



Telestream Desktop: A Government Use Case





There are countless ways to use our products, individually and together as a unit. For both seasoned users and those just starting out, it can sometimes be difficult to understand the true capacity of our products as well as the creative ways in which you can use them. The purpose of these use cases is to provide scenarios and out-of-the-box ways to use our desktop products, including: ScreenFlow, Wirecast Pro, and Wirecast Gear.

In this use case, we're asking those who serve in government and public affairs to think, "How can we do more in virtual spaces?" Specifically, how can government officials use our broadcast-quality video production and streaming tools to communicate vital public information more effectively and with greater impact by streaming video directly to their web and social media sites? How can they deliver live public meetings and hearings right to people's screens? And create relevant, timely video stories that connect citizens with their government in innovative, new ways.

What follows are a few cool ways that people working at all levels of government and public affairs can use our desktop tools to share high-quality video content wherever and whenever they need.

Streaming from the Top Ranks of Government

Producing multi-camera video shows used to require expensive equipment and skilled crews. And getting that video in front of viewers used to require broadcast by major networks, local TV and cable stations. Today, Wirecast Pro and Wirecast Gear pack sophisticated multi-camera production studio and master control capabilities within a very intuitive, professional, and affordable solution.

Whenever UK Prime Minister Boris Johnson needs to inform the British public about new and evolving governmental policies, he and his team turn to Wirecast Pro to rapidly create and livestream video updates. Whether working from their offices at "Number 10" Downing Street or

remotely, the UK press team found that this cross-platform software makes it very easy to livestream well-crafted videos to multiple social media and online destinations simultaneously and in real-time.

Wirecast gives the British government a direct, efficient communications connection with the public by which they can control the timing, quality, and essence of their live video updates, which have broadened in scope and appeal over time.

Delivering a Unified Regional Message

People love discovering online videos and will linger on a site to watch them. Even when playing in media player windows, nothing beats video's ability to deliver complex information in a way that commands and engages the viewers' attention. The reality is that, until recently, state governments have relied heavily upon print materials, such as pamphlets, brochures, notices, and reports, to put important information in the public's hands. And they've also relied heavily upon news journalists to keep their residents informed.

Today, state agencies are increasingly migrating to new forms of communications, such as digital signage networks



that enable them to communicate with those visiting their state parks, motor vehicle centers, and other points of public service. With ScreenFlow, they can quickly compose dynamic video presentations, rich with full-motion video, stock footage, photos, animated text, screen grabs, captions, music and more. Digital signage catches the eye, and full-motion video further engages viewers.

Our desktop tools also make it easy to edit, repurpose, and stream videos to social media and websites. Once they acquire the software, state governments can create as much video as they need, even with little to no lead time. The affordable price-point makes it easier for budget-conscious agencies to take the plunge and see a return on investment.



Promoting Greater Community Engagement

City governments and other local municipalities have long struggled to use live video to present regularly held meetings of the city council, planning commission, and school board, among other policy-making events. Community media and PEG (Public Access, Education, and Government) stations—often run by local governments—are among the organizations that strive to deliver newsworthy video stories and cover local events, often on a shoestring budget.

Wirecast Gear is an ideal solution for these stations because it's essentially a TV studio-in-a-box capable of multi-camera switching, transitions, remote camera control, CG text, keying, and more. Unlike Wirecast Pro software, which must be installed onto a PC or Mac, Wirecast Gear is a compact, dedicated hardware appliance with Wirecast

pre-installed on its internal drive. Since it's purpose-built for live production and streaming directly to social media and online sites, just plug in your cameras, mics, audio mixers—whatever you want to use—and hit the ground running.

Since you don't have to be a video systems integrator or whiz to set-up and operate Wirecast Gear, it's particularly well-suited to Public Access, a service whereby ordinary citizens are allowed to use the PEG facility's equipment to make and distribute their own videos. Community media organizations no longer need to spend lots of time teaching non-techy people to use their equipment or constantly manage and maintain it. Wirecast Gear makes it super easy to produce professional-quality, multi-camera productions with broadcast-quality flare, even when space and manpower are scarce.

