



KY3 INTRODUCES 'KY3 24/7' WITH WEATHERNATION

KY3 Partners with WeatherNation to Provide Innovative, Accurate, 24/7 Weather Reporting to TV Viewers in the Ozarks

Springfield, Mo., – Feb. 28, 2014 – KY3 in Springfield, Mo., announced today its partnership with [WeatherNation TV, Inc.](#) to broadcast around-the-clock weather coverage on “KY3 24/7,” serving southwest Missouri and northwest Arkansas on digital TV channel 3.2, and on Mediacom Cable channel 112 in Springfield.

“Viewers across the Ozarks have made KY3 their most trusted local weather source,” said Brian McDonough, President and General Manager of KY3, Inc. “Partnering with WeatherNation makes KY3 24/7 an even greater resource to our viewers by adding updated regional and national weather coverage around the clock.”

“Joining with WeatherNation allows us to extend our KY3 Storm Team coverage even further,” said Ron Hearst, Chief Meteorologist for KY3. “Whether you need the forecast for where you’re traveling or want to keep tabs on a storm that’s headed our way, KY3 24/7 will provide the most timely, comprehensive and up-to-date weather coverage in the Ozarks.”

“Viewers will immediately see the difference,” said Scott Brady, KY3 News Director.

“By combining two experienced teams, the KY3 Storm Team and WeatherNation, there will always be a meteorologist on-air, delivering the very latest weather information. It makes KY3 24/7 an even more timely and useful resource to the people and communities we serve.”

WeatherNation TV currently operates in cities across America, including Atlanta, Boston, Minneapolis, Seattle and Denver, and is expanding its reach rapidly. WeatherNation TV affords viewers reliable and current local, regional and national weather news all day, every day.

“We are excited to add Springfield to WeatherNation’s rapidly growing list of cities having access to our full time weather news service,” said Michael Norton, president of WeatherNation TV, Inc.

“Consumers have grown to know KY3’s ‘24/7 Weather’ as the trusted source for instant access to weather news, radar images, weather patterns as well as the upcoming forecast before making decisions about their day. Together, WeatherNation and KY3 have formed a robust weather news service that will meet and exceed their demands of accessing local, regional and national weather news.”

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

WeatherNation TV’s team of seasoned and certified meteorologists use 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 to 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.

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, meteorologist-hosted format available in both HD and SD to local broadcasters and cable operators. WeatherNation is helping broadcasters realize revenues from digital channels, mobile applications, and over-the-top platforms. WeatherNation is E/I compliant for local broadcasters, is closed captioned and supports EAS. WeatherNation also integrates with a TV station's existing team of meteorologists as well as their traffic and billing systems for supporting ad insertion without the need for additional hardware. For more information, please contact info@weathernationtv.com or (800) 343-9516. Visit www.weathernationtv.com.

About KY3, Inc.

KY3, Inc. is owned by Schurz Communications, Inc. Based in Mishawaka, Ind., Schurz Communications, Inc. is a diversified privately-owned, nationwide communications company. For over 60 years, KY3 has become "The Place to Be" for local breaking news coverage, the most extensive coverage of local sports, and is the number one provider of local weather forecasts and severe weather coverage in the Ozarks. KY3 broadcasts 37 hours of news in HD per week, provides up-to-the-minute local news and weather on the market's most visited news website, offers free news and weather apps for smartphones, and live streams all newscasts online and via mobile devices. KY3 covers 31 counties in Missouri and northwest Arkansas. For more information, visit www.schurz.com or www.ky3.com. For sales inquiries, contact: Karl Olson, KY3 24/7 Sales Manager, 417-268-3043, kolson@ky3.com.

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