



## **WeatherNation TV Partners with ABC4 Utah and its 'Pinpoint Weather Team' to Provide Innovative, Accurate, 24/7 Weather Reporting to Salt Lake City Viewers**

**Salt Lake City – Oct. 6, 2014** - WeatherNation TV, Inc., a multi-format, local, regional and national television weather news service, announced today its partnership with ABC4 Utah to broadcast 24/7 weather news on Salt Lake City's digital TV channel 4.3 and on area cable systems across Utah.

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

"We are thrilled to expand the coverage of Utah's most accurate weather team with an extension of Utah's most complete local, regional and national weather coverage with WeatherNation Utah," said Richard Dautre Jones, General Manager of ABC4 Utah and Utah's CW30. "Providing this terrific new weather channel, which will include our award winning meteorologists, will further enhance our Good4Utah commitment for all Utahns."

"Our weather is always changing, so the timing is perfect to team up with WeatherNation to provide our viewers the most in-depth weather coverage on channel 4.3," said Dan Pope, chief meteorologist for ABC4 Utah. "Many people already watch our PINPOINT WEATHER Interactive radar on 4.3, and now we are producing even more local weather information and updates every 10 minutes, plus regional and national updates from WeatherNation."

"WeatherNation brings world-class technology and additional professional talent that will provide more of the quality weather coverage viewers have come to expect from Salt Lake City's ABC4 Utah PINPOINT WEATHER," 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.

### **About KTVX**

KTVX (ABC4 Utah), A Nexstar Broadcasting, Inc. company, is the ABC affiliate, serving the Salt Lake City, Utah, television market. For more information, visit [www.good4utah.com](http://www.good4utah.com).