



The MWN Newsletter

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

WELCOME

Labor Day weekend means the “unofficial end of summer” and September is the start of meteorological fall. With schools back in full swing, we have three good reasons to call this fall, even though the official start is still a couple of weeks out. In the Mid-South weather world, fall means the “dog days of summer” are pretty much behind us and the start of one of my favorite seasons is here. I personally look forward to less humid days and cool evenings and mornings with the air conditioner on less-than-full-blast!

JACKSONWEATHER.NET



So, what's the weather in Jackson, TN got to do with MemphisWeather.net (MWN)? Well, I'm glad you asked! One of the ways MWN has recently expanded is by becoming a

sister site to JacksonWeather.net (JWN)! JWN has been in existence almost as long as MWN and has developed quite a loyal following in and around Jackson, as well as throughout a good part of west TN. On August 15, a deal was consummated with JWN's previous owner, and my good friend from Jackson, Eddie Holmes, to acquire the JWN website. I hope that I am able to keep up the fabulous work Eddie has done with JWN and hopefully expand the JWN suite of products and services going forward. So, let all your friends and relatives across west Tennessee know about www.JacksonWeather.net!

MWN AND SOCIAL NETWORKING



MemphisWeather.net's reach into social media networking is catching on! 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)! In addition, I continue to use the [MWN Blog](#) when I want to send forecast discussions, recaps of weather events, and other Mid-South weather information worth sharing. When the tornadoes struck Cordova and Olive Branch on July 30, all of these social media outlets were utilized to get information out as it was happening! Be sure to fan/friend/follow these sites via the links above.

TORNADOES STRIKE THE METRO AREA – JULY 30th

No one will soon forget the devastation left behind following the tornadoes that struck the Wolfchase/Cordova area and Olive Branch, MS on the afternoon of July 30. Though tragic, it was also incredible that only one person lost their life as an indirect result of the storm and no one was seriously injured, despite the storms ripping through high population areas. You can view my damage photos of the Cordova storm by clicking [here](#).

If nothing else, this reminds us once again that the Mid-South, and even highly-populated areas, are not immune from the destruction of a violent tornado. As we enter “secondary severe weather season” in November, be sure you brush up on your [severe weather safety tips](#) provided by the National Severe Storms Lab.

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 and July 30 storms 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.

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. Feel free to pass this newsletter on to your friends, family, and colleagues, giving them an opportunity to learn more about MemphisWeather.net as well! Also, be sure to visit the sponsor for this newsletter by clicking the banner below!

Erik Proseus
MWN Webmaster and Forecaster

	<p><i>Don't let a natural disaster wipe out years of memories. Call (901) 213-7890 for help in preserving your photos, videos, and documents.</i></p>	
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