



Contact: Minh Phan, WeatherHype Host  
mphan92@gmail.com  
912.247.8847

Castle Williams, WeatherHype Host  
castleaw@gmail.com  
706.263.5695

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## National Weather Podcast Month Kicks Off in March

The weather community is always striving to better communicate weather-related information to a diverse audience. Whether it is disseminating preparedness information on social media or connecting with viewers on television, meteorologists are taking advantage of the countless ways to reach as many people as they can. And in recent years, meteorologists have added podcasting as a platform where they can share their knowledge and information with even more members of our society.

According to a study by Edison Research, an estimated 35 million Americans listen to podcasts weekly. It should be no surprise that the weather enterprise has also picked up on podcasting, with meteorologists and weather enthusiasts taking to the mic to share their love and passion for the weather.

The producers and hosts of eight weather podcasts have come together this year to create National Weather Podcast Month (NWPM), a campaign to raise awareness about the quality and diversity of weather podcasts that provide insight and opportunities for discussing meteorology and atmospheric sciences in a fresh, creative way.

The following weather podcasts are taking part in NWPM:

Carolina Weather Group	<a href="http://www.carolinaweathergroup.com/">http://www.carolinaweathergroup.com/</a>
Ice Station Housman	<a href="http://www.icestationhousman.com/">http://www.icestationhousman.com/</a>
Storm Front Freaks	<a href="http://www.stormfrontfreaks.com/">http://www.stormfrontfreaks.com/</a>
The Weather Junkies	<a href="http://www.theweatherjunkies.com/">http://www.theweatherjunkies.com/</a>
Tornado Talk	<a href="http://www.tornadotalk.com/">http://www.tornadotalk.com/</a>
WeatherBrains	<a href="http://weatherbrains.com/">http://weatherbrains.com/</a>
WeatherHype	<a href="http://www.weatherhypepodcast.com/">http://www.weatherhypepodcast.com/</a>
What Is It About The Weather?	<a href="http://www.whatisitabouttheweather.com/">http://www.whatisitabouttheweather.com/</a>

For more information, please visit <http://tinyurl.com/j92w2g7> or contact Minh and Castle directly.

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