

UnattendedWeather.Com RadioWeather.com

Operations Manual

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Support Contacts

If you experience problems, contact our support staff:

Victor Reyna
 Primary Weather Support
support@radiotraffic.com
 888-NOW-SCOTT (888.669.7268) (Toll Free)

Dave Scott
dave@radioweather.com
 866.500.0500 (Toll Free)

Regular support hours are 8 AM to 5 PM, Monday – Friday, Central Time.

Please call the Primary Support contact **FIRST**. If you have an off-air emergency, you may call as many of the contacts until you get a response. Of course, we respond to problems any time and any day.

We respond to **general questions** during normal business hours unless we happen to be in the office at other times.

Thank you for being a customer of *UnattendedWeather.com and RadioWeather.com*.

UnattendedWeather.Com
RadioWeather.com

307 Brown Street
 Waxahachie, Texas 75165
 Toll-Free Support Phone: 1-888-NOW-SCOTT
 (1-888-669-7268)
 Toll-Free General Office Phone: 1-866-500-0-500
 Support Email: support@UnattendedWeather.com

UnattendedWeather.Com RadioWeather.com

Operations Manual

1.00 Introduction to UnattendedWeather.Com Audio System

UnattendedWeather.Com is computer software that gives you your local weather 24/7. Even when your station is *Unattended* (or unattended) you get national quality voices presenting accurate and current conditions and forecasts. Setup is simple and easy. You'll be up and running quickly.

UnattendedWeather.Com puts everything together so your station always gives great up-to-the-minute weather. And you can profit from it! Many merchants will sponsor your local weathercasts who are not otherwise big advertisers.

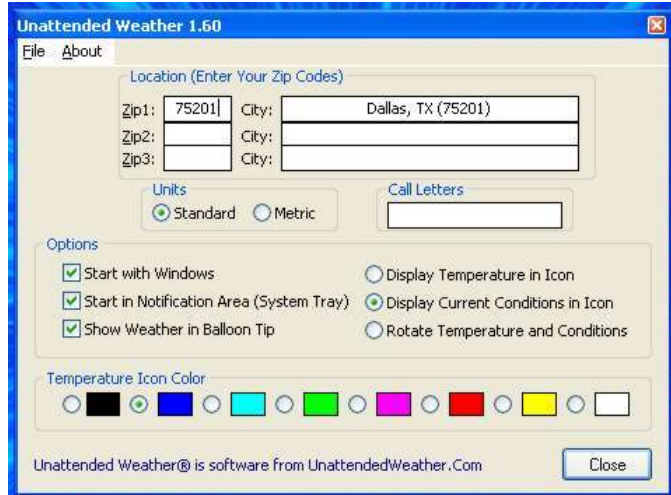
Our extensive digital radio experience and responsive customer service makes this weather perfect for every station with any Unattended shifts.

UnattendedWeather.Com gets its data, forecasts and advisories from The National Weather Service via the Internet. Options include the ability to use local weather sensors at your station and at advertiser locations or local landmarks.

After installation—but before you initially put our weather on the air—please listen to it from time to time for a few hours to be sure it sounds the way you want. If you have questions, please call.

At the lower right of the screen you'll see a weather icon. Hover the mouse over it (without clicking) and you'll pop-up a balloon with current conditions.





Right click on the Weather Icon, then left click on Setup - Options. You'll see a setup area like that at the right. Be sure all the Options squares at the left are checked and that your correct zip code is entered.

Note that the weather computer must remain turned on and operating at all times for weather to be up-to-date. Our software automatically restarts if the computer is turned off and back on. At the lower right of the screen you'll see a weather icon. Hover the mouse over it (without clicking) and you see the current conditions for your zip code.

We check for severe weather alerts every two minutes and update voiced forecasts immediately if those are received. Unless a severe weather advisory, watch or warning has been issued in the counties you monitor (as configured in the configuration section that follows), weather voicing is updated every half hour. If, however, you use our time announce option, then all voicing is updated automatically every minute. It is not normally necessary to perform any manual updates. However, if the weather computer is turned off for more than half an hour (or a minute in the case where you are airing time checks) and the weather will air soon, you can do a manual update with a right click on the Weather Icon or temperature display on the lower right of your bottom toolbar, then left click on the choice to Refresh Current Conditions.

If your Internet connection fails, the time will continue to update but conditions will remain as they were the last time the weather station was accessed over the Internet. In other words, the temperature and sky conditions could get stale or out-of-date until the Internet connection is restored (often a reboot of your router is all that is needed but sometimes you will need to contact your Internet provider).

Many stations recommend that your on-air automation system add a low level 30-second background music bed under your 'cast.

You are invited to send new scripts for opens, closes and sponsor credits at any time.

Suggestions, comments, ideas—even criticism—are appreciated. Use Dave Scott's direct phone at 1-866-500-0-500 or Victor Rayna's at 1-888-NOW-SCOTT.

1.01 Be Sure Your Computer is Running Windows XP, Vista or 7

UnattendedWeather.Com uses 32-bit software, so verify that your computer is running Windows® 7, Vista, XP Pro, 2000 or NT. (Any “home edition” of 2000, XP, Vista, or any versions of Windows 98, 95 or older are not going to work.)

The software works extremely reliably under XP Pro.

1.02 Check Your Computer's Internet Connection

Your computer must have an always-on Internet connection. A fast broadband service is recommended. We request you maintain a static IP address for reliability, but our software strictly uses outgoing connections (nothing incoming).

1.03 Check Your Computer's Available Hard Drive Space

The computer must have 5 GB of empty disc space for every UnattendedWeather.Com announcer.

1.04 Log In As One User, Then Stay

Everything associated with UnattendedWeather must stay as one—and only one—user.

UAW.exe was designed to run as a 24/7 program on one user account. Problems could occur with weather software reliability if the computer allows different users who switch accounts. If the UAW program is working as one user's account, it cannot be working on another user's account.

If you must switch users, it must be done by selecting LOG-OFF, then SWITCH USER, so that the UAW program can continue to run. This way allows the UAW in the primary account to continue to run. If someone makes the mistake of logging off the account any other way, the weather software will shut down. An old forecast will air until the weather software is running again.

1.05 The Software Requires Administrator Rights

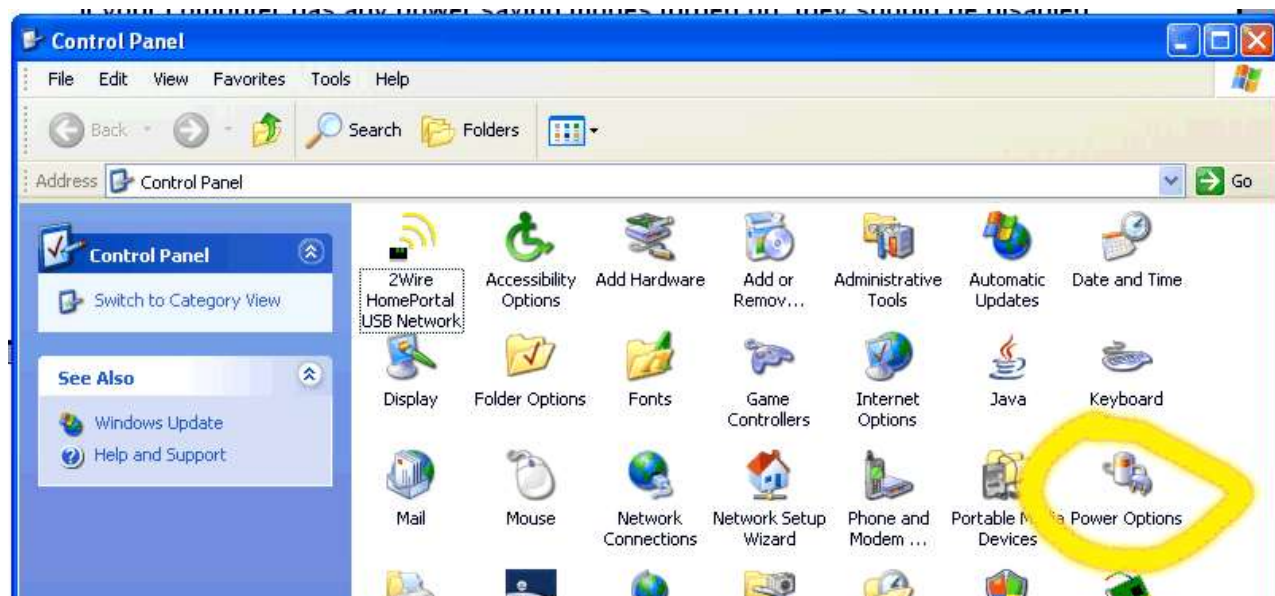
Staying on top of changing weather conditions requires the full power and capabilities of your computer. That means you must run as an administrator.

