



**WeatherNation®**

## **WeatherNation partners with News Channel Nebraska team**

***Viewers in north and northeast Nebraska receive innovative, accurate 24/7 weather reporting***

CENTENNIAL, Colo. and NORFOLK, Neb. (Sept. 10, 2015) - WeatherNation TV, Inc., today announced a partnership with News Channel Nebraska for the broadcast of 24/7 weather and news reports on digital TV in five markets including Norfolk, Neb.

Under terms of the agreement, the multi-format [WeatherNation](#), which provides local, regional and national television weather news service, will become available to viewers of KNEN-LD (Ch. 35.3) in Norfolk.

In addition, the new service will soon be carried from Valentine to Hartington and from Wynot to Humphrey, Neb. via MVPDs (multichannel video programming distributors) throughout northeast Nebraska and Sioux City, Iowa.

“WeatherNation gives News Channel Nebraska a great opportunity to provide the most accurate weather, news and local live sports programming in the communities we serve,” said Mike Flood, managing member of News Channel Nebraska. “The partnership will enable us to generate more robust local weather updates every 10 minutes, plus regional and national updates from WeatherNation.”

Geoff Fox, chief meteorologist for News Channel Nebraska, said, “We are excited to be teaming up with WeatherNation to provide our viewers enhanced weather coverage 24 hours a day, seven days a week.”

“WeatherNation’s world-class technology and its professional talent will add to the quality news and weather coverage that News Channel Nebraska viewers will expect,” said Michael Norton, president of WeatherNation. “Our knowledgeable team of meteorologists provides around-the-clock coverage of breaking weather news and forecasting.”

The WeatherNation TV network delivers a back-to-basics approach to weather reporting and forecasting. Instead of long-form shows interspersed with short accounts of weather news, WeatherNation TV offers continuous coverage of hyper-local, local, regional and national weather events with cutting-edge graphics and insightful details.

WeatherNation TV’s team of seasoned meteorologists uses the latest technology from Baron Services and its Omni® and VIPIR® Systems to forecast and illustrate current conditions with engaging and innovative real-time 3D graphical mapping that help viewers understand the in-depth story behind their weather. A powerful, severe-weather tracking system also gives viewers a detailed visual assessment of storms and other extreme weather, from the satellite view down to street-level detail.