



WVUT TRAINING TOMORROW'S BROADCASTERS WITH BROADVIEW

Package Selected as De Facto Standard Interface for IT-Based Broadcast Systems

TORONTO, ON and VINCENNES, IN – August 16, 2006 – WVUT, a PBS member station and an integral part of Vincennes University's broadcast degree program, located in Indiana, has adopted BroadView Software's unified traffic and programming solution to run station operations and to educate broadcast students.

WVUT has a dual mission to both serve the public broadcast audience with four program streams (an analog signal plus two standard-definition and one high-definition digital signals) and train "the future of broadcasting" with its 150 broadcast majors in its two-year Associates of Science and Applied Associate of Science degree programs.

BroadView operates as the "front end" for WVUT's automated, IT-based, broadcast engineering infrastructure and also as a classroom teaching tool. Students learn the system as part of the curriculum then receive hands-on experience using BroadView as part of the station's operations.

"Beyond BroadView's features and performance, we selected it because it is the emerging industry standard for public broadcast and is also being widely adopted by commercial stations," said Al Rerko, Facilities Director, Vincennes University Broadcasting. "We have our students learn BroadView so they will have a marketable skill that will help them when they enter the workplace after graduation to begin their careers."

"We know the marketplace for both commercial and non-commercial stations and our students need to use what's out there. BroadView was a standout because it's what our academic advisory committee and our engineering staff picked," said Rerko.

Master Control for the IT Broadcast Infrastructure

WVUT-TV is part of the larger Vincennes University Broadcasting system that includes WVUB-FM, a 50,000-watt radio station as well as two low power FM stations. While much of the television programming is a pass-through from PBS, local production, including a daily newscast, accents the schedule and provides students with ample experience in program production. On both the production and operation side, facilities are run and maintained by professionals with students working alongside them so they can learn on the job.

When the TV station implemented automation three years ago, the student opportunities to develop “hands-on” experience operating master control became limited. The new, custom control system offered little more than the chance for students to check the logs and to flag any errors so that the professional staff could correct them. With BroadView, students first gain a full experience of creating, manipulating and generating logs in the classroom. They are able to review previous broadcast logs, and then be active participants when assigned to carry out their master control duties.

Streamlines Workflow by Managing Data Effectively

For Vincennes’ broadcast professionals, BroadView brings a major advance in their workflow. Previously, programming information received electronically from PBS had to be entered manually. Now, BroadView imports all scheduling and program information directly saving an arduous task. Also, this same information gathered by BroadView is easily repurposed for both a printed and online TV guide.

“When I arrived at NAB this year following the PBS Technology Conference, our engineers grabbed me to check out BroadView. Since then, we have come to share the glowing reviews we heard from every station we checked that use it. BroadView is exceptional not only for the system itself, but for the genuine concern they show for their clients,” added Rerko.

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About Vincennes University Broadcasting

The Vincennes University Broadcasting Department’s core goal is to prepare students for successful entry into radio, television, and allied career fields while earning a college degree. The program is built on a belief in the value of hands-on, real world experience for students. VU Broadcasting is a time consuming, time intensive course of study.

About BroadView Software

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information-management solutions for more than a decade. Its products provide television stations with an integrated solution to meet all their needs in program acquisition, ad sales, program scheduling, traffic, master control automation interfacing, and reporting. Its flexibility and history of providing customizations and enhancements for customers have made BroadView a leader in its field. BroadView's innovative, fully integrated approach also means substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. For more information, please visit <http://www.BroadViewSoftware.com>.

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