



HEY TOM IS ON.COM

Where You Are Part of the Weather Coverage



Why choose North Dakota's Premier Online Weather Platform?

As traditional TV viewership shifts online, North Dakotans need a reliable source for weather updates. Enter HeyTomIsOn.com: Where you are an integral part of the weather coverage! With over a quarter century of dedicated service to North Dakota's weather forecasting, Tom Schrader is more than just a meteorologist—he's a community institution. Recognized for his remarkable 26-year tenure at the KX Network, Tom has witnessed firsthand the shift in media consumption habits. He understands that traditional corporate "local" TV stations, with their rigid structures and dated strategies are quickly become a fading brand. These stations often fail to engage younger, digital-first audiences, leading to a disconnect in vital weather dissemination.

Recognizing the colossal gap between what was being offered and what the community truly needed, Tom made a pivotal decision. Choosing community over corporate, he embarked on an online journey establishing HeyTomIsOn.com. His mission? To prioritize his viewers and followers by delivering unmatched online weather coverage that mainly mainstream channels were neglecting. For Tom, it has always been about the community, not the company. It's this very ethos, combined with his unparalleled expertise that has made him one of the most trusted names in North Dakota's weather history. Tom brings all the tools needed to engage the viewer like no other corporate weather department can.



What Makes HeyTomIsOn.com different?

Fast, incredible growth, engagement, and response. Our unique approach to weather coverage makes us stand out! In a digital age with numerous weather information sources, HeyTomIsOn.com has rapidly gained popularity. Our platform isn't just about weather—it's about community, trust, and reliability. Join us and align your brand **SRT Communications** and become part of the premier online weather platform.



Since July 27th thru September 9, 2023 HeyTomIsOn.com has reached **204,906** people. As a point of comparison, the Bismarck metro population is 134,846 & Minot's is 48,384. It's more than both cities combined! Per Facebook metrics, HeyTomIsOn.com has over 27,600 engagements. That is a huge number in a short period of time.

Any comparison of FB Live videos between both corporate TV stations & community driven HeyTomIsOn.com reveals HeyTomIsOn.com more than doubles both KX and KFYZ/KMOT **combined**. For Facebook Live sessions look for yourself at the amount of people making comments on both TV stations and then look at the comments on HeyTomIsOn.com. On Labor Day alone HeyTomIsOn.com had 615 comments over two sessions. KFYZ/KMOT had 5 comments over two sessions and KX did not even participate in FB Live. Tom interacts with viewers in a calm and friendly way where the others don't and it shows in engagements. What we do works!

Demographics of viewers		
Age group	Women	Men
18 - 24	0.90%	0.70%
25 - 34	8.90%	4.20%
35 - 44	17.40%	8.10%
45 - 54	15.80%	6.50%
55 - 64	13.90%	4.60%
65+	15.10%	3.90%



In addition to the incredible social media exposure for **SRT**, your name will be used right next to the studio naming sponsor. Our hope is we can say "From the Title Team Studio, powered by **SRT Communications**, I'm Tom Schrader. Or phrase it like this: "From the Title Team Studios, powered by SRT Fiber Optics."

What's even more exciting is that winter is right around the corner. Why? Because over the past several years Tom has observed that winter viewership outpaces summer metrics with more people stuck inside. We feel confident that **SRT Communications** will have even more exposure when it gets cold. Simply put, *our unique approach to engagement with our viewers works*. **SRT** has been named *Best Internet Provider for 18 years in a row* and we will strive to be the best Weather Information Provider around. It sounds like a great team!