

# AccuWeather Radio Broadcasting Services

**Empowering You to Be the Best . . . Content, Technology, Solutions**

*Build ratings with exclusive forecasts and lively features, targeted specifically to your unique format, market and listeners. AccuWeather programming provides premium sponsorship opportunities through informative and entertaining content presented by top-rated communicators.*

## **Lively Features Provide Sponsorship Opportunities**

Detailed local weather discussions and live Q&A's attract listeners and provide excellent premium sponsorship opportunities. Highly promotable and unique features like AccuWeather's UV Index™ and SportsWeather™ give your programming the edge you need in your market to increase brand awareness and ad revenues.

## **Superior Accuracy Builds Market Share with Forecasts Listeners Trust**

Studies have proven the superior accuracy of AccuWeather forecasts. AccuWeather has the greatest number of forecast meteorologists concentrated in one location anywhere in the world – currently 113 and counting – with access to the most advanced weather data available, and the most sophisticated computer analysis support systems. That is why AccuWeather is known to more than 195 million people and recognized as the number one source for credible weather information.



## **Make Your Station the One People Turn To**

A 2005 Arbitron study showed that 51% of respondents chose radio as their preferred source of information during severe weather – “When the lights go out, radios go on...” AccuWeather provides your listeners the most local, most timely, and most accurate severe weather coverage.

## **Top-Rated Communicators Captivate Your Audience and Keep Them Coming Back**

Surveys in many markets show AccuWeather's on-air meteorologists are consistently among the top-rated and best-recognized radio personalities. AccuWeather broadcast meteorologists are skilled communicators, experienced at making routine weather interesting and complex weather informative yet understandable.

Nearly 38 years after first offering radio programming five of AccuWeather's first seven broadcast stations are still clients today. This unusual level of loyalty shows the power and value of AccuWeather in radio.



# ACCU WEATHER®

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## Relevant, Understandable and Relatable Weather

AccuWeather provides crisp, lively and highly accurate reports for any radio format. AccuWeather tells your listeners what they need to know from the weather forecast without complex weather jargon. Your listeners want to know what it will be like outside and how to prepare for their day. Examples include exclusive AccuWeather extras like the patented RealFeel Temperature® – the only accurate measurement of what it really feels like outside – and Transportation and Travel Forecasts.

## Targeted Forecasts Heighten Listener Interest

With AccuWeather, your station's weather forecasts are localized to your specific coverage area and tailored to your format. Weather presentations are geared specifically to your local audience, and can even incorporate special events in your area.

## Cross-Promotion Tools Position Your Station in New Media

For stations seeking to extend their brand and tap into new sources of revenue, AccuWeather.com's Cross-Promotion Tools are an integrated line-up of mutually supporting, turnkey ways to reach listeners 24x7 on other electronic media and direct them back to your flagship programming. Unlike traditional forms of cross-promotion through paid print and physical advertising, AccuWeather's Internet and mobile solutions are free or low cost, and use the fastest growing electronic media to reach your audience throughout the day.



## AccuWeather's Radio Programming Includes:

- **Familiar Personalities:** The same AccuWeather broadcast meteorologists deliver your reports during the morning and afternoon to drive audience loyalty.
- **The AccuWeather Brand:** Our highly promotable brand is seen by 110 million people every day.
- **Delivery Formats:** Feeds can be delivered via ISDN or digital phone lines, MP3's or .wav files.
- **Discussion Plus Forecast:** Interesting and listener-friendly explanations of the weather by your AccuWeather meteorologist attract and hold your audience.
- **Q&A Plus Forecast:** Lively interaction between your on-air personality and your AccuWeather meteorologist provides an opportunity for premium sponsorship.
- **Live Reports and Commentaries:** When weather is severe or unusual, AccuWeather has the staff to provide localized service when and where your listeners need it most.
- **Special Events Forecasts:** Local activities and special events can be incorporated into daily forecasts, and discussions.
- **Forecast Variety:** Two or three versions of your forecast can be provided during each update to maximize playback variety and to increase listener interest.
- **Text Services:** Text forecasts are available for your newscaster or on-air personality use. These are made available via fax or email or on a custom website we create for you.

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