



AccuWeather Radio Broadcasting Services

Boost your market ratings with AccuWeather, the world's largest and fastest growing weather company.

Building Listener Trust with Superior Accuracy™

AccuWeather has grown from 200 affiliated stations in 2009 to more than 800 stations in 2017. There's a reason AccuWeather is a recognized leader in innovation and digital media. With more than 100 meteorologists on staff, AccuWeather is the most trusted source for weather alerts, news and updates. Combine the power of AccuWeather

with your radio station's local credibility and take your broadcast offerings to the next level. AccuWeather is partnered with United Stations Radio Network (USRN), a leading radio network, to help you expand your market reach and effectiveness.

Relevant, Understandable, and Relatable Weather

AccuWeather provides crisp, lively and highly accurate reports for any radio format telling your listeners what they need to know in the local forecast without complex jargon. With propriety features such as the AccuWeather RealFeel™ temperature - which considers multiple weather factors to calculate how it actually feels outside and MinuteCast® - which forecasts Minute-by-Minute precipitation at a hyper-local level, AccuWeather gives straight-forward forecasts that are localized to your specific coverage area and tailored for your station.



AccuWeather Corporate Headquarters located in State College, PA









Lively Features Provide Sponsorship Opportunities

Serving 1,700 media clients across television, newspaper, and radio industries, AccuWeather is committed to providing the best for our clients, partners and their audiences. Detailed local weather discussions and live Q&As attract listeners and can provide premium sponsorship opportunities. With exclusive forecasts and lively features, targeted specifically to your unique format, market and listeners. AccuWeather provides numerous sponsorship opportunities through informative and engaging content presented by top-rated communicators. Highly promotable and unique features like AccuWeather's RealFeel™ temperature and MinuteCast™ give your programming the edge you need in your market to increase your brand awareness and revenues.

Severe Weather Coverage When You Need it Most

AccuWeather provides exceptional, dedicated coverage around the clock for your listeners by our expert team of meteorologists. They are there for you, 24/7/365, especially during severe weather events such as hurricanes, tornadoes, thunderstorms, flooding, heavy winds, snow, blizzards and more. We concentrate exclusively on what your station needs, when you need it most.

Benefits of AccuWeather's Radio Programming

-  AccuWeather Superior Accuracy™
-  Severe Weather Coverage
-  Familiar Personalities
-  Live & Recorded Reports
-  Forecasts for Special Events
-  Web & Mobile Content



To learn more about the AccuWeather Radio Broadcast Service, call United Stations Radio Networks at 212.536.3673 or email donna@unitedstations.com.