



ELECTED OFFICIALS AND CANDIDATES



PARTNERSHIP SUCCESS STORY

Using Live Streaming for Elected Officials and Candidates for Office

Candidates for office and elected officials are often vying for media coverage to promote their proposed legislation or campaign messages. In the traditional television and radio worlds, there are Federal Communications Commission (FCC) rules governing coverage of elected officials. In addition, such broadcast outlets usually require high advertising dollars to reach intended audiences. Live streaming offers a sought-after alternative. By using the power of live streaming to social media channels such as Facebook and YouTube, elected officials and candidates for office can now reach the masses without going through the expense or adhering to the guidelines that are typically required for a traditional broadcast experience. Recently, we had the opportunity to interview State Sen. Daylin Leach, a Democrat representing Pennsylvania's 17th district. Sen. Leach was excited to talk to viewers about his co-sponsorship of Senate Bill 350, for adult use of cannabis in Pennsylvania. While Leach had a variety of solutions he wanted to discuss as a result of this pending legislation, only a live stream would allow him adequate "air" time. With a live stream broadcast to Facebook, LinkedIn, Twitch and YouTube, Sen. Leach was able to reach a wide range of viewers.

SETUP DETAILS



PTZOptics SDI Cameras

PTZOptics offers pan, tilt, zoom, streaming cameras and static ZCams at 1080p.

Designed with SDI, HDMI, and IP outputs.

Power and control your camera over IP.



LiveU

LiveU offers cellular bonding technology that supports high-quality live video.

Produce a live stream from anywhere with reliable bandwidth.



vMix

vMix is a professional live production and streaming software. Stream and record while accessing assets for production like video, graphics, and more.



www.ptzoptics.com

152 Robbins Rd, Downingtown, PA 19335, USA

Phone: 484-593-2247

Email: partners@ptzoptics.com

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During the in-studio interview, we used PTZOptics cameras, along with vMix software. The cameras allowed us to have high-quality pan-tilt-zoom shots, easily controlled through the software. vMix allowed us to create graphical overlays, also known as lower thirds, like the one here that shows the Senator's name.



TAKING TO THE STREETS

Our interview included an IRL (In Real Life) component, where host Tess Protesto continued the conversation started with Sen. Leach out in the street. This offered another way to engage viewers in the live stream and also garner participation from those in the community.

PTZOPTICS CAMERA TEST FOOTAGE

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

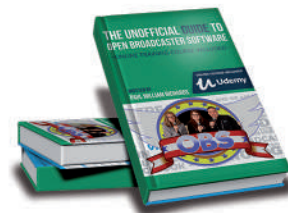
Access more info on the cameras, raw test footage, and more case studies for education on our website. Access the test footage here:

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

- **Immediate Audience Feedback:** Live streams can help elected officials and candidates for office see comments and reactions from viewers in real time.
- **Cost-Effective:** Live streams don't require advertising dollars as a method to reach voters and constituents.
- **Engagement:** Mobile streaming allows for town-hall style interviews and conversations that broadcast television can't provide.



Sen. Leach initiated conversations with people walking in and around West Chester's businesses. Carrying a LiveU backpack for the mobile stream was easy for our producer. LiveU is a company that provides portable cellular solutions for high-quality, reliable video streaming. The experience illustrated what a valuable tool a live stream can be for engaging audiences and promoting civic engagement.



Open Broadcaster Software is the world's most popular live streaming software. Download this guide book for free, and take the included online course as well. Visit www.ptzoptics.com/book.



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