



RADIO STATION SUCCESS ON FACEBOOK LIVE

Learn how Shawn Tempesta took his show on Mix 94.1 live

Radio is an amazing medium, "Truly we reach so many people" says Shawn Tempesta the host of Mix 94.1's afternoon show. Tempesta explains, in his studio tour video available on YouTube that "The one problem is... in a digital world, there is no such thing as viral audio." Motivated to grow his show's presence online, Tempesta designed a live streaming studio using (4) four PTZ Optics NDI cameras. (3) Three PTZ Optics 12X-ZCam cameras are used to produce high quality close up shots of each host and (1) one PTZ Optics 12X-NDI PTZ camera is used to capture additional shots of the entire studio.

SETUP DETAILS



PTZ Optics 12X-ZCAM NDI Cameras

These cameras provide a high quality NDI video feed to vMix which is used as the studios streaming software.



PTZ Optics 12X-NDI-WH

This PTZ camera is used to produce wide angle shots of the entire studio during the broadcast.



AKAI USB MIDI Interface

This USB MIDI interface is used to control vMix the live streaming software.



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RADIO BROADCAST SETUP



- **Easy to Operate:** Shawn is not only the host of his show, but he also operates the entire system. There's no budget to hire an on-side video producer.
- **Easy to setup:** Each camera is connected via just one cable. That's ethernet. This cable provides power, video, and control for the system.
- **Powerful:** Shawn's setup is able to live stream to YouTube, Facebook, and Twitter all at the same time. vMix is used to integrate comments from the chatrooms directly into the show to be more engaging.

LIVE STREAMING IN 1, 2 AND 3...



Shawn has a setup that rivals traditional television. The beauty is that Shawn was able to purchase the entire system himself. This case study shows what one creative person can do on a budget to help promote their radio show.



As you can see above each camera is only connected via a single Ethernet cable. Shawn sets up his streaming system every day because he owns it. Therefore each camera needed to be easy to setup and operate.

TOUR THE STUDIO

Watch a video tour of Shawn's studio here.

See how Las Vegas radio and TV host Shawn Tempesta uses PTZ Optics to prove having a face for radio isn't such a bad thing!

Check out Shawns website here - www.hitthepost.net/radiostar OR email Shawn here - shawn@hitthepost.net

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