If you must implement security protection, physically put the weather computer in a locked, inaccessible computer room with limited or no access by unauthorized personnel.

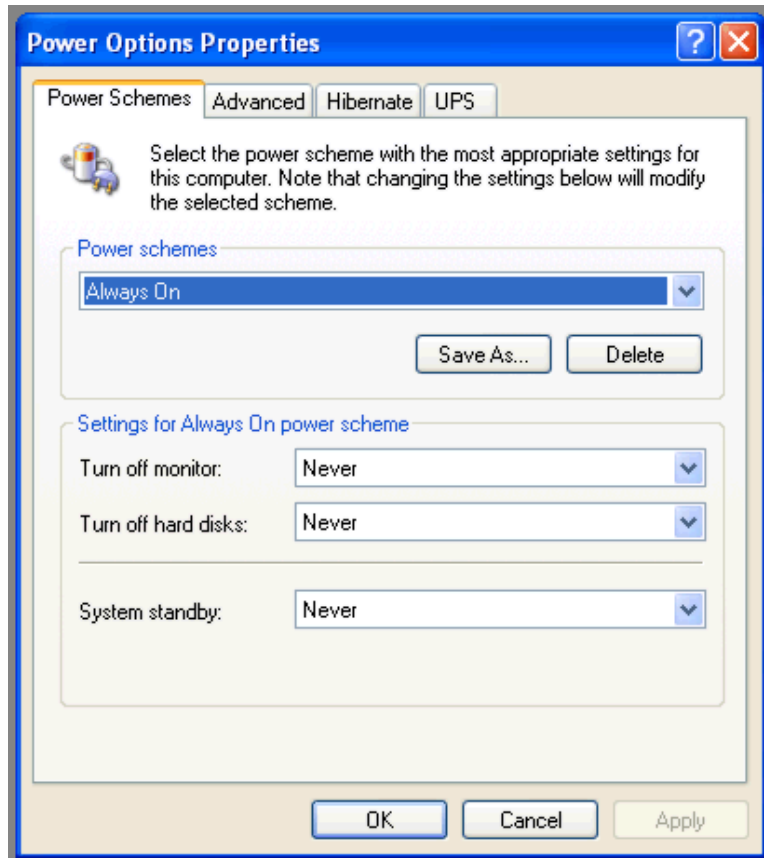
1.06 Don't Conserve Power on This Computer

If your weather computer has any power saving modes active, they should be turned off. Most computers delivered by a radio automation vendor or is already correctly set up for on-the-air use are already set to stay fully operable at all times (with the possible exception of the monitor). However, it should be changed if you are running this software in a production or office computer.

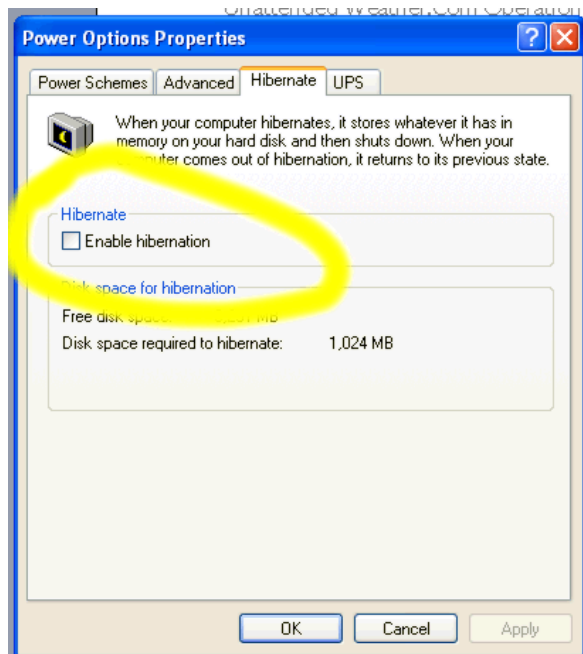
Problem prevention practices dictate that you check power modes in Windows' Control Panel.



Click on Power Options. Then make sure to select Always On, then Apply.



Also, click the tab for Hibernation. Be sure to Uncheck the Hibernation box and click Apply.



1.07 Check Your Computer's Time Accuracy if You Air Time Checks

This step can be skipped if you won't air time checks. When your 'cast begins with a time check, our software writes a new updated audio file every minute.

If your 'casts will include time checks, then verify whether or not Windows' built-in time synch is maintaining the accuracy you desire, then you won't need anything more. However, several reports indicate that something stronger is needed.

If so, we recommend you install Dimension 4 or equal software to keep the computer's clock synchronized with the correct time. That software is available by opening your web browser to <http://www.thinkman.com/dimension4/download.htm>

The U.S. Navy is the default synchronization source. If your time isn't maintained perfectly, you can try some others from the choices in the Dimension 4 software. A \$10 donation is requested by that software's author.

Note that with the new dates for Daylight Time, your Windows operating system on the weather computer must have the latest updates for proper time checks. The time synch software such as Dimension 4 DOES NOT HANDLE DAYLIGHT TIME. That's taken care of by Windows.

1.08 Safe Internet Computing

A firewall or proxy server is always good practice for all computers on the Internet.

Note, however, that UnattendedWeather.Com only pulls content from our secure UnattendedWeather.Com site and other trusted sites like the National Weather Service. Once our initial software installation is complete, we never log into your computer again.

The firewall software built into Windows XP Pro goes a long way to block other addresses and any incoming attempts to push spam or viruses to your computer. Refer to your Windows installation manual for firewall setup instructions.

Other hardware or software firewalls are also worth considering if you will run our software in your on-the-air machine (contrasted to our normal recommendation that it run in a production studio or other office computer connected to the air studio only by local area network.)

1.09 Installation of UnattendedWeather.Com Software and Audio

You'll receive CD ROMs for installation of our recordings onto your computer. Our staff will use LogMeIn to remotely install and configure our software to your desired operation.

The weather recordings are very large (approximately 5 GB for each announcer).

1.10 If You Must Install on the D Drive

Please allow the default installation on your C: drive.

If you must run the actual UAW.exe file from the "D:\program files\UnattendedWeather" folder, note that all desktop shortcuts are no longer correct. That means you must edit all the shortcuts in the UnattendedWeather Start menu. (START > PROGRAMS > UNATTENDEDWEATHER). Just go to each icon, right click and change the target and path from C:\program files\UnattendedWeather to D:\program files\UnattendedWeather

1.11 Updates

As detailed in Section 2.0, there are several components within each weathercast:

a) **Severe weather advisories/watches/warnings (if in effect for your area);**
These are updated on the NWS (National Weather Service) Advisory website every 3 minutes.

Our software normally checks these every two minutes.

Our software that handles this is called WeatherWarn. One reason it's separate software is because the watches/warnings are on a separate Internet URL from the others. Note that due to length constraints, normally only one WeatherWarn alert will be built into a forecast. There are two levels of priority: 1) By Zone (County) based on the order entered in Section 3.0, up to a maximum of 8 zones; and, 2) Note that Warnings override Watches and Watches override Advisories. In other words, if there is a Warning for one of the counties you've specified it will preempt a Watch or Advisory.

b) **Current temperatures and sky conditions**

These are updated once per hour by the NWS.

We check these every 30 minutes from NWS.

In addition to (or instead of NWS) data, our software can use local weather stations with sensors for temp, wind, rain and barometer. These send data to a computer serial port. These sell for about \$250. See Section 5.0 of this manual for details.

As an option, we can now use data from WeatherUnderground.com. They gather all the NWS info and add many thousands of amateur weather watchers who meet their standards for having reliable equipment. Many schools and business who rely on being prepared for all kinds of weather qualify and submit constant data over the Internet. Although the WeatherUnderground isn't "official" weather, many stations find it more reliable and prefer to use it, especially when there is some distance between their station's listeners and a NWS monitoring station or if the NWS is at a daytime-only or limited hours airport.


c) Forecasts

These are usually updated four times per day. When weather is unusual, sometimes there are additional updates. Each update tells our software when the next update might be made.

We check these every 30 minutes plus shortly after the time that NWS tells us it will issue the next update.

2.00 Weathercast Building Blocks

Parts not shaded are aired.




