



## **WeatherNation TV Partners with WAAY-TV ABC31 and its 'Storm Force' Team to Provide Innovative, Accurate, 24/7 Weather Reporting to Huntsville-Decatur Viewers in Northern Alabama**

**Huntsville, Ala., Sept. 25, 2014** - WeatherNation TV, Inc., a multi-format, local, regional and national television weather news service, announced today its partnership with WAAY-TV ABC 31 to broadcast 24/7 weather news on digital TV channel 31.2 across Huntsville, Decatur, and Florence, Ala., and on area cable systems across northern Alabama.

WeatherNation TV currently delivers reliable and current local, regional and national weather programming in multiple cities across America, including Washington, D.C., Atlanta, Boston, Minneapolis, and Denver and is expanding its reach rapidly.

“We are thrilled to expand the coverage of WAAY-TV’s Storm Force weather team with an extension of Alabama’s most complete local, regional, and national weather coverage with WeatherNation,” said Paul Dughi, vice president and general manager of WAAY-TV. “Weather can be literally life and death at times. Combining our Storm Force weather team with the resources of WeatherNation gives us access to some of the country’s top professional meteorologists when it matters most.”

“Our weather is always changing, so the timing is perfect to team up with WeatherNation to provide our viewers in-depth weather coverage on channel 31.2,” said Chris Smith, Chief Meteorologist for WAAY-TV. “Through our partnership, you’ll get local weather updates every 10 minutes, plus regional and national updates from WeatherNation. When the weather turns bad, we’ll be wall-to-wall with the important information to keep you safe.”

“WeatherNation brings world-class technology and additional professional talent that will provide more of the quality weather coverage viewers have come to expect from Huntsville’s WAAY-TV Storm Force,” said Michael Norton, president of WeatherNation. “Our knowledgeable team of meteorologists provides around-the-clock coverage of breaking weather 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 bouts of weather news, WeatherNation TV offers continuous coverage of hyper-local, local, regional and national weather events with cutting-edge graphics and stunning details.

WeatherNation TV’s team of seasoned 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.