



# Key Points for Promoting Your Baron Weather App

## **Your app provides superior radar data.**

Not all radar is created equally. Because of the unique way in which we generate national radar, your app provides better radar accuracy than your competitors can offer. For example, it gives users a clearer, more precise picture of whether they'll be impacted by rain, snow or ice.

It also delivers a comprehensive assortment of other data, like cloud cover, current conditions, tropical tracks and more.

## **Your weather alerts are truly hyper-local.**

Your app's location-specific alerting can be a big differentiator between you and the competition. This isn't like a broad county-wide warning, and is even more timely and local than polygon warnings.

It works by taking the same automated storm tracking from your on-air display, and applying it to mobile use. So if users have set up a location important to them—say, grandmother's house—and the technology detects dangerous weather approaching that area, the app gives a vital heads-up for only the affected location.

The result is pinpoint-local precision, and only your app has it. Of course, the app supports traditional NWS watches and warnings, as well.

## **Users can better plan for their day.**

Despite the severe weather technology built into it, your app is really designed for everyday use. Your audience can use its easy hour-by-hour forecasts to better prepare for their day.

Daily forecasts are obviously a critical part of the app. Through a secure web portal, your weather team can manual tweaks to the weekly forecast as the local microclimate (and intuition, for that matter) require. So your audience gets a tailored forecast that matches your on-air product.

### **Audiences have a direct connection to your news.**

Your app is more than a weather app; it's also a hub for your news content. Users can access your text and video coverage on local news events, school and road closures, sports—basically any news item you want to highlight, tailored to the local interests of your market.

### **Your weather brand is just a touch away.**

Your weather center positions itself as the local weather experts in your market. And so the app is an extension of that proven brand. This means users can easily catch your latest forecast, coverage and informative videos, while enjoying a direct connection to your social media presence.

If your station has Baron App Messenger, app users can also opt to receive tailored messages direct from your meteorologists about dangerous weather approaching, and other life-saving weather awareness tips, such as deteriorating local road conditions. Geo-fencing ensures only affected users get these notifications.

### **Audiences can submit photos to your weather team.**

An engaged audience is eager to help you out with ground-truth photos of local weather, both pleasant and destructive. Your app makes it easy for users to submit photos and brief text descriptions to your weather center for use on-air and over social media. It's a win-win.