



KCHF Channel 11 Now Broadcasting 24-Hour WeatherNation on Digital Channel 11.2 in Albuquerque and Santa Fe

WeatherNation Helps Broadcaster Answer the Call for Weather News

DENVER and ALBUQUERQUE, Aug. 13, 2012 – [WeatherNation TV, Inc.](#), a multi-format 24/7 local, regional and national television weather news service, announced today an agreement with [Son Broadcasting Network](#) to deliver local weather news in Albuquerque for KCHF-TV's digital tier. WeatherNation can be seen in high definition in Albuquerque and Santa Fe areas on digital channel 11.2 starting Aug. 13.

“We continue to fulfill the needs of TV station owners like Son Broadcasting who are seeking a superior weather news service delivered by 100 percent [meteorologists](#),” said Michael Norton, president of WeatherNation TV, Inc. “Our WeatherNation service is helping broadcasters differentiate themselves from their competitors by offering local, regional and national TV weather news service available in SD or HD format for live newscast cut-ins or full-time digital tiers.”

WeatherNation TV is an all-weather news format, delivering continuous live coverage of current weather events with stunning graphics. An all-meteorologist staff 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 WeatherNation meteorologists the ability to zoom down to town, neighborhood or even street level.

Annette Garcia, president of Son Broadcasting, said, “We are thankful to offer more than 600,000 homes in New Mexico important weather news from WeatherNation on Channel 11.2, providing important severe local weather coverage as well as national weather news.”

Son Broadcasting KCHF TV-11 began as the nation's first full-power Christian TV station in 1984 and broadcasts popular local and national programs, including *Life Today* with James and Betty Robison, *The 700 Club* with Pat Robertson, *John Hagee Today*, *Precepts for Life* with Kay

Arthur, *God Answers Prayer, Issues and Answers*, and many more. Visit www.sonbroadcasting.cc for more information.

For broadcasters, WeatherNation contains no paid programming, is E/I compliant, 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.

About WeatherNation TV, Inc.

WeatherNation TV, Inc., headquartered in Denver, Colo., offers 24/7 coverage of current and severe weather news and information in a compelling meteorologist-hosted service available in both HD and SD formats to local broadcasters and cable operators. For more information, please contact info@weathernationtv.com or (800) 343-9516. Visit www.weathernationtv.com.

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