



"You can see the path of the storm. The handwriting is literally on the wall."

-- On-air quote from Bryan Busby, 11/27/05

"We use SelectWarn® in our weather coverage just about every day. But, when violent thunderstorms moved into the Kansas City area Sunday, November 27, our investment really paid off."

We had one tornado, hurricane-force thunderstorm winds and hail across a large part of our viewing area. Since it was the Sunday after Thanksgiving, WeatherData even called to make sure our weather department would be manned in plenty of time before the storms arrived.

SelectWarn is fast. We got the warnings on the air 5 minutes faster than our competition.

Instead of showing National Weather Service warnings for entire counties, Bryan Busby, our chief meteorologist, used the National Weather Service's new polygon tornado and severe thunderstorm warnings that focus on the areas actually threatened. That really helps our credibility.

A viewer email called our coverage: "Awesome." That's what we think about SelectWarn."

**Michael Sipes**  
News Director  
ABC Affiliate - KMBC  
Kansas City, MO

True Stories. | Real Results.

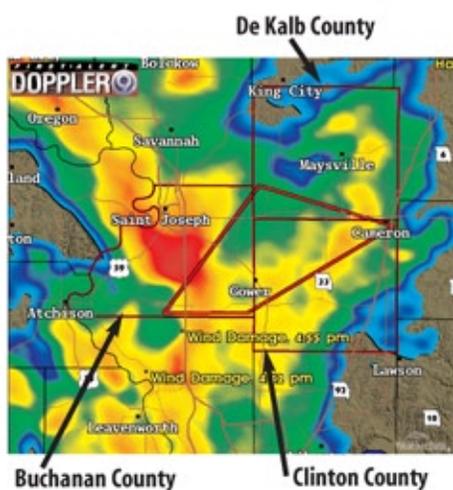


## KMBC Focuses On Critical Areas and Beats the Competition

Television stations can make or break their news reputations when major storms threaten, regardless of what time of day or year they occur. Just reporting the weather isn't enough to win viewers as KMBC can attest. By using SelectWarn, they can track the exact path of the storm. SelectWarn helps KMBC stay #1 in the market.

### THE STORY November 27, 2005 | Kansas City Area

On Thanksgiving weekend, severe thunderstorms developed in the Kansas City area and a tornado warning was issued across three counties. An oddity for November, but KMBC was prepared with SelectWarn.



SelectWarn's advantages became apparent in this critical situation:

- **Precise**  
Only SelectWarn uses the National Weather Service's official, recommended, more accurate polygon warnings. You can't find them anywhere else...only with SelectWarn.
- **Fast**  
The fastest plotting of warnings.
- **Accurate**  
Automatic plotting of LSR's that appear as they occur.
- **Automated**  
Enables on-air talent to focus on reporting the storm and not worry about preparing the system.

Although the tornado warning affected three separate counties, KMBC was able to show just the area where the tornado threat lay...a much cleaner visual.

### Why is this important to you?

The station leaders are those that offer factual, concise stories. Bring that same consistency to your weather. Your viewers depend on you for accuracy.

No other system offers unique content such as **lightning forecasts, flood inundation maps and earthquake ground-shaking maps** - all exclusive to SelectWarn. Combined with its ability to display reports and photography from the field, there is no other system that delivers the value when it counts most.

Call to find out how SelectWarn can help make you #1 in your market.

For More Information, Please Call:

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