

## CUSTOMER FOCUS

### Challenge

Prior to implementing ProTrack by Myers, JSU-TV managed their scheduling, sales and traffic roles independently from one another — resulting in labor-intensive workflows, redundant data entry tasks, and inadequate reporting capabilities. In addition, they did not have an integrated sales management tool which limited their ability to optimize ad revenue. To keep pace with their increasing viewership and sponsorship, JSU-TV made the decision to evolve to a unified and automated system to maximize their operational efficiency.

After researching and evaluating multiple solutions, JSU-TV selected ProTrack for its ability to provide a robust, integrated and efficient workflow — from program acquisition and ad insertion through to playout and invoicing.

### Improving the Bottom Line

Upon installation, ProTrack seamlessly integrated into JSU-TV's existing infrastructure, providing the station with the immediate benefit of automated workflows. By centralizing their broadcast operations with ProTrack, JSU-TV is now able to drive workflows across departments and technical systems, ensuring that insight and content is where it needs to be, when it needs to be there — thereby increasing efficiencies and reducing costs.

ProTrack also provided JSU-TV the ability to acquire and pass through content from a third party feed while maintaining scheduling autonomy and avails at a local level. Adding secondary events to their live sports enhanced programming and sponsorship opportunities across their operation. However, it was the ability to utilize ProTrack's sales environment that proved the most valuable, as JSU-TV was able to capitalize on ad sales and therefore significantly grow revenue.

### A Highly Valuable Investment

ProTrack has given JSU-TV the capability to prosper. By enhancing operational inefficiencies through centralized broadcast management and intelligent software integrations, the station has realized increased profitability by its ability to reduce costs and grow revenue. According to JSU-TV Station Manager, Keith Collins, "ProTrack has proven to be a highly valuable investment that has enabled us to take our media facility to the next level without breaking the bank."

Today, ProTrack provides JSU-TV with total control in one solution.



### ABOUT JSU-TV

JSU-TV, an affiliate of the Youtoo America TV, is a commercial broadcast station owned by Jackson State University (JSU) in Jackson, MS. Operating 24 hours a day, 7 days a week, the station provides local programming and community news to over 186,000 households in the Jackson Metropolitan Area. [www.myjsutv.com](http://www.myjsutv.com)

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