Your National Weather Service forecast

Dallas County, TX










Enter Your "City, ST" or zip code

Cell Phone Weather Link: cell.srh.weather.gov

NWS Dallas/Fort Worth, TX Homepage Forecast as of: 3:50 PM CDT THU MAY 3 2007



Forecast at a Glance

TONIGHT	FRIDAY	FRIDAY NIGHT	SATURDAY	SATURDAY NIGHT	SUNDAY	SUNDAY NIGHT	MONDAY	MONDAY NIGHT
								
Slight Chance T-Storms Lo: 65°F	Cloudy Hi: 85°F	Mostly Cloudy Lo: 69°F	Mostly Cloudy Hi: 89°F	Mostly Cloudy Lo: 69°F	Slight Chance T-Storms Hi: 81°F Lo: 69°F Pop: 20%	Slight Chance T-Storms Hi: 81°F Lo: 69°F Pop: 20%	Chance Showers T-Storms Hi: 81°F Pop: 30%	Slight Chance T-Storms Hi: 81°F Lo: 65°F Pop: 20%

Detailed 7-day Forecast

Hazardous weather condition(s):

Flood Warning
Hazardous Weather Outlook
Short Term Forecast

Tonight...Mostly cloudy with a 20 percent chance of showers and thunderstorms in the evening. Lows in the mid 60s. South winds 10 to 15 mph.

Friday...Cloudy in the morning then becoming partly sunny. Highs in the mid 80s. South winds 10 to 15 mph.

Friday Night...Mostly cloudy. Lows in the upper 60s. South winds around 15 mph.

Saturday...Mostly cloudy. Highs in the upper 80s. South winds 10 to 15 mph.

Saturday Night...Mostly cloudy. Lows in the upper 60s. Southeast winds around 15 mph.

Sunday...Mostly cloudy with a 20 percent chance of showers and thunderstorms. Highs in the lower 80s. Lows in the upper 60s.

Sunday Night...Mostly cloudy with a 20 percent chance of showers and thunderstorms. Highs in the lower 80s. Lows in the upper 60s.

Monday...Mostly cloudy with a 30 percent chance of showers and thunderstorms. Highs in the lower 80s.

Monday Night...Mostly cloudy with a 20 percent chance of showers and thunderstorms. Lows in the mid 60s. Highs in the lower 80s.

Tuesday...Mostly cloudy with a 20 percent chance of showers and thunderstorms. Lows in the mid 60s. Highs in the lower 80s.

Current Conditions



Dallas / Fort Worth International Airport
Lat: 32.91 N Lon: 97.03 W Elev: 560 ft
Last Update on May 3, 3:53 pm CDT

Partly Cloudy

77°F
(25°C)

Humidity:	71 %
Wind Speed:	SE 15 MPH
Barometer:	29.77" (1007.5 mb)
Dewpoint:	67°F (19°C)
Heat Index:	79°F (26°C)
Visibility:	10.00 mi.
More Local Wx:	2 Day History

Radar and Satellite Images

Additional Forecasts & Information

Forecast Discussion Preparedness Hazardous Weather Outlook Rivers & Lakes AHPS Storm Data	Local Climatology NOAA Weather Radio Fire Weather Forecast Graphical Fcst (AFM) Weather Glossary
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[NWS Fort Worth/Dallas Home](#)





<http://www.srh.noaa.gov/forecasts/>

Each audio forecast is made up of several building blocks that have been recorded separately. Then our software selects the appropriate ones and assembles them into a complete audio forecast.

Here are the segments of a typical 30-second weathercast:

Time	Intro	Now	Advisory, Watch or Warning If issued	Today	Tonight	Tomorrow	Outro
Optional Standard	Custom	Standard		Standard	Standard	Standard	Custom In half second lengths from 2.0 to 8.0 seconds

For example, here's what one forecast might say:

It's one-thirty, time for weather	brought to you by FM 101, WXXX.	It's 50 and sunny. 	A high wind advisory is in effect. If issued	Today, partly cloudy with high winds and a high in the mid 70's. 	Tonight, thunders howers and wind with a low in the upper 50's. 	Then tomorrow, mostly cloudy with a high in the upper 60's. 	Your source for weather 24 hours a day, 7 days a week is FM 101, WXXX.
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When exact lengths are desired (for network programming), the outro is selected from custom recordings of 2.0 seconds, 2.5, 3.0, 3.5, 4.0, 4.5, 5.0, 5.5, 6.0, 6.5, 7.0, 7.5 and 8.0 seconds in length. Very short spaces can also be automatically added between the above segments to keep the length precise.

Your UnattendedWeather.Com forecasts can be other lengths and there are certain other elements (such as using a station jingle) that can be included.

Note that after 2 p.m., the today aspect segment is no longer included. Instead, a tomorrow night segment is added after tomorrow's daytime outlook. To fill time when needed, wind conditions or predictions are sometimes added when exact length is desired.

But first, let's start with the nuts and bolts to put it all together.

2.01 Ordering Your Customized Voicing

Note that the Intro and Outro portions of your forecasts are custom recorded for your station. That means you write the scripts for these. Our announcers voice them and install them into your software. The following pages are the forms we suggest you use for submitting them.

If you have different needs at different times of the day or days of the week, please include all applicable Custom Voice Order pages. Mark on each one the hours it is used.

2.02 Custom Voice Order Form



Please provide the following info and email it to support@UnattendedWeather.com or FAX to 815-361-7466. If more than one station is using the UnattendedWeather.Com system, please submit a separate form for each station.

Company Name: _____

Legal Call Letters: _____ AM FM TV Cable Internet

Mailing Address: _____

City: _____ State: _____ Zip: _____

Street Address (if different than mailing address):

City: _____ State: _____ Zip: _____

Phone Number: (____) _____ FAX Number: (____) _____

After hours Phone Number: (____) _____

Primary Contact: _____ Email: _____

Billing Contact: _____ Email: _____

Invoices, Statements and Billing Notices will be sent by email to the Billing Contact. If you would like copies also sent to someone else, please advise:

Second Billing Contact: _____ Email: _____

Announcer: Dave Scott : Kathy Coolidge Robin Marshall
 Maria Lopez Jason Wert Tom Szemanski

Approximate time(s) in the hour the weather will air _____

Lengths (in seconds), excluding commercials, opens/closes by others:

Desired lengths vary based on time of day and/or day of the week:

Exact length not required Days/times: _____

Approximate length _____ seconds Days/times: _____

Exact length _____ seconds Days/times: _____

When Exact Length is needed, please be sure to send us scripts on pages 19-23.

Custom Voice Order Form



If Time Checks Are Not Used

This means your weather 'casts do not start with time but begin immediately with the custom Intro. This means your listeners will NOT have heard, "It's time for weather." In this case, your intro might be scripted, "Here's the KXXX Weather Center Forecast," "Now, FM 102 Radar Weather for Any town," "Kix 106 Skywatch Weather," "FM 102 KXXX 24-hour Weather for Any town," etc.)

If Standard Time Checks Are Used

Especially if you are running nationally syndicated programs that don't include local hour and minute time checks in your time zone, stations often desire weather that begin with a time check. All standard pre-recorded versions are scripted: "It's (time), time for weather."

These are to be followed by an intro. All intros are custom scripted the way you wish. A typical beginning would be, "It's (time), time for weather..." That would be followed by a separate intro recording from your scripts, "...brought to you by (sponsor name and brief info) on WXXX, FM 100."

If Custom Time Checks Are Desired (Extra Cost Option)

Optionally, we can record custom time announce. For example, you could say, "It's (time) on KXXX, time for weather..." or "On FM 101, it's (time), time for weather..." Note that custom time recordings are an extra cost option.

Times can be custom recorded for all twelve hours, with all sixty minutes per hour for each hour. That's a total of 720 recordings. Write your own scripts and FAX or email them to us.

Additional time check scripts can be submitted on additional sheets of paper.

For long term flexibility, we always recommend that time checks be recorded separately from the intro scripts for ease in changing sponsor copy.

Your station will be invoiced at the applicable rate in effect when your order is received. At the time this manual is written the custom time recording fee is \$100 per announcer for all 720 cuts. Current rates are available upon request. Your satisfaction is guaranteed. If you wish any cuts redone with different delivery, they will be done from the same scripts at no charge. Simply advise how you want them done differently. Note that barter is available to commercial stations with average or better ratings in top 150 markets.

You are welcome to change time check copy as often as you want. The announcer fee applies to every copy change.

Custom Voice Order Form

UnattendedWeather.Com RadioWeather.com

Write your intro/outro scripts on the following pages. Send as many as you want us to use. Your startup package includes unlimited use for up to 20 new localized intros, outros or combination per order. Multiples of up to 20 additional intros or outros are available at rates in effect when your order is received. At the time this manual is written, that varies from \$50 to \$75 to \$100 (based on your market size) per package of up to 20.

Are Exact Lengths Required for Your Station?

Many stations air network programs or satellite formats that have certain length requirements. Your weather announcements can comply with those requirements if we set up your software appropriately.

When exact (or very close) lengths are required, we ask for one intro script of two seconds, then another of three seconds, plus one more at four seconds long. These would air when no sponsor is to be mentioned.

