

**From:** TVEyes Broadcast Media Monitoring <TVEyes@ourmailer.com>  
**Sent:** Wednesday, June 3, 2015 10:03 AM  
**To:** Haley, Nikki  
**Subject:** Top 10 Reasons Why Your Entire Enterprise Should Monitor TV & Radio Broadcasts

Explaining the Advantages of Broadcast Monitoring  
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## Broadcast Monitoring Use Cases Across the Organization

Keeping ahead of the latest news and investigative reports and how they reverberate in local markets can help your organization react in real time. However, it's impossible to track more than a few stations without a broadcast monitoring solution.

Because of its comprehensive coverage of every national and local market, TVEyes broadcast monitoring provides a reliable picture of what the media are saying and how it's influencing your audience.

Executives and functional groups outside the public relations office may not be aware of the impact broadcast monitoring can have on setting strategy, mitigating risk, and seizing competitive advantage. And we're here to help.

We're pleased to offer a [free playbook](#) that explains the advantages of broadcast monitoring across the enterprise. It provides examples of how broadcast monitoring can be used for:

- Strategic decision-making
- Issues management
- Reputation management
- Crisis management
- Event monitoring
- Risk management
- Competitive intelligence
- Media Measurement
- Reporting
- Media training

[Get the Playbook](#)

[Download this free eBook](#) to help you make the case for broadcast monitoring across the enterprise today!



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