**iQ Media Corporate Website**

**Stop-Gap Updates – August 2012**

**Industries Page**

Headline:

Leading Organizations Use cliQ

Copy:

Enterprises with a message to promote and a brand to protect use cliQ to leverage broadcast media content. cliQ empowers them to better control their message, proactively reach out to key constituents, and react quickly to developing events.

**Political Parties** (this is a link to a subpage)

Organizations that support elected officials and candidates for office use cliQ to keep on top of breaking news, reinforce their message, improve communication with donors, and galvanize supporters.

**Professional Sports Teams** (this is a link to a subpage)

Leading franchises use cliQ to push out positive PR while staying aware of all coverage relating to their organization and issues in their business.

**Universities** (this is a link to a subpage)

Higher education institutions use cliQ to improve public relations, improve fundraising, assist in student recruitment, and add a new dimension to faculty research.

**Collegiate Athletic Programs** (this is a link to a subpage)

University athletic departments use cliQ to stay on top of team and athlete coverage, leverage media in alumni relations, and improve athletic department communications.

**PR, Advertising, Publicist and Talent Agencies** (no link)

Agencies use CliQ to better serve their clients and to provide next-generation media leveraging services that are not possible with traditional media monitoring.

**Major Brands** (no link)

Any enterprise with a public brand can use cliQ not only to monitor coverage of the brand, but also to leverage media in outbound communications and to enhance revenues.

**Religious and Charitable Organizations** (no link)

Non-profit organizations use cliQ to proactively communicate with their donors and push out positive stories with good PR value. They also stay on top of coverage of their organization and key issues that impact their mission.

**Political Parties Page** (linked-to from Industries page)

Headline:

Playing Offense, not Just Defense

Copy:

When it comes to media coverage, political organizations are often in “react mode,” scrambling to either capitalize on good coverage or contain the damage caused by negative or wrongheaded coverage.

The most effective political organizations have learned how to proactively leverage media content – especially broadcast TV. They play offense, not just defense, and the results are seen on Election Day.

To proactively leverage media content, you need modern technology. Yesterday’s media monitoring services keep you in react mode. In contrast, cliQ from iQ Media is a Media Intelligence Platform with the full range of capabilities you need to go on the offense.

Political organizations use cliQ to:

* Reinforce positive coverage and push out good PR
* Keep financial supporters updated with compelling and relevant video content
* Research and track opponents’ positions and coverage
* Stay on top of local coverage even when away from the local area
* Maintain awareness of coverage issues and shorten reaction time
* Research past coverage of key legislative issues
* Track issues across media markets to understand nuances of local sentiment
* Keep informed even when not in the office or sitting at a computer
* Maximize staff time
* Build a competitive arsenal of high value video clips

**Professional Sports Teams Page** (linked-to from Industries page)

Headline:

Leverage the Power of TV Video

Copy:

Step up to new ways of integrating TV video clips into corporate communications programs. Connect with fans, sponsors, and the public in ways that promote the power of your brand.

* Monitor coverage of the team brand, players, coaches, and the conference in real time
* Promote good PR and get out ahead of bad PR
* Share video clips and integrate them into outbound communications programs.
* Post video clips to social media sites and blogs
* Upload your own non-broadcast video content – such as press conferences, events, and community service initiatives – into cliQ’s Optimized Media Cloud, where you can clip it and share it using cliQ’s tools.
* Create video highlights of highlights, press conferences, or any relevant content, and share it with corporate sponsors.
* Boost ticket sales, merchandising revenue, and promote new business development by integrating high quality video into outbound communications
* Enhance communications with season ticket holders and fans
* Upload post-game film, highlights, and player/coach interviews to cliQ, where they can be clipped and permanently stored in an organized video clip library

**Universities Page** (linked-to from Industries page)

Headline:

cliQ and Higher Education

Copy:

Universities are major brands. They have aggressive communications and development goals. cliQ gives forward-thinking institutions a new platform for leveraging the power of both broadcast and in-house created video content.

Communications and Public Affairs

* Monitor and leverage what is being said about the university
* Promote good PR and get out ahead of bad PR
* Share video clips and integrate with social media portals seamlessly
* Upload institutional video, make clips, share them and manage a clip library

Development and Fundraising

* Integrate video in outbound positive news stories
* Enhance alumni and booster outreach with high quality video
* Push out positive news coverage to benefactors
* Include donation links in video playout pages
* Host video galleries on the university website to improve donor interaction

New Student Recruitment

* Include video clips in the recruitment process via targeted email and social media outreach
* Create video clips from existing institutional videos to leverage their value more and to facilitate targeted communications of relevant sound bites to prospective students and their families
* Push out positive TV coverage to prospective students and their families.

Library Academic Research Platform

* Make cliQ available as a media research tool for faculty and students
* Enable faculty and students to acquire and repurpose video clips for their own projects

**Collegiate Athletic Programs Page** (linked-to from Industries page)

Headline:

Leveraged Media to Support Athletic Programs

Copy:

College athletic departments now have tools for leveraging TV video content. With cliQ, they can do more than monitor coverage – they can leverage video in key outbound communications programs.

Communications and Sports Information Directors

* Monitor the college team brand, players, coaches, and the conference in real time
* Promote good PR and get out ahead of bad PR
* Share video clips and integrate them into outbound communications programs.
* Post video clips to social media sites and blogs
* Upload your own video content – such as press conferences, pep rallies, events, and community service initiatives – into cliQ’s Optimized Media Cloud, where you can clip it and share it using cliQ’s tools.

Athletic Department

* Create video highlights of highlights, press conferences, or any relevant content, and share it with boosters.
* Monitor coverage of the institution’s teams, players, and coaches.
* Create video documentation of the positive PR to the institution provided by Athletics to keep institution officials aware of the contribution being made

Ticket Sales, Marketing, Merchandising, and Fundraising

* Boost ticket sales, merchandising revenue, and promote new business development by integrating high quality video into outbound communications
* Integrate video clips into donor outreach and include a donation link right on the video page
* Enhance communications with season ticket holders and fans
* Attract new corporate sponsors and retain existing ones

Individual Athletic Programs

* Boost recruiting efforts by including well-packaged videos into outbound communications.
* Stay in front of key recruits with short video communications on timely subjects delivered to their smartphones, tablets, and laptops.
* Upload post-game film, highlights, and player/coach interviews to cliQ, where they can be clipped and stored in an organized video clip library