When a sponsor is included with the station intro, three additional scripts must be provided. One must be a length of 12 seconds, and the other two must be 13 and 14 seconds each.

You can script for as many sponsors as desired. Recording requests in excess of the number included in your package may be invoiced.

Custom Voice Order Form



If Exact Lengths Are NOT Required and You Will NOT Use Time Checks

As a prelude to the current temperature, sky condition, wind and forecast, how do you want us to begin forecasts on-the-air? For example, "Here's the KXXX Weather Center Forecast," "Now, FM 102 Radar Weather for Any town," "FM 102 KXXX 24-hour Weather for Any town," etc. (List as many as you want us to use. In intros, it is a good idea to include some short, medium and long lengths.)

Intro Scripts (with or without Sponsor) (when Length varies):

These will rotate based on a schedule you determine. We will describe the scheduling method later in this manual.

HERE'S THE WEATHER FOR _____ (area) FROM _____ (station)

Additional intros may be scripted on additional sheets of paper.

Outro Scripts (when Length varies):

After current conditions and forecasts air, we recommend the weather voice mention your call letters. For example, "That's the KXXX Weather Center Forecast, now back to Hit Country," "That's FM 102 Radar Weather," "That's FM 102 KXXX 24-hour Weather for Any town," "Count on KXXX for Dependable and Accurate Weather, 24 hours every day," "That's the latest from KXXX, Anytown's Weather Leader, 24 hours a day," "Stay with KXXX, the Weather Authority for Anytown," "KXXX FM 102 is your Official Weather Station, 24 hours a day. _____ (name) reporting." etc.) (List as many as you want us to use. Again, here is a good place to allow some short mentions and others that are longer. These will also rotate based on a schedule you determine, described later.

Additional outro scripts can be supplied on additional sheets of paper.

Custom Voice Order Form



If Exact Lengths Are NOT Required and You WILL Use Time Checks

Remember that time checks come first, for example, "It's (time), time for weather..." That's followed by the intro you script below.

For example, "...brought to you from the KXXX Weather Center" or "brought to you by FM 102." (List as many as you want us to use. In intros, it is a good idea to include some short, medium and long lengths.)

These will rotate based on a schedule you determine. We will describe the scheduling method later in this manual.

Intro Scripts for use with Time Checks when not sponsored (and when length varies):

(Preceded by) [It's {time}, time for weather]

Brought to you on

(Typical length 2, 3 or 4 seconds. Please include call letters or station name)

(Use additional pages for all desired Intros when not sponsored)

Intro Script with Sponsor (when length varies):

(Preceded by) [It's {time}, time for weather]

Brought to you by

(Typical length 8 to 13 seconds, mostly sponsor material. Please include call letters or station name)

(Use additional pages for all desired Intros with Sponsorship)

Custom Voice Order Form
UnattendedWeather.Com
RadioWeather.com

If Exact Lengths ARE Required

Current conditions, forecast and (if used) time check is assembled first. Then the time remaining will be divided between intro and outro, selected from the following available lengths. Our announcers will revise your copy if needed to fit in the specified length. If timing is still not quite right, short pauses will be inserted between certain sections to bring length closer to your requirements. Sponsors can be scheduled and rotated using a method later in this manual.

If Exact Lengths ARE Required and You Will NOT Use Time Checks

As a prelude to the forecast, how do you want us to begin forecasts on-the-air? For example, "Here's the KXXX Weather Center Forecast," "Now, FM 102 Radar Weather for Any town," "FM 102 KXXX 24-hour Weather for Any town," etc. (List as many as you want us to use. In your intros, is a good idea to allow some short mentions and others that are longer.

Intro Scripts:

These will air based on length needed. However, sponsor credits can also rotate based on their schedule of mentions purchased. We will describe the scheduling method later in this manual.

(Typical length 2, 3 or 4 seconds. Please include call letters or station name)

(Use additional pages for all desired Intros when not sponsored)

Intro Script with Sponsor:

(Typical length 8 to 13 seconds. Please include call letters or station name)

(Use additional pages for all desired Intros with Sponsorship)

Custom Voice Order Form
UnattendedWeather.Com
RadioWeather.com

If Exact Lengths ARE Required (Continued)

Outro Scripts:

To maintain lengths as required, the current conditions, forecast and time check will be assembled. Then the time remaining is divided between intro and outro and the closest match is selected that does not exceed the desired length. Then if needed, short pauses will be inserted between certain sections to bring length still closer to your requirements.

The following scripts will air based on length needed. However, sponsor opening credits can also rotate based on their schedule of mentions purchased.

We recommend the weather voice mention your call letters, dial position and that you project a strong weather image. For example, "That's the KXXX Weather Center Forecast, now back to Hit Country," "That's FM 102 Radar Weather," "That's FM 102 KXXX 24-hour Weather for Any town," "Count on KXXX for Dependable and Accurate Weather, 24 hours every day," "That's the latest from KXXX, Anytown's Weather Leader, 24 hours a day," "Stay with KXXX, the Weather Authority for Anytown," "KXXX FM 102 is your Official Weather Station, 24 hours a day. _____ (name) reporting." etc.)

Two Second Outro Script:

Required for Exact Length 'Casts

Sample: "That's _____ (call letters) weather."
"This is _____ (call letters)."

Two-and-a-half Second Outro Script:

Required for Exact Length 'Casts

Sample: "Stay tuned for more _____ weather."
"Stay tuned for more _____ weather. I'm _____"
"I'm _____ (name) on _____ (station)."

Custom Voice Order Form
UnattendedWeather.Com
RadioWeather.com

If Exact Lengths ARE Required (Continued)

Three Second Outro Script:

Required for Exact Length 'Casts

Sample: "That's the weather from _____ (call letters), _____ (dial position)."
"Stay tuned for more _____ (city or call letters) weather. I'm _____ (name)."
"From the _____ (call letters) Weather Center, I'm _____ (name)."
"That's _____ (call letters), _____ (dial position) weather."
"That's the weather from _____, FM _____" or "Stay tuned for more _____ weather. or
"From the _____ 24 hour Weather Center, I'm _____.)

Three-and-a-half Second Outro Script:

Required for Exact Length 'Casts

Sample: "That's the weather from _____ (call letters), _____ (dial position)."
"Stay tuned for more _____ (dial position) weather for _____ (city)."

Four Second Outro Script:

Required for Exact Length 'Casts

Sample: "That's the latest _____ (call letters), _____ (dial position) Weather Center forecast."
"From the _____ (call letters) 24 hour Weather Center, I'm _____ (name)."
"For the latest _____ (city/area) Weather, keep it here at _____ (dial) all the time."
"From (call letters) _____'s 24 hour weather center, I'm _____ (name)."
"_____ (call letters), _____ (dial position) is your weather station, all the time."
"I'm _____ (name) with the _____ (station) weather on _____ (dial position)."

Custom Voice Order Form



If Exact Lengths ARE Required (Continued)

Four-and-a-half Second Outro Script:

Required for Exact Length 'Casts

Sample: "Stay with _____ (call letters) _____ (dial position) for the official weather updates."

"That's the _____ (call letters) forecast for _____ (city/area), I'm _____ (name)."

"Stay tuned to _____ (dial position) _____ (call letters) for the latest from the weather center."

"You can count on _____ (dial position) _____ (call letters) for all the weather, all the time."

"From the _____ (call letters) _____ (dial position) weather center, I'm _____ (name)."

"I'm _____ (name) with the weather on _____ (dial position) _____ (call letters)."

Five Second Outro Script:

Required for Exact Length 'Casts

Sample: "Stay with _____ (call letters) for the official weather updates several times every hour."

"Stay with _____ (call letters) for the latest weather updates every hour."

"From the _____ (dial position) _____ (call letters) Weather Center, I'm _____ (name)."

"Keep it here on _____ (dial position) for weather 24 hours a day on _____ (call letters)."

Five-and-a-half Second Outro Script:

Required for Exact Length 'Casts

Sample: "This is _____ (name). Stay tuned to _____ (dial position) _____ (call letters) for weather 24 hours a day."

"Keep it here on _____ (dial position) _____ (call letters) for all the latest from the 24 hour Weather Center."

Custom Voice Order Form
UnattendedWeather.Com
RadioWeather.com

If Exact Lengths ARE Required (Continued)

Six Second Outro Script:

Required for Exact Length 'Casts

Sample: "I'm _____ (name). Stay with _____ (dial position) _____ (call letters) for weather 24 hours a day."

Six-and-a-half Second Outro Script:

Required for Exact Length 'Casts

Sample: "I'm _____ (name). Keep it here on _____ (dial position) _____ (call letters) for all the latest from the 24 hour weather center!"

"Keep your dial on _____ (dial position) for weather forecasts 24 hours a day on _____ (call letters)."

