



StreamGuys Case Study: College of The Redwoods



Situation

When women's basketball coach Kara Newman gives, her viewers extend far beyond the local fan base in Eureka, California, home to College of the Redwoods (redwoods.edu). Instead, they may be all over the state and the Pacific Northwest—even the world—thanks to new streaming audio and video made possible through a collaboration with StreamGuys, a leading provider of streaming media solutions.

Not bad for a rural two-year college, which for years has lacked local radio and TV broadcast partners for its seven intercollegiate athletic programs. Despite its small size and remote location, the college has excelled on the field and court: Redwoods football team was the 2006 Bay Valley Conference co-champion, the softball team earned a trip to the '06 state championships, and the other programs continue to build on recent successes. No wonder fans wanted a way to follow the action.

“Initially we wanted to broadcast our men's and women's basketball games...This would offer people in the community a way to see and hear the games from their homes, as well as make the games available to parents of players who live outside the area.” *Paul DeMark, director of communications and marketing for the college.*

Solution

In the absence of local radio and TV, streaming games live over the Web seemed to be a natural choice, yet the college's IT department expressed concerns about using its own server, which led DeMark to StreamGuys.

“StreamGuys helped us solve the issue by hosting the streaming on their server...They helped us understand that we didn't have to buy a lot of expensive equipment to get the streaming

working. We just needed a laptop, a digital video camera and microphone headsets—everything we already had. They demystified the process.”

With their trademark commitment to providing quality, affordable bandwidth and the best service in the industry, StreamGuys helped the college put Corsair athletics in cyberspace in a matter of hours. “They were very efficient and fast...” DeMark said. “They told us what we needed to do, they gave us the knowledge, and our webmaster took it from there... StreamGuys' customer service has been excellent in every way.”

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Results

The college began webcasts of women's and men's basketball in late 2006, with local sports journalists providing the play-by-play and color commentary. The baseball, softball, and football teams went online in 2007, and the college hopes to add women's soccer and volleyball games as well.

Already the streaming has generated plenty of buzz in the local press, along with praise from appreciative parents and fans. DeMark believes streaming could lead to local broadcast contracts eventually, though the college would continue to stream online. “This is obviously a great outreach to people outside the broadcast area...” DeMark stated. In fact, streaming may prove most valuable in introducing young student-athletes in other parts of the region to Corsair athletics. For a small college nestled in the redwoods, attracting talent anywhere in America can be as simple as a few clicks of the mouse.

