



**S -Summary of**  
**N -Notifications**  
**A -Automatically**  
**P -Prepared for Radio**

## *A Timely Solution for Your Station*

### **OBJECTIVE:**

- To disseminate instant information with regard to the closing or cancellations of schools, municipal offices, businesses, churches, libraries, and other local organizations due to severe weather or other circumstances such as power outages, early holiday dismissals or any other reason deemed fit for delay or closure.

### **HOW IT WORKS:**

- School, business or organization signs up to “post” at [www.ctweather.com](http://www.ctweather.com)
- Immediately after registering, the school, business or organization will appear on a list that the radio station views when the station logs in.
- Radio stations can select or deselect the school, business or organization allowing the station to relay only the information that is important to their listeners and location.

### **BENEFITS:**

- Instant information on weather and non-weather related cancellations and postings.
- Reduces liability of radio station personnel reading incorrect information, as the superintendents of schools, business heads and organizational leaders are responsible for the correctness and posting of the information.
- Stations can choose only the schools, businesses, and organizations that are of interest to their listeners and area.
- Radio stations insert a list of internal email addresses that the reports would be sent to instantly such as on-air talent, news directors, and traffic coordinators.
- Cost effective and time saving with the reduction of phones calls, no passwords to send, no postage and no staff required.
- Direct any of the people that call about cancellations to [www.ctweather.com](http://www.ctweather.com) to sign up and post therefore reducing your phone logs and time interruption.