

**Location:**

Sacramento, California

Challenges:

- Delivering creative live shots for daily morning news show
- Overcoming logistical challenges involved in setting up live shots

Benefits:

- More innovative live shots from more locations
- Simple to operate
- Portable

"TVUPack has opened up the game for us completely. With the pack, we are able to capture the types of shots that we've been wanting to do forever, but haven't been able to do because of logistic obstacles." – Alyson Schulz, Producer, Good Day Sacramento

Good Day Sacramento

Delivering Innovative, Engaging Live Shots to Area's Top Rated Morning Show

Challenge: Capturing Innovative Live Shots for Morning Feature Show

For over a decade, Good Day Sacramento has helped Sacramento residents start off their day with news, weather and feature reports of interest. The show is currently the highest rated locally produced morning show in the market. However, despite its popularity, the show's producers continue to push the boundaries of ways it can deliver compelling live features to keep viewers engaged.

Solution: TVUPack

In 2011, Good Day Sacramento began using TVUPack to expand their live shot capabilities during the show. According to Alyson Schulz, Senior Coordinating Producer at Good Day Sacramento, TVUPack has made an immediate impact on how the show approaches its live broadcast capabilities.

"We use the TVUPack on a daily basis. Ever since we started using the pack, we find new ways for capturing better footage than what we had been doing before," said Schulz. "We use it for breaking news and for features. Whether we're on the move or needing to avoid long cable runs, we use the TVUPack every day."

Schulz maintains that TVUPack has changed Good Day Sacramento's approach to doing live features. "TVUPack has opened up the game for us completely. With the pack, we are able to capture the types of shots that we've been wanting to do forever, but haven't been able to do because of logistic obstacles."

Benefits

According to Schulz, TVUPack has enabled Good Day Sacramento to dramatically expand their ability to bring new types of creative live features to the show. With TVUPack, Good Day Sacramento has gone live from numerous locations including broadcasting from a moving cable car in San Francisco, following a breaking story on a

recent Lady Gaga visit to Sonoma, broadcasting live from a moving vehicle during commuting hours, and going live from atop the tallest building in Sacramento.

"We just did a live feature inside a famous candy factory in Union City, Calif. Without the TVUPack, capturing the shot would have been too difficult to set up logistically. It would have required a cable run of well over 600 feet. With the pack, we were able to go live while moving around inside the factory without being tethered to the truck or needing to break down too much equipment to get the shot," said Schulz.

Another added benefit of using TVUPack is its simple, one button operation, allowing camera operators to focus on capturing the shot and not on in-field configuration. "For our camera people, TVUPack is really easy to learn how to use. The camera operators appreciate the pack because they push one button and they're going live. We ask a lot of our camera operators because we do as many live bumps as we can for each show, and the pack has made their jobs easier," Schulz said.

Additionally, TVUPack's portability has given Good Day Sacramento flexibility in how they capture news. "Getting the TVUPack ready in the morning is pretty simple. You just charge the batteries, and it's ready to go. Troubleshooting is really easy as well. The pack is easy for our photographers to just pick up and go, which is a nice change of pace from how we used to do live shots," Schulz explained.

About TVUPack

Already in use by hundreds of broadcast organizations around the globe, TVU's award-winning TVUPack gives broadcasters satellite/microwave TV truck or van functionality in a lightweight backpack. TVUPack is powered by TVU's proprietary Inverse StatMux technology, which dynamically segments a live video signal and transmits the segments through multiple independent 3G/4G connections. TVUPack is simple to use and provides broadcasters with low-latency, HD quality signal that enables them to broadcast live at any time and from any location.