

Weather Story Assist

Unlocking story-first intelligence on Max Cloud

Challenges

Weather is a station group's most reliable daily programming asset, yet undifferentiated forecasts are now a commodity viewers get in seconds on any smartphone app. To grow audience and defend share, stations need a compelling reason for viewers to tune in across linear, streaming, social, web, and mobile.

But scaling content brings significant operational barriers:

- **Routine tasks steal focus from storytelling**

Meteorologists spend up to 25% of every shift fine-tuning local forecast numbers that physics-based and AI models already solve, leaving little time for localized storytelling.

- **Locked asset value**

Years of high-value graphics, explainers, and local content sit largely unused, leaving shows stale and repetitive.

- **Digital inventory shortages**

Station groups need more content for streaming, social, and mobile, but can't produce it without adding headcount.

Weather Story Assist is an intelligent AI co-pilot that accelerates story ideation and multiplatform creation. It helps meteorologists quickly craft fresh weather stories in their authentic voice and package them for linear, streaming, web, social, and mobile. Grounded in local climate context, historical data, and your existing graphics library, it turns routine weather into must-watch coverage — keeping your talent firmly in editorial control.

Built for the weather storyteller

Our integrated, AI-assisted workflow empowers your weather team to:

- **Uncover fresh, creative angles**

Turn mundane weather days into entertaining stories with relevant local insights.

- **Unlock your best graphics automatically**

Surface graphics, radar scenes, and explainers from your Max Cloud lockers.

- **Maintain complete editorial control**

Keep your brand voice and forecast accuracy with human-in-the-loop guardrails.

- **Publish multiplatform-ready content**

Format brand-aligned weather insights for streaming, mobile, and social feeds.

Core capabilities & technical features



Agentic content co-pilot

Get more from your Max investment. The AI co-pilot helps meteorologists develop broadcast hooks, talking points, and digital story outlines in minutes, starting with a compelling narrative, not a blank screen.



Intelligent asset discovery

Quickly surface graphics, map scenes, and explainers stored in your Max workspace instead of recreating assets your team already owns.



Meteorologist-in-the-loop editorial control

Maintain absolute confidence in your broadcast and digital output. All content requires explicit review and approval by your on-air talent.



Built on Max Cloud

Runs in a browser tab within Max Cloud, with zero installation. Designed to be **Story Object Model (SOM)** compatible; The Weather Company contributed schema input ahead of emerging industry standards.



Multi-screen content adaptation

Effortlessly convert a single forecast into tailored assets for linear broadcast, OTT streaming, social video scripts, and mobile, with built-in best practices.



Adaptive style standardization

Applies station best practices, recommends proven past graphics, and assembles story sequences, learning your newsroom's preferences over time to match your brand and local audience.



Powered by 40+ years of weather forecasting expertise

Base every story on science, with trusted data from The Weather Company and global meteorological sources for complete forecast confidence.

Inside Weather Story Assist

Access Weather Story Assist within your browser. A Max Cloud subscription is required.

The screenshot displays the Weather Story Assist interface. On the left, the 'STORY KEYS' panel shows three categories: 'General', 'Above Average', and 'General'. The 'General' key is selected, showing a record-threatening heat wave. Below this, a section titled 'Here's how the heat builds today, hour by hour:' lists hourly temperature and feel-like data from 10 AM to 5 PM. A paragraph explains that temperatures will hold at 88°F at 6 PM with a heat index of 97°F. Another paragraph notes that the overnight low only drops to 73°F, which is 18 degrees above the seasonal average. At the bottom of the Story Keys panel are two buttons: 'Give me the full national and regional brief' and 'Find scenes for Story Key #1'. On the right, the 'Workspace Content Library' panel shows a grid of 13 scenes. The top of this panel includes a search bar, filters, and sorting options. The scenes are arranged in a grid, each with a thumbnail, a title, and a duration. The titles include 'G - UV Index', 'G-7dayOutlook', 'G-Intro - Weather Briefing', 'M-MixedPrecip-Next2Days', 'M-MixedPrecip-Next7Hours', 'M-Rain-Next2Days', 'M-Rain-Next7Hours', 'M-Snow-Next2Days', 'M-Snow-Next7Hours', 'M-Thunder-Next2Days', 'M-Thunder-Next7Hours', and 'M-WindForecast'.

Automated Story Keys and Show Builder view displaying the Workspace Content Library for quick visual scene pairing and rundown assembly.

Smarter storytelling. Streamlined workflows. Instant multi-platform delivery.

To learn how Weather Story Assist can unlock story-first intelligence, expand your station group's digital inventory, and differentiate your coverage on every screen, contact our media experts today. [Request a demo →](#)

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