"This is _____ from the _____ (dial position) _____ (call letters) weather center. Keep your dial here all the time."

Seven Second Outro Script:

Required for Exact Length 'Casts

Sample: "This is _____ from the _____ (dial position) _____ (call letters) weather center. Keep your dial here all the time."

Seven-and-a-half Second Outro Script:

Required for Exact Length 'Casts

Sample: "When storms happen, _____ (dial position) is the right place to stay for accurate weather information 24 hours a day.

"You can depend on the _____ (call letters) weather center for up-to-the-minute weather. I'm _____ (name)."

Custom Voice Order Form



If Exact Lengths ARE Required (Continued)

Eight Second Outro Script:

Required for Exact Length 'Casts

Sample: "This is _____ (name), reminding you to keep your dial on _____ (dial position) for _____ (call letters) weather center forecasts 24 hours a day. "Rain or shine, Hot or cold, stormy or nice, keep your dial on _____ (dial position) for the latest _____ (call letters) weather information."
"When severe weather happens, stay with _____ (dial position) for all the _____ (call letters) details. I'm _____ (name)."

After current conditions and forecasts air, we recommend the weather voice mention your call letters. For example, "That's the KXXX Weather Center Forecast, now back to Hit Country," "That's FM 102 Radar Weather," "That's FM 102 KXXX 24-hour Weather for Any town," "Count on KXXX for Dependable and Accurate Weather, 24 hours every day," "That's the latest from KXXX, Anytown's Weather Leader, 24 hours a day," "Stay with KXXX, the Weather Authority for Anytown," "KXXX FM 102 is your Official Weather Station, 24 hours a day. _____ (name) reporting." etc.) (List as many as you want us to use. Again, here is a good place to allow some short mentions and others that are longer. These will also rotate based on a schedule you determine, described later.

Configuration Order Form
UnattendedWeather.Com
RadioWeather.com

3.00 Localizing your Weather

Home zip code for Weather Forecasts: UnattendedWeather.Com links by computer to National Weather Service (“NWS”) offices. What is your home zip code and county for weather purposes? (If you are a suburban station, you may choose to specify where the majority of your listeners are located or where you wish to be most closely identified with so far as weather is concerned. The zip code is not mentioned in forecast audio.)

Many NWS observations are made at airports. You may want to list the zip code for the airport.

Zip Code: _____ City: _____ State: _____

Counties for severe weather Bulletins: List the counties where you want UnattendedWeather.Com to provide severe weather Bulletins.

You do not need to consider whether these are likely in your area. Checking it does not mean it will air UNLESS the National Weather Service ACTUALLY issues such a warning for the designated county. If checked, once set in configuration of your software, the situation will be mentioned in your regularly scheduled audio forecasts until the watch or warning expires.

County: _____ State: _____

- | | |
|--|--|
| <input type="checkbox"/> Watch = conditions are ripe for the possibility | <input type="checkbox"/> Warning = has occurred or is likely |
| <input type="checkbox"/> Hurricane Watch | <input type="checkbox"/> Hurricane Warning |
| <input type="checkbox"/> Tornado Watch | <input type="checkbox"/> Tornado Warning |
| <input type="checkbox"/> Severe Thunderstorm Watch | <input type="checkbox"/> Severe Thunderstorm Warning |
| <input type="checkbox"/> Winter Storm Watch | <input type="checkbox"/> Winter Storm Warning |
| <input type="checkbox"/> Freezing Rain Watch | <input type="checkbox"/> Freezing Rain Warning |
| <input type="checkbox"/> Severe Weather Watch | <input type="checkbox"/> Severe Weather Warning |
| <input type="checkbox"/> Winter Weather Watch | <input type="checkbox"/> Winter Weather Warning |
| <input type="checkbox"/> Freeze Watch | <input type="checkbox"/> Freeze Warning |
| <input type="checkbox"/> Flash Flood Watch | <input type="checkbox"/> Flash Flood Warning |
| <input type="checkbox"/> Flood Watch | <input type="checkbox"/> Flood Warning |
| <input type="checkbox"/> High Wind Warning | <input type="checkbox"/> High Wind Warning |
| <input type="checkbox"/> Wind Warning | <input type="checkbox"/> Wind Warning |
| <input type="checkbox"/> Dense Fog Warning | <input type="checkbox"/> Dense Fog Warning |
| <input type="checkbox"/> Dust Storm Warning | <input type="checkbox"/> Dust Storm Warning |
| <input type="checkbox"/> Lake Effect Snow Warning | <input type="checkbox"/> Lake Effect Snow Warning |
| <input type="checkbox"/> Blowing Snow Warning | <input type="checkbox"/> Blowing Snow Warning |
| <input type="checkbox"/> Snow Warning | <input type="checkbox"/> Snow Warning |
| <input type="checkbox"/> High Surf Warning | <input type="checkbox"/> High Surf Warning |

Configuration Order Form (Continued)
UnattendedWeather.Com
RadioWeather.com

County: _____ State: _____

- | | |
|--|--|
| <input type="checkbox"/> Watch = conditions are ripe for the possibility | <input type="checkbox"/> Warning = has occurred or is likely |
| <input type="checkbox"/> Hurricane Watch | <input type="checkbox"/> Hurricane Warning |
| <input type="checkbox"/> Tornado Watch | <input type="checkbox"/> Tornado Warning |
| <input type="checkbox"/> Severe Thunderstorm Watch | <input type="checkbox"/> Severe Thunderstorm Warning |
| <input type="checkbox"/> Winter Storm Watch | <input type="checkbox"/> Winter Storm Warning |
| <input type="checkbox"/> Freezing Rain Watch | <input type="checkbox"/> Freezing Rain Warning |
| <input type="checkbox"/> Severe Weather Watch | <input type="checkbox"/> Severe Weather Warning |
| <input type="checkbox"/> Winter Weather Watch | <input type="checkbox"/> Winter Weather Warning |
| <input type="checkbox"/> Freeze Watch | <input type="checkbox"/> Freeze Warning |
| <input type="checkbox"/> Flash Flood Watch | <input type="checkbox"/> Flash Flood Warning |
| <input type="checkbox"/> Flood Watch | <input type="checkbox"/> Flood Warning |
| <input type="checkbox"/> High Wind Warning | <input type="checkbox"/> High Wind Warning |
| <input type="checkbox"/> Wind Warning | <input type="checkbox"/> Wind Warning |
| <input type="checkbox"/> Dense Fog Warning | <input type="checkbox"/> Dense Fog Warning |
| <input type="checkbox"/> Dust Storm Warning | <input type="checkbox"/> Dust Storm Warning |
| <input type="checkbox"/> Lake Effect Snow Warning | <input type="checkbox"/> Lake Effect Snow Warning |
| <input type="checkbox"/> Blowing Snow Warning | <input type="checkbox"/> Blowing Snow Warning |
| <input type="checkbox"/> Snow Warning | <input type="checkbox"/> Snow Warning |
| <input type="checkbox"/> High Surf Warning | <input type="checkbox"/> High Surf Warning |

County: _____ State: _____

- | | |
|--|--|
| <input type="checkbox"/> Watch = conditions are ripe for the possibility | <input type="checkbox"/> Warning = has occurred or is likely |
| <input type="checkbox"/> Hurricane Watch | <input type="checkbox"/> Hurricane Warning |
| <input type="checkbox"/> Tornado Watch | <input type="checkbox"/> Tornado Warning |
| <input type="checkbox"/> Severe Thunderstorm Watch | <input type="checkbox"/> Severe Thunderstorm Warning |
| <input type="checkbox"/> Winter Storm Watch | <input type="checkbox"/> Winter Storm Warning |
| <input type="checkbox"/> Freezing Rain Watch | <input type="checkbox"/> Freezing Rain Warning |
| <input type="checkbox"/> Severe Weather Watch | <input type="checkbox"/> Severe Weather Warning |
| <input type="checkbox"/> Winter Weather Watch | <input type="checkbox"/> Winter Weather Warning |
| <input type="checkbox"/> Freeze Watch | <input type="checkbox"/> Freeze Warning |
| <input type="checkbox"/> Flash Flood Watch | <input type="checkbox"/> Flash Flood Warning |
| <input type="checkbox"/> Flood Watch | <input type="checkbox"/> Flood Warning |
| <input type="checkbox"/> High Wind Warning | <input type="checkbox"/> High Wind Warning |
| <input type="checkbox"/> Wind Warning | <input type="checkbox"/> Wind Warning |
| <input type="checkbox"/> Dense Fog Warning | <input type="checkbox"/> Dense Fog Warning |
| <input type="checkbox"/> Dust Storm Warning | <input type="checkbox"/> Dust Storm Warning |
| <input type="checkbox"/> Lake Effect Snow Warning | <input type="checkbox"/> Lake Effect Snow Warning |
| <input type="checkbox"/> Blowing Snow Warning | <input type="checkbox"/> Blowing Snow Warning |
| <input type="checkbox"/> Snow Warning | <input type="checkbox"/> Snow Warning |
| <input type="checkbox"/> High Surf Warning | <input type="checkbox"/> High Surf Warning |

