



— H E A R S T television inc —

Contact: Peter Zemansky  
(515) 471-8962

For Immediate Release – March 19, 2015

## KCCI 8 ANNOUNCES SEVERE WEATHER PARTNERSHIP

*KCCI teams up with Iowa Storm Chasing Network to provide exclusive severe weather coverage*

**Des Moines, IA (March 19, 2015)** – With severe weather season fast approaching, KCCI 8 is proud to announce a new agreement with the Iowa Storm Chasing Network, which will provide KCCI exclusive local coverage from its armored storm chasing vehicle and other camera-equipped vehicles of any severe storms that hit Iowa.

When severe weather is impacting Iowa, KCCI 8 will have unique access to live video and trained storm chasers in the weather that is unparalleled in Central Iowa, giving viewers a new way to stay ahead of severe weather.

“Sometimes all the sophisticated technology in the world is no substitute for experienced eyes on the storm, telling our meteorologists and our viewers, exactly what’s happening second-by-second,” KCCI 8 News Director Dave Busiek said.

“The radar shows us what is going on above the ground, but this partnership gives us trained eyes on the ground giving us crucial real-time information on storm development,” KCCI 8 Chief Meteorologist John McLaughlin said. “This partnership, along with KCCI meteorologists and news staff in the field, will mean more accurate and timely severe weather information for KCCI’s viewers.”

The Iowa Storm Chasing Network, launched in 2008, includes six trained storm chasers with an average of more than seven years apiece of chasing storms; the team’s 10,000-pound armored storm chasing vehicle, “Team Dorothy,” boasts 3/4” polycarbonate windows and double wall construction consisting of 14 and 16 gauge steel. “Team Dorothy” and the group’s other vehicles are equipped with the camera gear and weather equipment necessary to locate severe weather and broadcast live video of the storms.

“Working with KCCI 8 allows us to fulfill our goals of keeping more Central Iowans safe,” Iowa Storm Chasing Network lead storm chaser Ben McMillan said. “It felt natural to team up with KCCI and get our severe weather coverage to as many people as possible.”

KCCI 8 will be able to take their live video feeds from inside severe systems both on-air and online and be able to put their meteorologists live on KCCI 8 to describe what is happening at that very instant near the storm.

The Iowa Storm Chasing Network will supplement KCCI 8’s staff members who will also be out during severe weather to keep an eye on the skies and let viewers know the very latest information about how severe storms could impact Central Iowans.

**About KCCI 8 News:**

Celebrating close to 60 years of broadcasting, KCCI 8 News was recently awarded two national Edward R. Murrow awards including "Overall Excellence," multiple regional Emmy's and the National Press Photographers Association award for Station of the Year (Small Market.) Producing over 30 hours of award-winning local news each week, KCCI, "Iowa's News Leader," is proud to provide news, sports, weather and entertainment to the area on KCCI, online at [KCCI.com](http://KCCI.com) and on mobile devices with their numerous digital offerings. KCCI also offers TV's most memorable entertainment on its digital channel, Me-TV Des Moines 8.2. Extremely thankful to the community it serves, KCCI also partners year-round with local non-profits to give back to the Des Moines-Ames area.

**About Hearst Television:**

Hearst Television ([www.hearsttelevision.com](http://www.hearsttelevision.com)), a national multimedia company, owns and operates 31 local television stations and two local radio stations, serving 32 U.S. cities and reaching nearly 19 percent of U.S. television households. The TV stations broadcast 60 video channels, featuring local and national news, weather, information, sports and entertainment programming and local community service-oriented programs. The stations also host and operate digital online and mobile platforms that extend the company's brands and content to local, national and international audiences. Hearst Television is recognized as one of the industry's premier companies and has been honored with numerous awards for distinguished journalism, industry innovation and community service. Hearst Television is a wholly owned subsidiary of Hearst Corporation.