to-date with news, weather and local sports since 1937.



*WMBS Radio utilizes the JVC GY-HC500SPC CONNECTED CAM™ with ScoreHub to live stream sporting events with custom graphic overlays and real-time game scores to local fans*

#### The Challenge:

Reduced spectators at local sporting events due to COVID left WMBS looking for alternative approaches to providing its community with content. Local sports fans were varied in their viewing methods, which required the station to not only broadcast over the radio and simulcast to the website, but also livestream to online social platforms.

#### The Solution:

WMBS General Manager Brian Mroziak chose to purchase a GY-HC500SPC CONNECTED CAM™ camcorder from JVC Professional Video for the station. With sports broadcasting features such as Score Overlay and ScoreHub integration, this 4K UHD handheld camera enables the station to provide local fans with live score visual effects reminiscent of a professional sports broadcast. "Since there's now a visual side to the broadcast, we wanted to appeal to the people who are watching at home. A big part of that is being able to display the game score like you see in pro sports. The fact that JVC has a partnership with ScoreHub makes it possible for us to connect directly to the live scoreboard and instantly showcase the information in our broadcast. That's one of the things that makes the JVC GY-HC500SPC cameras so great."



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### The Result:

Many local establishments will cast the games to their televisions, and fans say it's so convenient that they can look right up at the screen and see the score. Additionally, those watching at home can tune in from their computer, making the direct-to-Facebook Live capability one of the most attractive features that Mroziak and his team have utilized. "The JVC GY-HC500SPC is so much easier than any other type of camera because the team can use the camera itself to go direct to Facebook Live; you don't have to worry about bringing laptops or using any graphics software," explains Mroziak. "You can get the camera set up in a few minutes and be ready to go. For a lot of us who really didn't have much prior experience working with this camera or streaming, it was really easy to learn and works seamlessly."

The addition of the CONNECTED CAM™ has also allowed WMBS to record its broadcasts, which the team later posts to YouTube for continued spectator enjoyment. "The video quality is fantastic and we are very happy with the results. As the current school year wraps up, we are also in talks with the local Penn State Fayette Campus to broadcast its sporting events next season; we are excited to have the capabilities to potentially expand what we are doing."