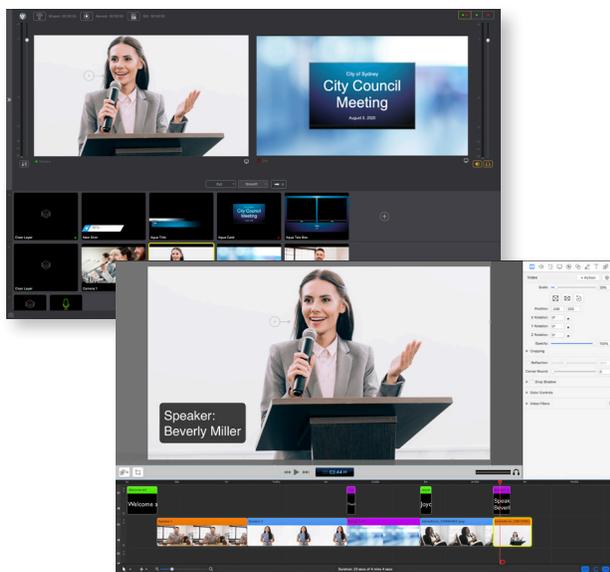
Persuading and Energizing with Live Streams

Like government agencies, entities such as lobbying firms, political action committees (PACs), NGOs, non-profits, and associations also share the need to generate and stream high volumes of video to motivate people to join or support their mission or cause. Now more than ever, the creation and streaming of

videos is more essential than ever to the effectiveness of any public outreach campaign.

Wirecast Pro and ScreenFlow software can be installed and operated on the same laptop, making the solution extremely portable and cost-efficient. Videos from simple to complex can be generated whenever needed for a wide range of applications, including webinars, virtual conventions, staged rallies, and social media. Video testimonials and human-interest profiles can make emotional connections with audiences in ways that speeches and PowerPoints cannot.

Wirecast Pro, Wirecast Gear, and ScreenFlow are powerful solutions because they integrate a broad range of toolsets, processing, and distribution capabilities.



Separately and together they form the core of a powerful live video production and streaming workflow. Even greater creativity is possible by adding video cameras, tripods, LED lighting panels, digital audio mixers, and a greenscreen for clean keying of graphical backgrounds.

Conclusion

With social media now interwoven into every facet of our daily lives, it's never been easier or more affordable for organizations like governmental agencies, community media, and associations to livestream video messages that inform, excite, and engage people as part of a vibrant democratic process.

So, if you have read this far, you may be thinking, 'This is all great, but what kind of computer set-up do I need to run Wirecast?' Wirecast Pro software runs equally well on a Mac or PC, making it quite user-friendly and accessible. But either way, you'll need to make sure your laptop has sufficient processing power, and that you have the right video capture card and other peripherals to ingest video from your cameras. Using multiple cameras can take a toll on your computer's processing power, especially if you're running Wirecast from a laptop, and it might take some technical experimentation to get the stream going perfectly.

Or, perhaps you want all the benefits and portability of Wirecast Pro, but none of the DIY systems configuration. Then, you're a perfect candidate for Wirecast Gear, which is designed to take all the guesswork out of proper systems configuration. With Gear, there's no set-up required because it's a compact, dedicated hardware appliance that's pre-configured with the necessary components, including the software, video capture card, and processing power. Plug in your cameras and audio sources into the back of the unit and you'll be ready to roll in no time.

Even with everything we've covered, there are still a ton of other great features in our products that can take your videos to a whole new level. We've only just scratched the surface of what you can do with Wirecast Pro, Wirecast Gear, and ScreenFlow, as well as other products in our broad desktop portfolio. For example, we also offer Wirecast Studio, an affordable, streamlined software package that—while it doesn't have Wirecast Pro software—provides the basic ingest, production, and encoding tools necessary for high-quality streaming. While each iteration of Wirecast offers a different feature-set, they share the ability to capture, produce, and stream videos, with exceptional encoding.

We've shared some clever ways for government workers to leverage our products, and hopefully, you've thought of a few awesome ways that you can use them too!

Here are some helpful links to get you started:

Download a trial of Wirecast Pro or Wirecast Studio, and experiment with them to see which best suits your unique needs and budget here:

<https://www.telestream.net/controls/wirecast/download-wirecast-resources.htm>

See a list of Wirecast features here:

<https://www.telestream.net/wirecast/overview.htm#features>

If you're interested in Wirecast Gear, there's product information and an online form here, at <https://www.telestream.net/wirecastgear/>, that you can fill out to request that a Wirecast Gear sales specialist contact you.

Download a free trial of ScreenFlow here:

<https://www.telestream.net/controls/screenflow/download-screenflow.htm>

And check out our website for more detailed information about the technical specifications and requirements for any of our desktop production/streaming solutions.

