



# The MWN Newsletter

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

## WELCOME

We're nearly halfway through 2009 and it's definitely time to reach out and let you know what's going on with Memphis Weather.net lately. You'll find in the paragraphs below some information on new ways to get your daily dose of MWN, analysis of the recent derecho event that knocked power out to over 130,000 Shelby County residents and businesses, and more. As always, MWN will continue to explore ways to expand its reach and product offering. If there is something specific you are looking for, [drop me a line](#) and I'll definitely consider it!

## MWN AND SOCIAL NETWORKING

facebook

twitter

MemphisWeather.net has now reached out into the world of social media networking! You can get instant updates from the most accurate source of weather information for Memphis by becoming a fan of MWN on [Facebook](#) and following us on [Twitter](#) (memphisweather1)! Of course, the [MWN Blog](#) continues to generate impressive hit counts and I use it when I want to type more than 140 characters! Forecast discussions, recaps of weather events, and other information worth sharing is on the blog. Be sure to follow that as well!

## MID-SOUTH DERECHO – JUNE 12, 2009

The summer storm of 2009 (I like to call it "Little Elvis") rolled through the Mid-South on Friday, June 12, bringing damaging straight-line wind, a couple of brief tornadoes, widespread power outages, and one heck of a sunset after the dust settled! Though it wasn't as strong as "Hurricane Elvis" that blasted through in July 2003, it still packed quite the punch. My event analysis, written so the layman can understand, and with plenty of pictures, radar and satellite loops, etc., is now posted on MWN and linked from the blog and Facebook pages, or you can access it directly [here](#). Be sure to check it out and pass it on to your friends.

## STORMVIEW INTERACTIVE RADAR

**MWN**  
**STORMVIEW**  
**RADAR**

One of the most popular features of MWN continues to be [MWN StormView Radar](#). StormView Radar displays professional-quality radar data, with features like zooming and panning, storm tracking, and detection of severe storm attributes (like hail and storm rotation). There are two views available, regional and metro, so you can see the whole area or move in close. When severe weather strikes, count on StormView Radar for the complete picture!

## 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. In fact, MWN recorded some of its highest traffic ever around the time of the June 12 storm and during the snow storms earlier this year – proof that folks are relying on the proven information from MWN when it counts the most. 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](mailto:webmaster@memphisweather.net).

## THANK YOU!

As always, I want to thank each of you for your interest in these updates and support of MemphisWeather.net. Without you, the 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. 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 MWN 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](http://www.MemphisWeather.net) and [blog.MemphisWeather.net](http://blog.MemphisWeather.net) often, follow us on Twitter and become a Facebook fan, and feel free to contact me anytime!

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