Less Time Finding Coverage.
More Time Advising Clients.

How Ann Edelman, owner of Edelman PR & Crisis Communications, uses TVEyes to understand developing stories, keep clients informed, and guide communications decisions.

TVEyes Solutions for Edelman PR & Crisis Management

Respond Faster

Alerts and easier sharing help Edelman bring relevant coverage into client conversations quickly.

See the Wider Story

Broadcast, podcasts, and online video together help the company assess how a story gains momentum and how it is discussed.

More Time to Advise

Transcripts and timestamps reduce searching so her team can spend more time interpreting coverage.

FROM MENTION TO NEXT MOVE

1. **Spot the Development**
   Immediate alerts flag new mentions. Edelman reviews audio and video firsthand to understand what was said and its context.

2. **Assess What It Means**
   She considers whether coverage warrants a client update or a change in communications strategy.

3. **Deliver the Right Update**
   Shares a clip for a specific segment or compile coverage and metrics into a report for a broader view.
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Support That Builds Confidence

For Edelman, TVEyes' service is a key reason the platform stands out. She values an experienced team that listens closely and supports her as her needs evolve. The combination of product quality and attentive service gives her team the confidence that they have the tools and support to serve their clients.

> *"Top-of-the-line customer service, tenured employees who truly listen."*
> — Ann Edelman

IN PRACTICE

Following a Story Beyond the Headlines

For a nationally known client, Edelman's team tracks news that is quickly picked up and discussed by podcasters. TVEyes brings broadcast, podcast, and online video coverage together, helping her gauge the story's momentum and sentiment.

Improved transcripts and precise timestamps help her team find relevant passages without manually searching entire discussions. Ann can then share coverage with clients and use that context to guide timely communications decisions.

See how TVEyes can support your communications strategy.

tveyes.com