

WHAS11 Louisville, Kentucky

WHAS11 is the top-rated broadcast television station in Louisville, Kentucky with over 1 million viewers in 28 counties. They are recognized as a news dynasty and have been the dominant news source for more than 20 years. With the most experienced team of meteorologists in the state, their weather reports have helped the station earn the number one spot for many years.

The Challenge

WHAS11 has an expansive viewing area with a wide range of weather conditions. Their audience expects the WHAS11 Storm Team to provide the most accurate and timely weather and news updates around the clock using technologically advanced products. More importantly, viewers want to know that the station is in touch with what's happening in each of their communities—not just in Louisville.



The WeatherActive Solution

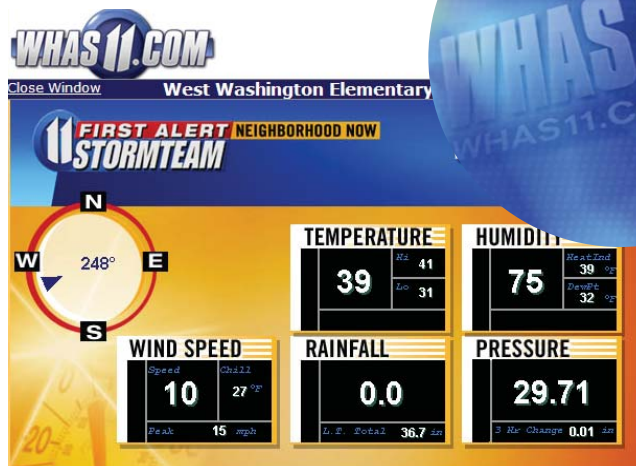
WHAS11 had two distinct reasons for purchasing a WeatherActive™ system. One was meteorological. “We have a large viewing area encompassing sections of 28 counties and only one National Weather Service reporting site,” says Ken Schulz, WHAS11 Storm Team chief meteorologist. “That reporting site is located within the city heat bubble and it generally reports only once an hour.” Temperatures outside the city of Louisville can vary more than five degrees and, in winter, that could mean the difference between snow, sleet and rain. Adding local weather reporting sites using WeatherActive gives WHAS11 eyes to see the weather conditions outside of Louisville. “The system allows us to present our viewers with valuable, real-time weather information from their neighborhoods,” Schulz says.



The second reason WHAS11 purchased WeatherActive™ was to increase sponsorship revenue. “With its educational components this program creates a new revenue source that benefits the community,” Jane Pfeiffer, WHAS11 account executive explains. WeatherActive, known as Neighborhood Now at WHAS11, provides a unique vehicle for sponsorship with a branding element other than the traditional spots and dots. The sponsor, in this case a national heating and cooling conglomerate, can reach out to the community and show their commitment during every newscast.

Results

“WeatherActive gave us the opportunity to create a substantial revenue source without using commercial inventory,” Pfeiffer says. “We received an almost 4 to 1 return on investment in the first year of this program. “Now we can give our viewers more accurate and timely local weather reports. We broadcasted live from Meyzeek Middle School when the system debuted and the sponsor attended. They were thrilled at the excitement and interest in the program. It gives us, and the sponsor, exposure in the community, the schools and our viewer’s neighborhoods.”



The Client’s View

“With the enormity of news sources and content in the market today, WHAS11 is recognized as the preferred station for local news, information and entertainment. WeatherActive gives us the opportunity to continue our commitment to each of the communities in our designated market.”

– Jane Pfeiffer, account executive, WHAS11

