



**WeatherNation®**

## **WeatherNation TV partners with News5 in Colorado Springs**

*Viewers as far as Pueblo receive innovative, accurate, 24/7 reporting*

**COLORADO SPRINGS and CENTENNIAL, Colo. (Sept. 15, 2015)** - [WeatherNation TV, Inc.](#), today announced a partnership with NBC affiliate KOAA-TV (News5) for the broadcast of 24/7 weather and news reports on digital TV Channel 5.2 throughout the Colorado Springs/Pueblo television viewing market.

Under terms of the agreement, the multi-format [WeatherNation](#), which provides local, regional and national television weather news services, will also become available to viewers at CenturyLink Channel 6 and Comcast Channel 9 in Colorado Springs; Comcast Channel 374 in Pueblo, Colo.; and Cablevision Channel 7 in Canon City, Colo. The following Colorado communities will also receive the service: Walsenburg, Channel 5, La Junta/Lamar Channel 14, plus additional cable providers across Southern Colorado.

“We’ve put considerable resources behind the 24/7 news and weather channel known as News5Now and we’re excited that we now have the opportunity to expand on those offerings through this partnership with WeatherNation,” said Evan Pappas, president and general manager of [KOAA5](#). “Their regional and national weather coverage will allow us to enhance the services our viewers have already come to trust. We all know how dangerous weather conditions can become; so this opportunity to align our First Alert 5 Weather Team with the resources of WeatherNation gives us access to additional well-respected meteorologists and content when it matters most to our viewers.”

First Alert 5’s lead weather expert and 30-year veteran forecaster Mike Daniels added, “For those who already watch News5Now and the First Alert 5 Weather team, they will now receive even more local weather information and news updates every 10 minutes, plus regional and national updates from WeatherNation.”

The agreement with KOAA5 gives WeatherNation its first Cordillera Communications affiliate, said Michael Norton, president of WeatherNation; and he said WeatherNation is thrilled to have this tie to such a highly respected, national broadcasting company.

“WeatherNation’s world-class technology and its professional talent will add to the quality news and weather coverage that KOAA-TV viewers have come to expect over the years,” said Norton. “Our knowledgeable team of meteorologists provides around-the-clock coverage of breaking weather news 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 accounts of weather news, WeatherNation TV offers continuous coverage of hyper-local, local, regional and national weather events with cutting-edge graphics and insightful details.

WeatherNation TV's team of seasoned meteorologists uses 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 that 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 Centennial, Colo. (outside Denver), 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 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 KOAA5**

KOAA5 is owned by Sangre de Cristo Communications, LLC, which operates daily from two full broadcast facilities located in Colorado Springs and Pueblo, Colorado. KOAA5's parent company, Cordillera Communications, also owns and operates 13 other television stations around the country. Sangre de Cristo Communications strives to be the best and most respected resource that people turn to for public service, news, information, marketing, and entertainment. For more information, visit <http://www.koaa.com>

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