Configuration Order Form (Continued)
UnattendedWeather.Com
RadioWeather.com

County: _____ State: _____

- | | |
|--|--|
| <input type="checkbox"/> Watch = conditions are ripe for the possibility | <input type="checkbox"/> Warning = has occurred or is likely |
| <input type="checkbox"/> Hurricane Watch | <input type="checkbox"/> Hurricane Warning |
| <input type="checkbox"/> Tornado Watch | <input type="checkbox"/> Tornado Warning |
| <input type="checkbox"/> Severe Thunderstorm Watch | <input type="checkbox"/> Severe Thunderstorm Warning |
| <input type="checkbox"/> Winter Storm Watch | <input type="checkbox"/> Winter Storm Warning |
| <input type="checkbox"/> Freezing Rain Watch | <input type="checkbox"/> Freezing Rain Warning |
| <input type="checkbox"/> Severe Weather Watch | <input type="checkbox"/> Severe Weather Warning |
| <input type="checkbox"/> Winter Weather Watch | <input type="checkbox"/> Winter Weather Warning |
| <input type="checkbox"/> Freeze Watch | <input type="checkbox"/> Freeze Warning |
| <input type="checkbox"/> Flash Flood Watch | <input type="checkbox"/> Flash Flood Warning |
| <input type="checkbox"/> Flood Watch | <input type="checkbox"/> Flood Warning |
| <input type="checkbox"/> High Wind Warning | <input type="checkbox"/> High Wind Warning |
| <input type="checkbox"/> Wind Warning | <input type="checkbox"/> Wind Warning |
| <input type="checkbox"/> Dense Fog Warning | <input type="checkbox"/> Dense Fog Warning |
| <input type="checkbox"/> Dust Storm Warning | <input type="checkbox"/> Dust Storm Warning |
| <input type="checkbox"/> Lake Effect Snow Warning | <input type="checkbox"/> Lake Effect Snow Warning |
| <input type="checkbox"/> Blowing Snow Warning | <input type="checkbox"/> Blowing Snow Warning |
| <input type="checkbox"/> Snow Warning | <input type="checkbox"/> Snow Warning |
| <input type="checkbox"/> High Surf Warning | <input type="checkbox"/> High Surf Warning |

County: _____ State: _____

- | | |
|--|--|
| <input type="checkbox"/> Watch = conditions are ripe for the possibility | <input type="checkbox"/> Warning = has occurred or is likely |
| <input type="checkbox"/> Hurricane Watch | <input type="checkbox"/> Hurricane Warning |
| <input type="checkbox"/> Tornado Watch | <input type="checkbox"/> Tornado Warning |
| <input type="checkbox"/> Severe Thunderstorm Watch | <input type="checkbox"/> Severe Thunderstorm Warning |
| <input type="checkbox"/> Winter Storm Watch | <input type="checkbox"/> Winter Storm Warning |
| <input type="checkbox"/> Freezing Rain Watch | <input type="checkbox"/> Freezing Rain Warning |
| <input type="checkbox"/> Severe Weather Watch | <input type="checkbox"/> Severe Weather Warning |
| <input type="checkbox"/> Winter Weather Watch | <input type="checkbox"/> Winter Weather Warning |
| <input type="checkbox"/> Freeze Watch | <input type="checkbox"/> Freeze Warning |
| <input type="checkbox"/> Flash Flood Watch | <input type="checkbox"/> Flash Flood Warning |
| <input type="checkbox"/> Flood Watch | <input type="checkbox"/> Flood Warning |
| <input type="checkbox"/> High Wind Warning | <input type="checkbox"/> High Wind Warning |
| <input type="checkbox"/> Wind Warning | <input type="checkbox"/> Wind Warning |
| <input type="checkbox"/> Dense Fog Warning | <input type="checkbox"/> Dense Fog Warning |
| <input type="checkbox"/> Dust Storm Warning | <input type="checkbox"/> Dust Storm Warning |
| <input type="checkbox"/> Lake Effect Snow Warning | <input type="checkbox"/> Lake Effect Snow Warning |
| <input type="checkbox"/> Blowing Snow Warning | <input type="checkbox"/> Blowing Snow Warning |
| <input type="checkbox"/> Snow Warning | <input type="checkbox"/> Snow Warning |
| <input type="checkbox"/> High Surf Warning | <input type="checkbox"/> High Surf Warning |

Information Worksheet

UnattendedWeather.Com RadioWeather.com

Will your UnattendedWeather.Com have a weather sensor installed at your site and connected to the computer? Yes No

Such sensors are often highly recommended, especially if data is not always timely or reliably satisfactory from the National Weather Service. Our recommended sensor is the WS-2310 by Lacrosse Technology. Current cost is \$259 plus \$10 for ground shipping and handling. It includes a display for your air studio (useful during live shifts), wireless connections to temperature, rain and thermo-hydro sensors that must be outside in a suitable location. The temperature sensor is best mounted under a soffit or with a cover so direct sun never shines on it. The thermo-hydro sensor requires outdoor battery or AC power. Depending on distance from your display, the wireless connections usually work well. If temperatures over 113 degrees F are expected, we recommend wiring with phone cable between the computer and sensors.

We also support the Model 800 sensor by Peet Brothers. If either of these two recommended units becomes unavailable, we will add replacement or additional sensors promptly.

Source(s) for Current Conditions:

Temperature	<input type="checkbox"/> Internet (NOAA NWS)``	<input type="checkbox"/> Local Sensor
Wind speed and direction	<input type="checkbox"/> Internet (NOAA NWS)``	<input type="checkbox"/> Local Sensor

3.01 Customizing Your Configuration File

In your folder c:\program files\Unattended Weather folder there is a configuration file called uawschedule.txt. This is where various options are turned on, off or otherwise specified.

Your UnattendedWeather.Com support department is available to advise you on how to change these settings. Feel free to call at 1-888-4-UNATTENDED (or email support@Unattendedweather.com).

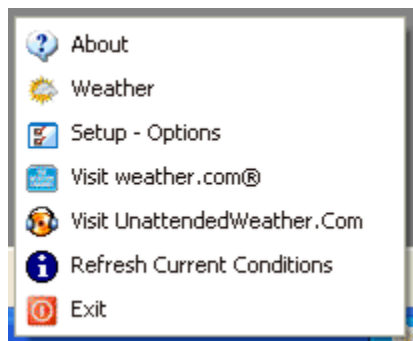
3.02 Turning On or Off Time Checks in the Configuration File

Here are typical contents of this file (in boxes), followed by an explanation.

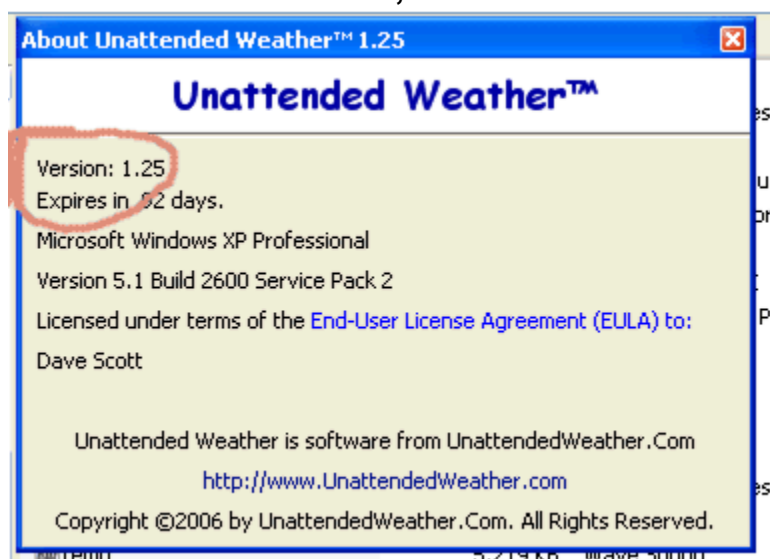
```
;PLEASE DO NOT EDIT THIS FILE UNLESS YOUR ARE INSTRUCTED  
;TO DO SO BY THE WEATHERANNOUNCER.COM SUPPORT TEAM.  
;this config file is saved as: wfxschedule.txt  
;add a semi-colon to remark out a setting.  
;File: UAWSCHEDULE.TXT  
;Last Rev: 09/29/2007 11:50AM  
;Version: 1.70  
  
[General]  
TimeAnnounce=True  
;OncePerMinute=True  
Intro=True  
Outro=True  
;PrecipToday=False  
WindCurrent=True  
WindToday=False  
WindTonight=False  
WindNextDay=False  
WindNextNight=False  
TimePadding=True
```

First, verify that your software version is the same as that indicated as the version of uawschedule.txt. This is done by hovering your mouse over the weather icon or temperature in the lower right corner of your computer's task bar. You'll know you're at the right place because a text box with current weather conditions will pop up. It will fade out after a while.

