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KOAT 7 WEATHER NAMED AS NEW MEXICO’S CERTIFIED MOST ACCURATE BY INDEPENDENT RATING SERVICE FOR 5TH STRAIGHT YEAR

ALBUQUERQUE, NM – KOAT 7 Weather has been certified by WeatheRate, an independent weather research company, as providing the most accurate forecasts in the Albuquerque and Santa Fe region for the 5th consecutive year.

Each day, WeatheRate reviews forecasts from local stations and verifies the accuracy in key areas; high and low temperatures, sky cover, precipitation, snow accumulation, wind and prediction of severe weather and its timing. WeatheRate then compares the data with verification sites.

“Our viewers rely on our forecasts every day. From thinking about their weekend plans to what they need to prepare for during severe weather. They trust the most experienced team of television meteorologists in New Mexico, and that’s us”, said Joe Diaz, Chief Meteorologist for KOAT. “And for an independent research organization like WeatherRate to certify that we have the most accurate forecast 5 years in a row is quite an honor.”

The KOAT 7 Weather Team – Joe Diaz, Eric Green, Kelly Franson and Byron Morton have been forecasting in New Mexico for a combined 70 years. Diaz says the WeatheRate certification is an honor as the team strives for complete, state-wide coverage, which can be difficult during severe weather that moves fast across the state.

“Tracking severe weather and delivering daily forecasts with pinpoint accuracy is our priority. Everything we do is directly impacted by the weather conditions around us”, said Jess O’Neill, News Director for KOAT. “Making sure the people of New Mexico have the most accurate forecasts for the many varying regions around the state is not only important, it’s part of our mission.”

About KOAT Channel 7

KOAT is New Mexico’s broadcast/digital media leader, providing news, weather, community service and entertainment on multiple platforms including KOAT Channel 7, koat.com, and the KOAT App. Founded in 1953, KOAT is committed to its mission to serve the state of New Mexico with quality local content. The station has been honored with numerous prestigious national broadcasting honors including multiple recognitions as Television Station of the Year by the New Mexico Broadcasters Association, the RTDNA Edward R. Murrow Awards, the regional Emmy’s, Associated Press Awards, and Walter Cronkite Awards. KOAT, an ABC affiliate station, is owned by Hearst Television Inc., a wholly owned subsidiary of the Hearst Corporation, a leading media company whose global holdings include 33 television stations and two radio stations. Follow us on Facebook (koat7) and Twitter (@koat7).

About Hearst Television

Hearst Television owns and operates 33 television and two radio stations serving 26 media markets across 39 states reaching over 22 million U.S. television households. Through its partnership with nearly all of the major networks, Hearst Television distributes national content over nearly 70 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Its Hearst Media Production Group unit produces original programming across linear and streaming platforms for domestic and international distribution. Its Very Local app, free to download on household OTT devices and available across popular streaming services, offers 24/7 access to local news, weather and an array of local and regional programming. 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.