



PARTNERSHIP SUCCESS STORY

City of Hubbard, Ohio Uses Live Stream to Broadcast Memorial Day Celebration During Covid-19 Quarantine

Hubbard is a city in Trumbull County, in northeastern Ohio. The first permanent settlers came to Hubbard Township in 1801, and it was incorporated a municipality in 1868. During the City's early years, the manufacture of iron contributed to the community's prosperity. Hubbard also was home to two foundries, a planning mill, two brickyards, a furniture manufacturing company, two breweries, and a bowling alley. Today, it is home to nearly 10,000 residents, many who are descendants of the area's early settlers.

SETUP DETAILS



PTZ Optics PTZ Cameras

PTZ Optics offers pan, tilt, zoom, streaming cameras and static box ZCams at 1080p. Designed with SDI, HDMI and IP outputs for control over a network.



Wirecast Gear

Wirecast is a live video streaming production tool by Telestream. It allows users to create live or on-demand broadcasts for the web.



Rode Interviewer Mic

Rode offers an omnidirectional interviewer microphone, which can be used with a Sennheiser wireless system for a complete audio solution.



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Broadcasting in Government



Immersive Experience



● Results

At a time when Hubbard was only allowed to have 10 people or fewer at social gatherings, Mayor Kyle accomplished a big task. With minimal help, PTZOptics helped to create an outdoor video production from BOTH the Hubbard War Memorial and Cemetery. Student, veterans groups present and members of the Women's Auxiliary were present.

PTZOPTICS CAMERA TEST FOOTAGE

[Download our test footage for camera quality](#)

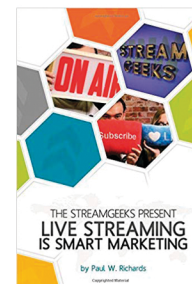
Access more info on the cameras, raw test footage, and more case studies for education on our website. Access the test footage here:

<https://ptzoptics.com/landing/test-footage.html>

- **Challenge:** When the Covid-19 pandemic stopped social gatherings throughout the country, Mayor Ben Kyle knew the most vulnerable of his town's population were feeling isolated. Honoring veterans for the 2020 Memorial Day holiday was something on his mind. However, with social distancing protocols, his community could not gather in the traditional way.
- **Solutions:** Looking to achieve some level of normalcy, Mayor Kyle worked with PTZOptics to bring a live and recorded video presentation to Hubbard's residents, directly in their homes. He says his goal was to continue a tradition that's been going on in Hubbard for decades. Using PTZOptics cameras and other video and audio equipment, a live stream was produced for Facebook and YouTube.



Mayor Kyle says that they all wanted to "honor those who made the ultimate sacrifice" and that their collaborative effort was really well received. To watch the stream, see Mayor Kyle's Facebook. Mayor Kyle says that Hubbard also plans to conduct its 2021 Memorial Day celebration virtually. To watch, go to <http://www.cityofhubbard-oh.gov/>.



Learn more in *Live Streaming is Smart Marketing*, by Paul Richards, PTZOptics. Share with your colleagues as an introduction to live streaming and growing a community LIVE. Find it on Amazon and Kindle.



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