Right click on the weather icon (not the pop up box) and you'll see:



For the version number, click on About. That brings up:



The version in About should match the version in your uawschedule.txt.

The uawschedule.txt file shows whether various segments (detailed in section are considered for use or not. Setting it =True applies that aspect of the software. Setting that =False turns off that aspect of the software.

For example, setting TimeAnnounce=True and OncePerMinute=True will begin each 'cast with the time and update the 'cast every minute.

3.03 Turning On or Off a 10-Second 'Cast in the Configuration File

```
[Weather 10]
Create10Sec=False
;Intro=False
;Time=True
;TimePadding=False
```

We recommend you leave the generation turned on. Then simply add weather10 to the program log and it will be ready and air.

60 second weathers are not available.

3.04 Activating Weather Sensors in the Configuration File

Edit the UAWSchedule.txt file. These keys and variables should already be in the UAWSchedule.txt file, you should only have to unremark it.

If the unit is the LaCrosse unit (labeled Weather Channel in some cases):

```
[Instrument]
Model=LaCrosse
File=C:\HeavyWeather\currdat.lst
Reverse=False
```

Otherwise if it is the Peet Bros Ultimeter:

```
[Instrument]
Model=Ultimeter
File=C:\Ultimeter
Reverse=False
;remark: for Ultimeters, give only the PATH, not a filename.
;They use DATE filename wt090931.txt that UAW will generate.
```

These are the only two sensor brands supported.

3.05 Defining in the Configuration File Where the 'Cast Is Created

```
[Weather Output]
;this is the path and filename of the forecast file
;produced by weatherannouncer. IT MUST BE .WAV
weather=c:\program files\UnattendedWeather\weather.wav
weather10=c:\program files\UnattendedWeather\weather10.wav
```

As explained within the text, you can change this to specify your desired path and filename of the forecast file produced by weatherannouncer. IT MUST BE .WAV.

The 30 second forecast goes to:

weather=c:\program files\UnattendedWeather\weather.wav

The 10 second forecast goes to:

weather10=c:\program files\UnattendedWeather\weather10.wav

```
;shownew allows a popup each time a new audiofile is gen'd  
;a bit annoying, but good for testing.  
ShowNew=False
```

```
;log causes a log file called log.txt to be appended each  
;time an audio forecast is created.  
;Log=True
```

The default value is normally good for
ShowNew=False

Log=True is recommended for the first few weeks of operation of this program. The diagnostic log can later be turned off.

3.06 Specifying Introductions in the Configuration File

```
[Intro Schedule]  
;format: hour=filenum  
;hour: 0000 to 2345 hours (in 15 min increments (0000,0015,0030,0045)  
;up to 4 per hour  
;filenum: 01 to 99  
;example: 0000=01 (means: intro01.wav)  
;example: 1200=01 (means: 12:00AM = intro01)  
;example: 2315=03 (means: 11:15PM = intro03)  
  
0000=01  
;0115=15  
;0230=15  
;0345=15  
;1000=15  
;1815=15  
;2030=15  
;2345=15
```

When desired, sponsor credits are voiced in your custom recorded intro. The Intro Schedule can be defined here to change as little as desired or as often as every quarter hour.

As this is written, your mechanism for scheduling which intro airs is to have up to 100 that are named intro00 through intro99. Then log them in this Intro Schedule area of uawschedule.txt based on quarter hours.

Once you define the use of an intro?? (where ?? represents the number, such as intro22), that recording is used until you define its replacement. To use one intro all day, record it as intro01 and be sure this shows 0000=01, which will play intro01.wav forever because nothing else is defined.

Note that actual weather recordings are prepared one minute before the indicated time, so they will truly be ready slightly before the scheduled play time specified.

Remember, any item with a ; (semicolon) in front of it is not read by the software.

3.07 Specifying Closes in the Configuration File

```
[Outro Schedule]
;format: hour=filenum
;hour: 0000 to 2345 hours (in 15 min increments (0000,0015,0030,0045)
;up to 4 per hour
;filenum: 01 to 99
;example: 0000=01 (means: outro01.wav)
;example: 1200=01 (means: 12:00AM = intro01)
;example: 2315=03 (means: 11:15PM = intro03)

0000=01
;0115=11
;0230=11
;0345=11
;1000=11
;1815=11
;2030=11
;2345=11
```

The Outro Schedule also can be defined to change as little as desired or as often as every quarter hour. The process is the same as the Intro Schedule.

A possible application for variations at the end of the weathercast is that the outro could say, "That's the weather for Your Town. Now back to ten in a row with Joe Jock on Q-102."

At the present time we have no mechanism for changing intro or outro from day to day. It can be done manually by setting up different folders for the different days and manually copying the applicable folder into c:\program files\UnattendedWeather\v1 once per day.

The Windows System Scheduler could also be set up with a batch file to run once per day to do the copying job automatically.

A more sophisticated sponsorship scheduling software is also available upon request.

3.08 Specifying Voice Shift Times in the Configuration File

```
[Voice Schedule]
;default: 01 (all hours)
;format: hour=voice
;hour: 00 to 23 hours
;voice: 01 to 99
;example: 00=01 (means: 12:00AM = v01)
;example: 23=02 (means: 11:01PM = v02)
```

```
00=01
01=01
02=01
03=01
04=01
05=01
06=01
07=01
08=01
09=01
10=01
11=01
12=01
13=01
14=01
15=01
16=01
17=01
18=01
19=01
20=01
21=01
22=01
23=01
```

Several voices are available. This is where you define their shifts.

3.09 Other Configuration Settings

[REMAP] ;sky conditions (day and night) ;missing items map to themselves, like 17=17

Please do not change these settings unless expressly directed to do so by our support staff.

4.00 Make More Money by Selling Weather Sponsorships

We're told of stations making an extra \$10,000 per month in small markets simply by selling their weather 24/7.

Merchants ask, "How can my sales message stand out? How can I increase response to my ads?"

Even when a merchant's products are great, service is superb and pricing is competitive, how can one have their ad stand out above all the noise?

Simple: Put that commercial with something important in the mind of the people who are listening...like the up-to-the-minute weather information.

Weather sponsorship might cost a bit more than an ordinary ad, but the weather stands out in most people's minds. So the special ad as the weather begins is worth more!

On the street, radio sales departments fight TV for dollars every day. On the air some radio stations mistakenly GIVE TV weather personalities premium airtime to promote their TV weather. Whether we realize it or not, radio is unconsciously telling their listeners to tune away from this radio station. When it's important to know what's happening, the authority is a TV weather person. Radio has given TV the credibility as the official weather source.

It's time for Radio to take back that credibility. You can have the credibility of great weathercasts 24/7. Never promote your TV COMPETITION.

You get up-to-date weather forecasts, current weather data and high quality announcers to deliver them, 24/7.

Best of all, you get tools to make money on weather with our exclusive sponsored data centers and announcements.

4.01 Stations Can Sell Weather Sponsorships

Your weather announcers can record opening sponsorship mentions for your sponsors.

Research shows that when a radio broadcast changes from one kind of item to another is when listeners' attention peaks. People want to know what's next. They make a judgment at the beginning of something as to its importance to them.

One of the very most important things people want to hear is the latest weather.

Your merchants can mention their name and a reason people should hear what they have to say, right at the beginning of important weather information.

These intros are not commercials as such, but a value-added extra opportunity to plant a seed for your merchant at the one time when listeners are paying their closest attention to what is being said.

Local weather is one very important reason people listen to your station instead of CD's, iPod's, or satellite radio. Your listeners want local information!

**A sample opening weather sponsorship would sound something like this:
"It's 3:20, time for weather, brought to you by Your town Ford, 1234 S. Main"**

Then the announcer goes right into the current temperature, sky conditions and forecast for the next 36 (or more) hours.

It is important that advertisers realize this introductory credit is not intended to be their "selling" commercial. It's a value-added "premium" name and location mention. After the weather begins, an adjacent commercial is their "selling" time.

People pay close attention to the weather because it is such an important part of their day. Will it be hot or cold, wet or dry, or will it be dangerous?

Listeners want to know. They pay attention to information they want. Your merchant can include both their name and location introduction, as well as a regular advertisement, to be an especially important part of giving them information they want.

