

WEATHERVISION

TOMORROW'S WEATHER TODAY



Who We Are:

WeatherVision allows television stations, radio stations, websites, and newspapers access to their own weather team, allowing both the benefit of a weather product and a new revenue stream. With clients located all over the United States, from large stations in major TV markets to small low power stations, our products are a proven success. Our team of broadcast meteorologists deliver everything from quick 30 second weather updates, to full newscast style forecasts featuring tosses back and forth from anchors. WeatherVision has been providing television weathercasts for 26 years, since 1990, and radio weather services for 31 years, since 1985.

"There's never been a situation where I needed something that they couldn't deliver. It's just like having them sitting here with me."

- Chris Hunter,
General Manager, KWBJ

Why we are unique and why we are beneficial to you:

Our services provide a new revenue model for you, thus, boosting your sales and advertising departments. You can sell our forecasts to as many local businesses as you want, in order to make as much profit as possible. As your meteorologists, we focus on your weather, which frees up your resources. For example, your station won't have personnel costs for handling weather. We have top-of-the-line equipment, so you won't have infrastructure and equipment costs. Lastly, we do all of the customization for forecast maps and on-air work. In addition to TV, we can provide weather for Apps, Websites, Radio, Digital Billboards, Newspapers, or anything else with a screen.

"About 4 in 5 respondents said they check a weather report daily, with local TV being the 2nd most common method of receiving a forecast."

-fivethirtyeight.com weather habits survey

70% of Millennials check the weather daily and just as important nearly 50% still look to Local TV for their weather information."

-America Press Institute survey on Millennials news consumption habits