**Augmented Reality Can Expand Audiences**

Meteorologists who embrace augmented reality can enhance their storytelling and keep viewers, particularly younger demographics, tuned in, and not just on TV, according to experts who participated in a TVNewsCheck Webinar, The New Weather Storytelling with Augmented Reality. Talent coach and consultant Tim Heller, of HellerWeather, showed a scene he created while working at Disney-owned KTRK Houston, to explain how AR draws viewers into the presentation.

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[*https://tvnewscheck.com/article/top-news/256335/augmented-reality-can-expand-audiences-and-set-newscasts-apart-without-breaking-the-bank/?utm\_source=Listrak&utm\_medium=Email&utm\_term=Augmented+reality+can+expand+audiences+and+set+newscasts+apart+without+breaking+the+bank&utm\_campaign=BIA%3a+Local+Advertising+To+Rebound+In+%2721*](https://tvnewscheck.com/article/top-news/256335/augmented-reality-can-expand-audiences-and-set-newscasts-apart-without-breaking-the-bank/?utm_source=Listrak&utm_medium=Email&utm_term=Augmented+reality+can+expand+audiences+and+set+newscasts+apart+without+breaking+the+bank&utm_campaign=BIA%3a+Local+Advertising+To+Rebound+In+%2721)

*Image credit:*

[*https://lh6.googleusercontent.com/\_A781cdDRtKwm1aRvod4vY-ZDsSN4wVp69pPzX2da3gQzapn2gSAxoMpoF0jgsaOB6suOjg17c2LQm5Qfv1h7sw4dlBSp9TjimjvPPrboVNEb0dIi5lV1NwuTctR9Finu246ya2m*](https://lh6.googleusercontent.com/_A781cdDRtKwm1aRvod4vY-ZDsSN4wVp69pPzX2da3gQzapn2gSAxoMpoF0jgsaOB6suOjg17c2LQm5Qfv1h7sw4dlBSp9TjimjvPPrboVNEb0dIi5lV1NwuTctR9Finu246ya2m)