5.00 Weather Monitors Give Additional Reasons For People To Listen To Your Station

In many cases, it is desirable to mention local landmarks and towns within your listening area. Where your number of airport weather observation points is few, you can install weather sensors at your station and other points in your surrounding area.

Sometimes observations are not always timely or reliable from the National Weather Service where they are daytime-only or limited hours airports. In that case, our recommended sensor is the WS-2310 by Lacrosse Technology. Current cost is \$259 plus \$10 for ground shipping and handling.

This weather sensor includes a display for your air studio (shown at right and useful during live shows), wireless connections to temperature, rain and thermo-hygro sensors that must be outside in a suitable location. The temperature sensor is best mounted under a soffit below your roof or with a cover so direct sun never shines on it.



We also support certain sensors made by Peet Brothers. Their units are good but usually somewhat more expensive than the LaSalle.

5.01 Sell Naming Rights to Observation Locations

Many stations generate new revenue by selling weather packages of current temperatures at advertiser locations. Each 'cast can pick a few locations from participating sponsors. For example, your weather might end with "Now it's 74 at the Northtown Food Market on the bypass highway, 72 at Westway Ford on West Main Street, 75 at the Bank of Gibraltar on East Main Street, and 73 here on the south bypass at WXXX."

This kind of close is done with local sensors, as described above, and an addition to our software. It all pays for itself many times over.

Be sure to have these weather sponsors display classy signs or trophies that you provide with your logo certifying them as "Official WXXX Weather Watch Stations." Also, include weather data over a photo of the sponsor's location on your station's and the advertiser's websites.

For these locations, the optional sensor with Internet connection is installed at each location for temperature, rain and wind readings. The sensor can connect to any office computer that is left turned on and maintains an always-on Internet connection. Or, we offer a \$150 computer eliminator (serial to IP device) that connects between the weather sensor and the site's Internet router.

6.00 Weather Advisories, Watches and Warnings

Every few minutes (normally, although the timing can be configured to your specifications), our Weather Warn module checks with the National Weather Service (NWS) to see if any severe weather watches or warnings have been issued for counties you specify in Section 3.00 of this Operations Manual.

When severe weather watches or warnings are issued, two things happen:

1. UnattendedWeather.Com can send emails with the unedited text of the bulletin from the National Weather Service.
2. Your future audio 'casts will mention the National Weather Service watches and warnings you have designated. If more than one is issued, we air the latest one. When it expires, it won't be included any more.

Most cell phone providers have an email address that auto-forwards email as SMS text messages to their phones. (Note that most SMS text services are limited to very short messages [typically 128 characters] so you might get only the first part.)

These emails or SMS text messages are sent to real people in case of a tornado, severe thunderstorm or flood so station personnel can decide whether the situation warrants someone coming into the station, either physically or via phoned-in reports.

The email alert can be sent to as many as you designate. As a service, you may wish to notify local police, sheriff, school officials who might want to consider closing due to ice, certain advertisers, a friend who lives near a flood prone area, etc.

We also can provide signals that can connect your computer to dial pagers, provide contact closures to ring bells, turn on warning lights, etc.

We do have capabilities in our software so extra weathercasts can be aired when alerts are issued. Whether or not this option can trigger changes in your program schedule depends upon the capabilities and configuration of your automation system. Contact us for details if you wish to consider adding such a feature.

7.00 Audio Player Installation

Normally, the software can run in any Windows computer and create all the desired WAVE files. The on-air computer is pathed to that folder to play the current recording.

However, some stations have requested that our software run in a separate computer and have weathercasts triggered by contact closures that connect to an LPT (printer) port or Joystick (game) port. Those signals play the latest weather. At the end of the cast, a contact closure signals your automation to resume its play.

Since the majority of our customers won't use this feature, we have put this capability into a separate program called UAWP (UnattendedWeather Player). It is available upon request at no extra cost. Instructions are provided with the player.

8.0 UnattendedWeather.Com Support

For questions, comments and support of any kind:

Email: support@UnattendedWeather.com

FAX: 1-815-361-7466

Phone: 1-888-NOW-SCOTT

Support is officially offered during normal business hours. If we're not in the office, leave a message and we'll get back to you as soon as possible.

However, we're often in our offices nights and weekends so feel free to call at any time. If you have an off-air emergency, both call and email. We do make a special effort to get back to you regardless of the hour if we know it's an emergency.

8.1 Alternate Names

Our exact same software and services are described on websites UnattendedWeather.com, WalkawayWeather.com, RadioWeather.com and some others.

9.0 Installing Additional Copies for Multiple Stations on one PC

1. Do a normal full install of Unattended Weather to "C:\Program Files\Unattended Weather"
2. Create a folder called "C:\Program Files\UAW1"
3. From the "C:\Program Files\Unattended Weather" folder copy these files to the UAW1 folder.
InpOut.DLL
Lame_Enc.DLL
NCTAudioFile2.DLL
NWS_Mapping.TXT
QPRO32.DLL
UAW.EXE
UAWSchedule.TXT
4. In the new UAW1 folder, rename UAWSchedule.TXT file to UAWSchedule1.TXT.
5. In the new UAW1 folder right click on UAW.exe and select Save Shortcut.
Right click on the new shortcut and select PROPERTIES.
Under the TARGET, add /1 at the end. Example: "C:\Program Files\UAW1\uaw.exe" /1
Click OK and exit.
Place a copy of the shortcut on the Desktop so you can use it to start the second copy of the program.
6. Run REGEDIT and go to the following key:
[HKEY_CURRENT_USER\Software\UnattendedWeather.Com\Unattended Weather]

Highlight "Unattended Weather" under the "UnattendedWeather.Com" key.
Right click on it, and export it to your new UAW1 folder and name it UAWReg.reg (the .reg extension will be added automatically).
7. Go to the following key:
[HKEY_CURRENT_USER\Software\VB and VBA Program Settings\C:\wfx\twc.ini]

Highlight "TWC.INI" under the "WFX" key.
Right click on it, and export it to your new UAW1 folder and name it TWCReg.reg (the .reg extension will be added automatically).
8. Close REGEDIT.
9. Go to the UAW1 folder and right click on UAWREG.reg and open it with notepad.
Find all instances of
"HKEY_CURRENT_USER\Software\UnattendedWeather.Com\Unattended Weather"

- and rename them
"HKEY_CURRENT_USER\Software\UnattendedWeather.Com\Unattended Weather1"
Save and close the file.
10. Run the UAWReg.reg file, by double clicking on it. It will ask if you're sure you wish to run it. Say YES.
 11. Go to the UAW1 folder and right click on TWCREG.reg and open it with notepad.
Find all instances of
"HKEY_CURRENT_USER\Software\VB and VBA Program Settings\C:\wfx\twc.ini"
and rename them
"HKEY_CURRENT_USER\Software\ VB and VBA Program Settings\C:\wfx\twc.ini1"
Save and close the file.
 12. Run the TWCReg.reg file, by double clicking on it. It will ask if you're sure you wish to run it. Say YES.
 13. Run REGEDIT and go to this key:
[HKEY_CURRENT_USER\Software\UnattendedWeather.Com\Unattended Weather\Current Conditions]
Under the Current Conditions key, the Observation Station variable to be the correct city. (Be sure UAW.EXE is not running).
Example: Nashville, TN
 14. Next, under the Location key, edit the Display Name variable, formatted "City, St (ZIP)". Example: Hollywood, CA (90210)
 15. Close REGEDIT.
 16. Run the first UAW.exe (in the C:\Program Files\Unattended Weather folder).
Give it a few seconds to activate then right click on it and select SETUP. Then change the station call sign, the zip code, and insert the correct NWS link. You can find the NWS link by going to forecast.weather.gov and then enter the city name to find the correct forecast page then copy the URL from the IE browser and into the URL field in setup.
 17. Exit the UAW program and edit the UAWSchedule.txt file to custom tailor the forecast.
 18. Repeat steps 16 and 17 for the second copy of UAW.exe. You must run it from the SHORTCUT that you created, since it needs the /1 switch.
 19. Adding a third, fourth, or more UAW's to a single computer requires the same steps as you used for adding this additional copy, except that you would create a folder called UAW2, rename the UAWSchedule.txt file to UAWSchedule2.txt file, create a shortcut that has a /2 switch after it, and edit the two .REG files you created above to use 2 (or 3 or 4) as the pointer.
 20. Warning: STOP the UAW programs before making REGISTRY or UAWSchedule.txt file

changes; or they will be overwritten when the program closes.

21. The second copy of UAW can use the same sound files as the first copy.

Just remove the semi-colon out of the UAWSchedule1.txt file before this

variable: "UAWClipPath=c:\Program Files\Unattended Weather". This points the new copy to use the first original voice file folders.

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