



## **WeatherNation TV Launches in Arkansas on THV11's Digital Channel 11.2 and Comcast Cable Channel 233 in Little Rock, Conway Cable Channel 170 in Conway, and Wheco Cable 247 in Pine Bluff/Hot Springs**

### **Innovative Weather News Service Offers Back-to-Basics Approach to Weather Programming**

**Little Rock, Ark. – Oct. 1, 2013** – Today, WeatherNation TV, Inc., announced its partnership with [THV11 \(KTHV\)](#) to broadcast “THV11 WeatherNation” on the CBS affiliate’s digital TV channel 11.2 and on Comcast Cable channel 233 serving the Little Rock area, on Conway Corp Cable channel 170 serving Conway, and on Wheco Cable channel 247 serving Pine Bluff and Hot Springs.

WeatherNation TV affords viewers reliable and up-to-date local, regional and national weather news all day, every day. WeatherNation TV operates in multiple cities including Chicago, Boston, Minneapolis, Seattle and Denver and is growing monthly.

“We are excited to add Little Rock to WeatherNation’s rapidly growing list of cities having access to our 24/7 weather news service,” said Michael Norton, president of WeatherNation TV. “Consumers are increasingly demanding instant access to weather news, radar images, weather patterns as well as the upcoming forecast before making decisions about their day. WeatherNation and THV11 have formed a robust weather news service that will meet and exceed their demands.”

“THV11 Weather Nation extends our commitment to provide the most accurate and complete forecasts for viewers,” said Michael Caplan, President and General Manager of THV11. “This is an important advancement in providing Arkansans weather information anytime, anywhere.

“We are excited to be introducing THV11 WeatherNation” said Ed Buckner, Chief Meteorologist for THV11. “WeatherNation is a strong partner and a great complement to our local coverage providing a complete weather package to viewers 24 hours a day, 7 days a week.”

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 meteorologists use the latest technology from VIPIR® Systems from Baron Services and HD Fusion™ from Weather Central to forecast and illustrate current conditions with engaging and innovative 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.**

Founded in March of 2011, 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](mailto:info@weathernationtv.com) or (800) 343-9516. Visit [www.weathernationtv.com](http://www.weathernationtv.com).

### **About THV11 (KTHV-TV) Little Rock**

THV11, A Gannett Company, is the CBS affiliate, serving the Little Rock – Pine Bluff television market and central Arkansas. THV11's website for news and information is [THV11.com](http://THV11.com). KTHV first signed on the air on Nov. 27, 1955, and is owned by the Arkansas Television Company, a wholly owned subsidiary of Gannett (NYSE: GCI), which is an international media and marketing solutions company that informs and engages more than 100 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. For more information, please contact [news@thv11.com](mailto:news@thv11.com) or 501-244-4564. Visit [www.gannett.com](http://www.gannett.com).

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