



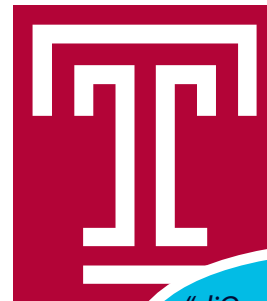
Success Stories

A Spotlight on How iQ Media Customers Leverage Our Media Intelligence Platform

Temple Owls Show Their Media Wisdom

Temple University has one of the nation's most prominent intercollegiate athletic programs. With over 600 student athletes active in 24 Division 1-A athletic programs, Temple puts an emphasis on athletic excellence, academic achievement, and community service – and it shows.

Temple athletes consistently maintain strong grade point averages (greater than 3.0 for many teams) and a high graduation rate (over 70%). They positively impact the local Philadelphia region by volunteering over 5,000 hours of community service each year.



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– Larry Dougherty, Senior Associate Athletic Director at Temple

Modern Media – Modern Communication Tools

Temple Athletics has a great story to tell – but how do you get the word out to corporate sponsors, donors, alumni, and the Temple community when the competition for people's mindshare is so intense?

That's the challenge that Larry Dougherty, Senior Associate Athletic Director at Temple, took on. He relies on cliQ, a Media Intelligence Platform from iQ Media, to proactively leverage broadcast TV coverage in outbound communications programs.

"It's highly important to keep in constant, positive contact with our corporate sponsors and donors – as well as the entire institution, so we have an extremely active outreach program," says Dougherty.

"TV coverage is a very powerful medium, and people respond well to short, high quality video clips – particularly if they get them quickly and easily. We needed a fast way to find coverage about Temple's sports programs, make clips that we can save and reuse, and then rapidly share those clips using the web-centric communications vehicles that today's audience prefers. cliQ gives us all of these capabilities."

Leveraging Broadcast TV Coverage

Dougherty's team uses cliQ to access iQ Media's Optimized Media Cloud of broadcast TV. They can find relevant coverage just seconds after it airs or set up Agents to monitor all TV markets on a 24x7 basis.

"It's important to get positive coverage out while it is still fresh," says Dougherty. "With cliQ's Inline Media Workspace, we can make high quality clips and then share them immediately via email, Twitter, and Facebook."

Temple works with dozens of corporate sponsors and has over 2,500 active donors to athletic programs.

When positive coverage happens, such as [this news clip](#) on Temple's new state-of-the-art football facility, Dougherty can email it, Tweet it, and post it on Facebook or other social media sites just seconds after it airs.

Recipients can then resend the video clips to their friends and colleagues, thus multiplying the impact that TV coverage has – far beyond the audience that actually viewed the programs on air.

"cliQ enables us to magnify the value of the TV coverage Temple gets, because we can push out positive PR almost as soon as it airs. Using video in email and on social sites gives us greater audience engagement because more people will click to view a video than read everything in a newsletter," says Dougherty.

"Our audience of corporate sponsors, donors and the Temple family can access this content right on their smartphones, tablets, and computer screens. This gives us more touches with our constituency and makes us 'top of mind' on a more regular basis – and that's what good communication is all about."

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