

Hello Ben,

I wanted to take a minute to thank you for your help in creating our Hurricane look. The passion for weather and creative storytelling that you shared with our weather team helped lead us to record ratings during our coverage of Tropical Storm Fay. The graphics you designed were compelling and informative, and the viewers certainly responded well, both on-air and online. Take a look at some of the Numbers.



August 18, 2008

When Big News Happens...South Florida Turns to WSVN-7!

EM NEWS	1-4PM	6-7PM
WSVN 9.4	WSVN 11.7	WSVN 10.0
WPLG 3.3	WPLG 3.8	WPLG 7.6
WTVJ 5.5	WTVJ 2.8	WTVJ 5.2
WFOR 1.0	WFOR 5.2	WFOR 5.3
9-10AM	4-5PM	7-8PM
WSVN 13.3	WSVN 12.0	WSVN 8.3
WPLG 1.5	WPLG 6.3	WPLG 7.5
WTVJ 3.8	WTVJ 3.7	WTVJ 7.2
WFOR 2.0	WFOR 4.7	WFOR 5.3
10AM-1PM	5-6PM	LATE NEWS
WSVN 10.2	WSVN 10.0	WSVN/10PM 9.3
WPLG 4.7	WPLG 7.6	WSVN/11PM 6.6
WTVJ 4.5	WTVJ 5.2	WTVJ OLYM
WFOR 4.0	WFOR 5.3	WPLG 7.0
		WFOR 4.7

And Online

- *Page Views: **767,846** That's the most single day page views ever!!! Almost Double 9/11.*
- *Live Stream Viewers: **38,118** people watched 7news online*
- *Phil's Blog: **11,213** people logged on to Phil's Blog. Kudos to Phil for taking the time in the middle of a storm to blog every hour!!!!!!*
- *Bahamas: **3,631** visitors on our site during Fay were from the Bahamas (2,641 from Nassau, 468 from Freeport and 522 from other islands). When we get Interactive Radar signed off on folks in the Bahamas will be able to watch feeder bands as they approach.*

Again, I can't thank you and the folks at Weather Central enough for your support!

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