



## WEHT-WTVW Eyewitness News

*TVU Anywhere™ Delivers Innovative, Live Footage of Breaking Human Interest Story*

### Challenge:

Based in Evansville, Indiana, WEHT-WTVW recently covered a breaking news story that took an unexpected turn and required live video capture and transmission, as station Chief Photographer, John Simpson was on the scene, without traditional live broadcast capability.

"Breaking news, by definition, can be chaotic as all of the information comes in," said Bob Freeman, WEHT-WTVW News Director. "Everyday, we use our TVUPack® to cover stories throughout the area and on that particular day, WEHT-WTVW Chief Photographer, John Simpson was armed with only his camera gear and his smartphone as the news of a bus accident broke. What began as a story of a bus running into the terminal and being several hours behind schedule evolved into another story about an aspiring college basketball player. While we and our competitors were covering the bus accident, John came across another story there but, in order to do it, he needed to be able to broadcast it live."

### Solution:

WEHT-WTVW has been utilizing the TVUPack® as the station's go-to uplink solution and recently expanded its resources by downloading and using the TVU Anywhere™ app, in addition to the TVUPack®. "TVU Anywhere™ is a total game-changer," said John Simpson, WEHT-WTVW Chief Photographer. "From the first time I was introduced to this app, I was very excited. I have used the TVU Anywhere™ app on my iPhone so many times for spot news. If I'm out, whether I'm on a story or not, I always have my phone on me. With TVU Anywhere™, it means that I also always have a camera to instantly capture and transmit footage from anywhere back to the station," said Simpson.

Since deploying TVU Anywhere™, WEHT-WTVW has used the solution to capture live, mobile shots from a moving rollercoaster at 60 miles per hour on its opening day at an amusement park, as well as to cover the breaking news and real-time developments from the scene of a fire. However, it was WEHT-WTVW's use of TVU Anywhere™ to cover a human interest story related to this bus accident that garnered the most attention.

"There was a bus on its way from Atlanta to St. Louis and after many stops and multiple delays, the bus ultimately ran into the awning over the bus terminal in Evansville and then got stuck in mud," said Simpson. "The station's TVUPacks® weren't available, as they were being used to cover other stories that particular day. So I hit the road with my iPhone with the TVU Anywhere™ app installed.

### Location:

Evansville, Indiana

### Challenges:

- Needed a portable and reliable broadcast solution for breaking news coverage

- Provide innovative, compelling content without traditional equipment

- Deliver creative shots from various locations, regardless of logistical challenges

### Benefits:

- Reliability
- Ease-of-use
- Flexibility

When I arrived at the bus terminal, I met a young man who was on his way to St. Louis, in hopes of playing basketball for over 100 college scouts and coaches and his chance at an athletic scholarship. This was his last shot and the opportunity was slipping through his fingers because of the bus delay. After speaking to News Director, Bob Freeman, I offered to give the young man a ride from Evansville to St. Louis," Simpson recalled.

"Using TVU Anywhere™, we covered the story, got the athlete to try-outs and documented the entire ordeal, without any traditional equipment. TVU Anywhere™ allowed us to capture a real people story and we were able to deliver the kind of news story we try to do every day. Our goal is to put a face on the story and we were able to show this young athlete giving it his all with what could have been his last chance at his dream. He arrived several hours late but was able to play two entire games for the scouts and we feel like that's a happy ending. Going the extra mile, being resourceful, being innovative and covering stories like this is what is true to us, it's the Nexstar Broadcasting way and it's the way WEHT-WTVW covers the news," said Freeman. "Without TVU Anywhere™, John would have still taken the young man to the try-outs, but the app allowed us to show him playing and tell his amazing story. We were able to do it in real-time, with immediacy and superior quality. TVU Anywhere™ helped us turn an everyday story and a really genuine gesture into a compelling human interest story we could lead with."

### **Benefits:**

For WEHT-WTVW, the biggest benefits of TVU Anywhere™ have been the flexibility, the ease-of-use and the reliability. According to Simpson, the TVU Anywhere™ app has revolutionized the way he covers breaking news. "I have been shooting stories on my iPhone for a few years, but sending video back to the station is a lot different than streaming it live in real-time. We evaluated other solutions and they just didn't provide as good of a picture and the signal wasn't reliable enough to maintain the quality we pride ourselves on. The picture quality from a smartphone using a cellular signal or WiFi with the TVU Anywhere™ app is incredible. No one ever believes that we shot the footage with an iPhone. This particular story was an eye-opening moment for our station," said Simpson. "TVU Anywhere™ is going to be a really important tool as we approach the winter months and begin covering more extreme weather. Having a high-quality transmitter in my pocket means that I can capture everything from blizzards to tornadoes from anywhere, at any time and keep our viewers safe, protected and informed. Having that kind of ability is amazing. It only takes about five minutes to send weather footage back to the studio, but I would much rather stream broadcast-quality video, immediately. In a tornado, five minutes is an awfully long time." Simpson explained.