

METEOROLOGIST ON SPEED DIAL



Colorado Broadcasters
Association
*Best use of social
media*

**MARC
SALLINGER
+
CHRIS
BIANCHI**



GET THE WEATHER...

LIKE YOU'RE FACETIMING THE METEOROLOGIST WHO PREDICTS IT



WE CREATED "METEOROLOGIST ON SPEED DIAL" TO **COMBAT VIRAL WEATHER MISINFORMATION** ON TIKTOK AND INSTAGRAM.

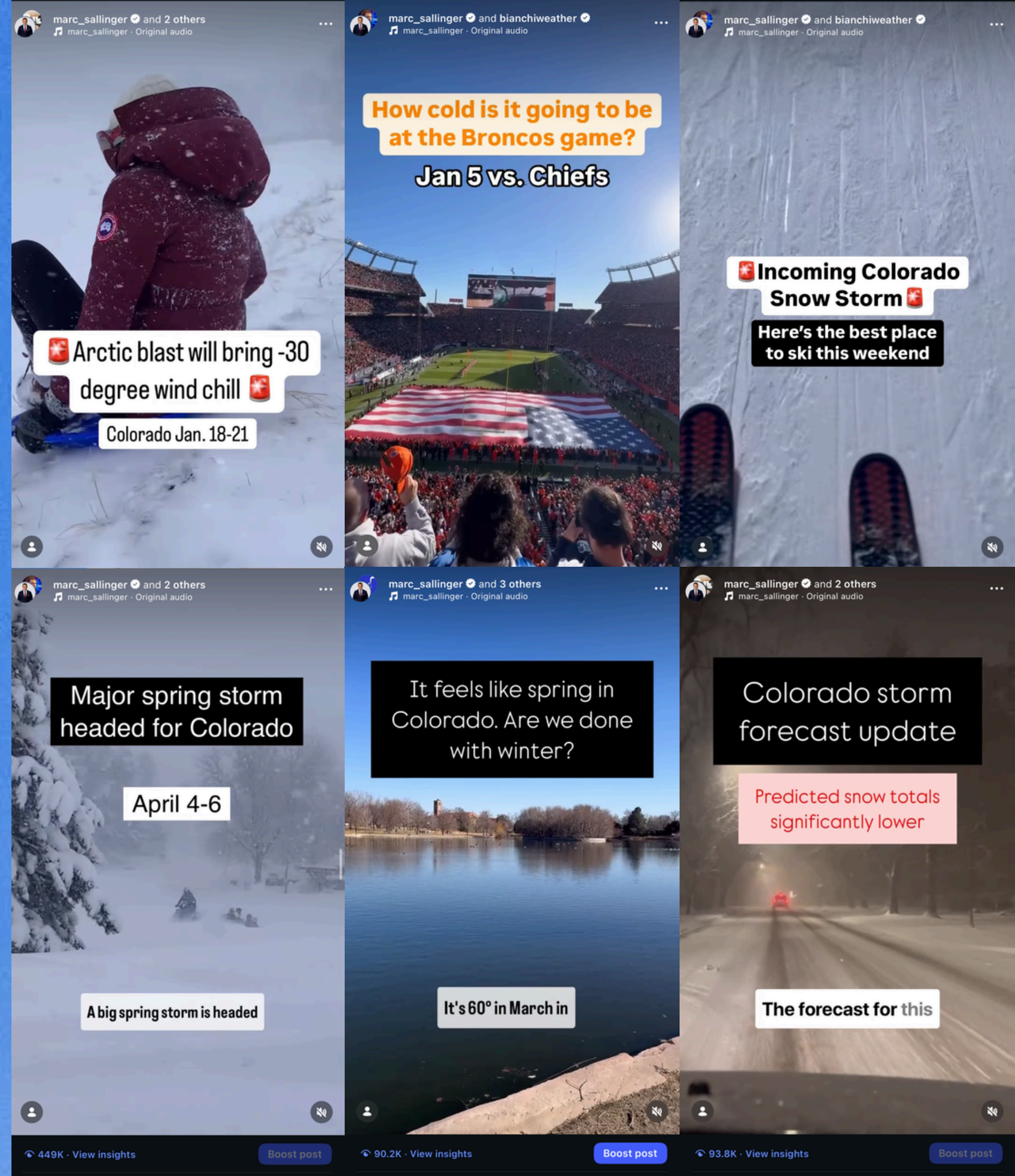
AUTHENTIC FACETIME CALLS BETWEEN *9NEWS* REPORTER MARC SALLINGER AND *9NEWS* METEOROLOGIST CHRIS BIANCHI DELIVER **REAL FORECASTS ANSWERING THE QUESTIONS EVERYONE IS ASKING.**

