

## Station Profile: WNIS/WTAR-AM

By Mark Woolsey

mwoolsey@weather.com

WNIS and WTAR Radio are literally the talk of the Hampton Roads area of Virginia--Norfolk and surrounding communities. The Weather Channel Radio Network is proud to be associated with the pair of Coastal Virginia powerhouses.

During the spring 2003 Arbitron ratings, the duo ranked number one with adults 25-ranked from mornings till the end of afternoon drive.

The Weather Channel Radio Network provides a series of daily and weekend weather updates for the stations. Chief among them is a trio of morning live reports done by Radio Broadcast Meteorologist Geoff Maurer.

Maurer's work appears during the WNIS "Macrini's Morning Newsteam" show. The morning block from 6 to 9am is a blend of network and local news, traffic, weather, sports, features and newsmaker interviews.

The morning news gives way to an hour of local talk(9-10am) featuring Macrini and a guest, said station manager Lisa Sinclair. The rest of the day, she said, is dominated by a menu of the finest in the national talk business. Sister station WTAR's lineup is similarly loaded with heavy hitters.

The stations have benefited greatly from a nearly decade-long relationship with The Weather Channel Radio Network, said Sinclair.

"People are very interested with what's going on in with the weather and what they day will be like and how to dress their kids," she noted. "We feel The Weather Channel has good credibility and we like the association."

The Hampton Roads area has suffered through nasty Nor'easter storms and glancing blows from hurricanes, said Sinclair, but nothing put the stations to the test like Hurricane Isabel in September of 2003.

"I call Hurricane Isabel the storm that keeps on giving," said Sinclair. "I personally lost eight to ten trees in my yard, and I keep seeing things, like a leak in the roof, that I think is related to the hurricane."

On a wider scale, the region saw heavy damages to buildings, trees and power lines, with some without power for a week or more.

The Macrini Morning news team stepped in to report the storm as it moved through, winning widespread praise from community leaders and citizens.

Sinclair said Macrini and company stayed on the air 18 hours straight the day the storm blew through, took a short late-night break, then returned for hours of follow-up coverage the next day.

"Listeners thanked us for being there," said Sinclair.

"They had no television because of the loss of electricity, but luckily they had their battery-powered radios."



**WNIS- AM 790**  
**WTAR – AM 850**  
 DMA: Norfolk, Va.  
 Format: News/Talk

## TWCRN DEBUTS IN RADAR©

### A message from the management

By Ken Boone

kboone@weather.com

March 22 was a big day for The Weather Channel Radio Network.

Teaming up with Jones Media America Inc, we debut in Arbitron RADAR© 80.

Radio's All Dimension Audience Research (RADAR) measures network audiences by merging radio listening information with clearance data for broadcasts and commercial exposures\*.

We would like to say thank you to all of our affiliates for their diligence and efforts that

helped make this transition possible.

I would like to welcome the newest additions to our network.....

**WAXS/WMTD – Beckley, WV**  
 Servicing the Bluefield DMA, WAXS is Groovy 94.1 (Oldies) and WMTD is Classic Rock 102.3.

**WSGW – Saginaw, MI**  
 Newsradio790 is a news/talk station servicing the tri cities – Saginaw, Bay City, and Midland.

**KJBX – Jonesboro, AR**  
 The Mix 106.7, a Hot AC station, services the Jonesboro DMA.

\*Arbitron RADAR© 80 press release, March 22, 2004

*Ken Boone is the Weekend/Floater Team Leader for The Weather Channel Radio Network*



radio network