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## **VirtualNWS Weather Reports Welcomes KZMT-FM** *Helena's Z101 Adds Remote Weather Service*

(MARCH 2014) – **Envision Networks**<sup>®</sup> is excited to announce **Cherry Creek Radio's KZMT-FM/Helena, MT** as the newest affiliates of **VirtualNWS Weather Reports**, the remote weather service for radio that provides accurate, local, and up-to-the-minute forecasts by meteorologist and 30 year radio veteran “**Big**” **John Wetherbee**. With **VirtualNWS** now delivering daily weather forecasts to **Z101**, the station join over 700 affiliates on the **Envision Services Network**.

“VirtualNWS is amazing!” said **Steve King, Operations Manager of Cherry Creek Radio - Helena**. “John Wetherbee is very station friendly, takes direction and owns his product on the air like he is here in-house. He is like a member of the staff, and he constantly wants to make the product better and more professional. VirtualNWS is also a great sales tool. With John Wetherbee as official Meteorologist, he increases the credibility of the on-air product and the value to the clients who sponsor the weather.”

**VirtualNWS** offers complete locally-derived news, weather and sports solutions for radio stations 24 hours a day, 365 days a year on a barter basis. With the weather component of **VirtualNWS**, radio stations receive up to five daily forecasts each weekday and 24 hour on-call severe weather coverage. American Meteorological Society Sealed, National Weather Association Certified meteorologist and 30 year radio veteran **Big John Wetherbee** is ready to spring into action whenever severe weather hits. Our state-of-the-art network is fully equipped with power backups and cloud computing technology for uninterrupted delivery of the weather when listeners need it the most.

Wetherbee's personality fits a wide variety of formats including AC, Classic Hits, Country, Adult Hits, News/Talk, and Sports stations. Big John easily lends himself to customized event-related forecasts for local community, sporting or station events. To further suit your station's needs, **VirtualNWS Weather Reports** offers packages that include weekend reports, multiple station customization, and weather related disaster coverage.

Visit [goenvisionnetworks.com](http://goenvisionnetworks.com) to hear the **VirtualNWS/John Wetherbee** demo. Contact **Hannah Rosenthal** at [hannahr@envisionradio.com](mailto:hannahr@envisionradio.com) or 216-831-3761 for more information about **VirtualNWS**.

***About Big John Wetherbee:***

*Big John Wetherbee is a sealed and certified radio and TV meteorologist, working as Chief Meteorologist for the CBS TV station in Atlanta, and TV stations in Nashville, Chattanooga and Savannah, and radio stations in many markets including Ohio, Chicago, Indianapolis and Atlanta. Wetherbee is sealed by the American Meteorological Society (AMS) where he has served as president of a local chapter and certified by the National Weather Association (NWA) where he continues to serve on the national broadcast committee. He is a regular contributor to the University of Georgia's Grady School of Journalism, appears at Armstrong Atlantic State University and at Georgia Southern University, and continues to write for neighborhood newspapers while blogging daily online at his TV home, WTOG-TV in Savannah. In 1997 he started his Radio Weather Service, with his first client Sunny 95 (WSNY) in Columbus, Ohio. Since that time, he has provided lifestyle forecasts to 102 different radio stations in all time zones. Wetherbee continues the tradition of service 24/7/365 by syndicating his service by the name of Virtual Weather Reports with the Envision Radio Network.*

***About Envision Networks®:***

*Envision Networks® provides content and services to more than 1,500 radio stations and reaches millions of listeners each week. Envision Radio Networks, Inc. is the largest independently owned affiliate relations company in the country and supplies all types of programming and services to radio including morning show content, short-form vignettes, virtual news-weather-sports broadcasts, live syndicated morning shows, long-form weekend programming, 24/7 formats, comedy services, event programming, off-air tools, web content, album releases and artist specials. Envision Networks® is based in Cleveland, Ohio, with offices in New York City and Nashville.*

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