



## **WEATHERNATION OFFERS COVERAGE AT NO CHARGE TO GULF COAST TV STATIONS AND CABLE SYSTEMS DURING MAJOR STORM ISAAC**

### **WHNO-TV Digital TV Channel 20.2 in New Orleans Launches WeatherNation 24/7 Immediately Due to Pending Storm**

**NEW ORLEANS – Aug. 28, 2012** – [WeatherNation TV, Inc.](#), a 24/7 television network providing local, regional and national weather, announced today it is offering its TV service to Gulf Coast TV stations and cable systems at no charge during a major U.S. storm that is expected to develop into Hurricane Isaac. [WHNO-TV 20](#) and its parent company, LeSea Broadcasting, which recently signed an affiliation agreement with WeatherNation, has decided to accelerate the launch of WeatherNation for the immediate benefit of its New Orleans viewers on digital channel 20.2. Cut-ins of WeatherNation will also be available on channel 20.

“With the pending threat of a major hurricane bearing down on our city, we felt it urgent to get WeatherNation’s important news coverage of the storm to our viewers sooner than later,” said Peter Sumrall, president and CEO of LeSea Broadcasting, owner of WHNO-TV 20. “We appreciate WeatherNation’s efforts in providing around-the-clock coverage and on-the-ground support for our viewers in and around New Orleans.”

WeatherNation has more than a dozen meteorologists tracking Isaac and its aftermath, and it has meteorologists on the ground in New Orleans and Florida.

The WeatherNation feed includes live coverage from New Orleans with Jeff Piotrowski; Elizabeth Holmes in Miami; and the rest of the WeatherNation team, including senior meteorologist Paul Douglas, from the WeatherNation studios in Minneapolis.

“When a large storm system like Isaac began developing, we knew the Gulf Coast would need the communications assistance from a robust TV weather network delivering around-the-clock conditions from a team of all [meteorologists](#),” said Michael Norton, president of WeatherNation TV. “We’ve taken the extra step of making our wall-to-wall WeatherNation coverage available to any TV station or cable system in the Gulf region, whether on a full-time or part-time basis or for cut-ins, at no additional charge. We’re pleased that WHNO is taking advantage of our assistance.”

The WeatherNation TV feed is available on the SES-2 satellite in 1080i HD and 480i SD. Any station or cable operator wanting to use the feed should notify Neal Ardman at [neal@weathernationtv.com](mailto:neal@weathernationtv.com) or visit [www.weathernationtv.com](http://www.weathernationtv.com).

[The WeatherNation TV](#) network delivers continuous live coverage of current weather events with stunning graphics and detail. A team of experienced meteorologists utilizes the latest technologies from VIPIR® Systems from Baron Services and HD Fusion™ from Weather Central for forecasting and illustrating current conditions with engaging and innovative 3D graphical mapping to help viewers understand the in-depth story behind the weather. A powerful severe weather tracking system also gives viewers the satellite view all the way down to street-level detail.

### **About WeatherNation TV, Inc.**

WeatherNation TV, Inc., headquartered in Denver, Colo., produces the WeatherNation TV network, which provides 24/7 coverage of current and severe weather news and information in a compelling, all meteorologist-hosted format available in both HD and SD to local broadcasters and cable operators. WeatherNation, available for cut-ins or full-time digital tiers, is helping broadcasters realize revenues from digital channels. WeatherNation can incorporate paid programming, is E/I compliant for local broadcasters, is closed captioned and supports EAS. WeatherNation also integrates with a TV station's existing traffic and billing system for supporting ad insertion without the need for additional hardware. For more information, please contact [info@weathernationtv.com](mailto:info@weathernationtv.com) or (800) 343-9516. Visit [www.weathernationtv.com](http://www.weathernationtv.com).

### **About WHNO-TV 20**

WHNO-TV 20 is owned and operated by LeSea Broadcasting, headquartered in South Bend, Ind., and is the leading 24-hour Christian family television station in New Orleans. Launched in 1994, WHNO-TV is dedicated to broadcasting the best in Christian, family-friendly and local sports programming. Visit [www.whno.com](http://www.whno.com).

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