WHICH SKI AREA WILL GET THE MOST SNOW? WILL IT RAIN DURING THE BRONCOS GAME? HOW MUCH WILL IT SNOW AT MY HOUSE?

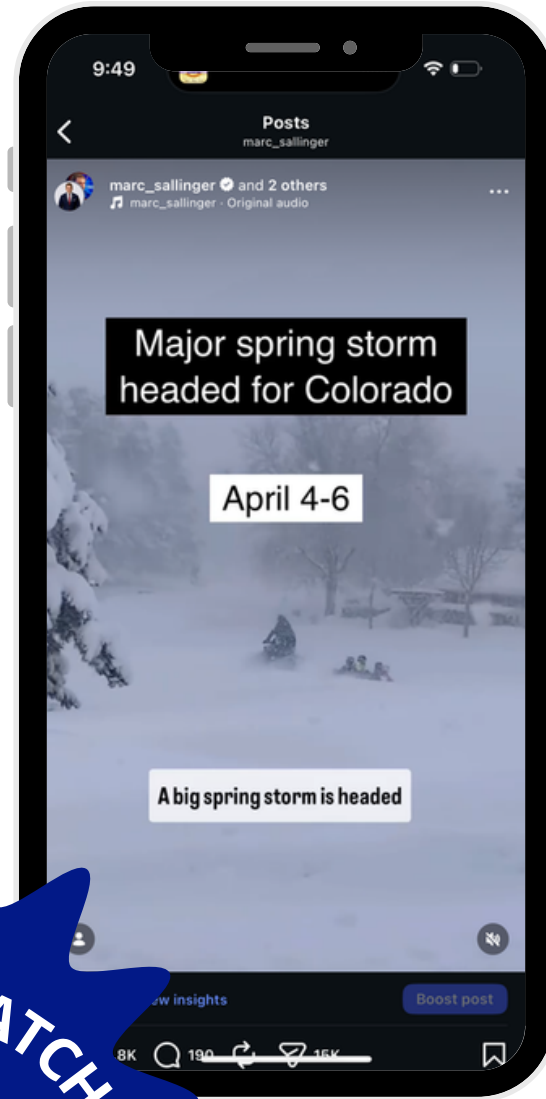
MOBILE-FIRST, UNSCRIPTED, ACCURATE.

WHO WE REACHED

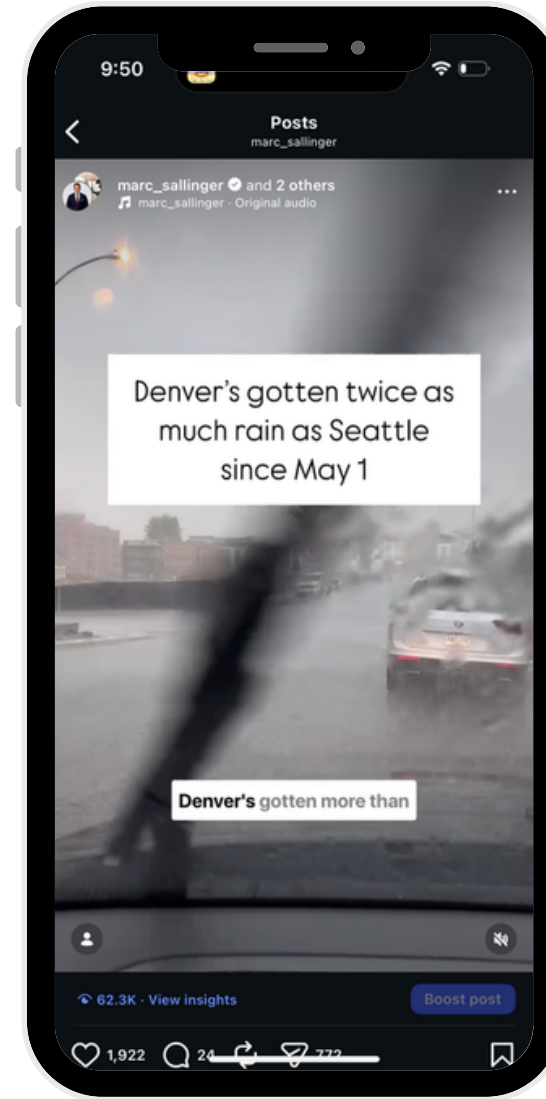
1.8+ million views across platforms
143,000+ combined followers
37,000+ video shares



