



The MWN Newsletter

All the weather you need for Memphis
and the Mid-South

WELCOME

It's a new year and we all have some idea of what we want to do in 2009 – lose weight, read and learn more, get our finances on track, or give up bad habits. Here at MemphisWeather.Net, our #1 priority for 2009 will be to continue to provide you with the best service and the best products available as it pertains to weather in the Mid-South. We're already ahead of the pack with some of our products and services, but there are always ways to improve and new services to offer. Both are in the planning stages for '09! This newsletter is one way to stay up-to-date as those ideas unfold. Here are a few things that have taken place recently...

NEW MWN LOGO

You see it at the top of this newsletter – a clean, crisp new logo for the site. I've rolled it out quietly over the last week, so this is the official announcement that it exists! A high-profile site needs a slick logo that is easily recognizable by you – a symbol that the information you are getting is current, accurate, and provided by a trusted source. You'll notice that the colors say "Memphis" (especially if you happen to be a Tiger fan like myself!), the "swish" indicates constant motion and change, just like the atmosphere around us that provides our weather, and of course the lightning bolt, which immediately indicates that this is a weather source. Be sure to drop me a line and let me know what you think!

MWN BLOG

Bloggging is one of the latest ways to stay updated in this era of information overload, as they are typically quick reads and packed with information. The MWN Blog (at blog.MemphisWeather.net) is no exception and has become very popular in less than a year of existence. Since it's quick and easy to update and is a good way to provide important information in a timely fashion, The MWN Blog will continue to be used for that purpose, as well as for general weather trend discussion or product announcements. Be sure to subscribe to get blog updates by email or hook up to the RSS feed, both accessible from the MWN Blog site.

STORMVIEW INTERACTIVE RADAR

MWN
STORMVIEW
RADAR

One of the newest, but most popular, features of MWN is [StormView Interactive Radar](#). StormView Radar displays professional-quality radar data, with features like zooming and panning, storm tracking, detection of severe storm attributes (like hail and storm rotation), and even a "Winterize" mode, which differentiates between rain, freezing rain, sleet, and snow!

There are two different views available – a metro zoom and a regional zoom. The only requirement on the user end is a recent version of Flash installed on your PC (which almost all computers have or is easily obtained).

ADVERTISING OPPORTUNITIES

If your small or medium-sized business is interested in inexpensive, but effective, advertising to a wide audience, here's your chance! MWN continues to grow in popularity and the traffic counts are increasing. As we get ready to enter severe weather season in the Mid-South, the hit counts will continue to increase. Banner advertising is available on a variety of levels and on several different pages within MWN, depending on your budget and the level of exposure you wish to have. PLUS...mention that you read *The MWN Newsletter* for a discount on your first ad contract. For more information, contact me at webmaster@memphisweather.net.

THANK YOU!

As always, I want to thank each of you for your interest in this newsletter and support of MemphisWeather.net. Without you, this site would have no purpose, so I am thankful for each and every visit.

There are a few ways you can support the mission of MWN, besides visiting the site (which is most important). One is the advertising opportunities discussed above and another is through donating directly to the site, which makes all of the existing and upcoming features possible – just click "Donate!" under the Miscellaneous menu on MWN or [click here](#). All donations are securely processed by PayPal and are greatly appreciated.

Finally, the **MWN Online Store** is now open for business with plenty of merchandise displaying the new logo! A portion of the cost of each item goes directly to support MWN. Click "MWN Store" under the Miscellaneous menu or go to <http://www.cafepress.com/memphisweather>.

I hope you have enjoyed reading this edition of **The MWN Newsletter!** Feel free to pass it on to your friends, family, and colleagues, giving them an opportunity to learn more about MemphisWeather.net as well!

Don't forget to visit www.MemphisWeather.net and blog.MemphisWeather.net soon and often, and feel free to drop me a line anytime!

A handwritten signature in black ink, appearing to read 'Erik Proseus'.

Erik Proseus
MWN Webmaster and Forecaster

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