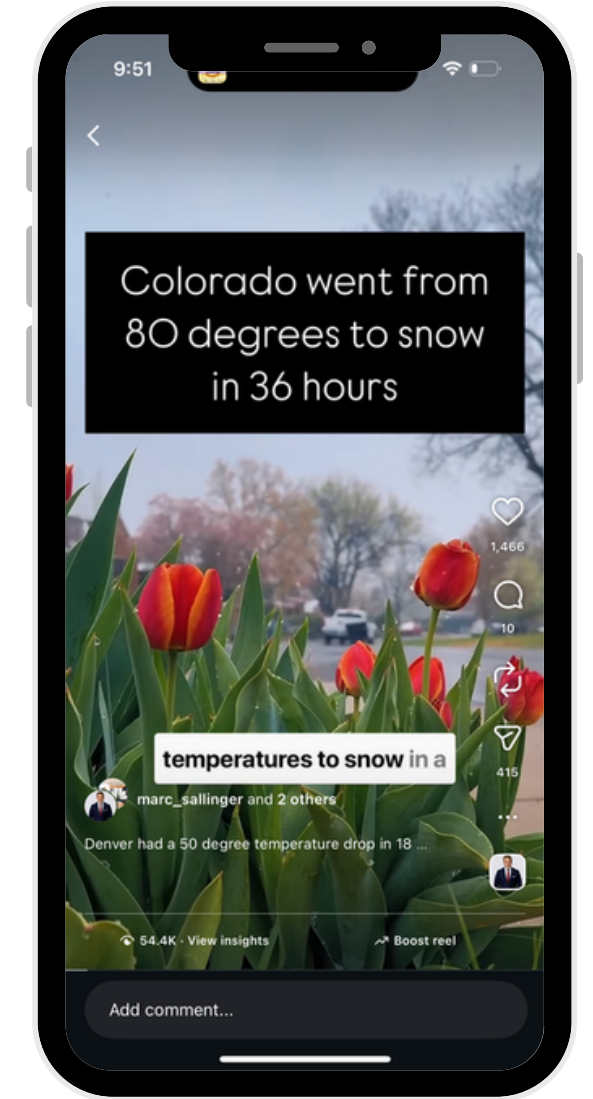
A BIG
SPRING
STORM



DENVER'S
RAINIER
THAN
SEATTLE



50 DEGREE
CHANGE IN
24 HOURS



OUR FAVORITE
VIDEOS



SOCIAL MEDIA AUDIENCE

FACETIME CALLS WITH A REAL METEOROLOGIST, RECORDED AND POSTED DIRECTLY TO SOCIAL MEDIA. NO STUDIO. NO GRAPHICS PACKAGE. JUST AUTHENTIC, EXPERT FORECASTS ANSWERING THE SPECIFIC QUESTIONS COLORADANS ARE ACTUALLY ASKING.

ALL DELIVERED IN UNDER 60 SECONDS.



THANK

YOU

It was like 80° yesterday

to tell me what t

defini

ght?

is.

king wind

Hey

meteorologist on Speed dial.

temperature drop in about 18

I called my meteorologist on

How you doing?

about this major spring storm

Incoming Colorado Snow Storm
Here's the best place to ski this weekend

lucky to get even an inch or

We're going to be looking at

Chris Bianchi, how we doing?

A bomb cyclone just means a

Hey Marc, how's it going?

I got a second.

Luckily I have a

What's the best day for a

a foot in Denver?

I heard it's going to be

really rapidly strengthening

bomb cyclone.