

# Get the most accurate snow forecast with the SnowCast app for iOS

Nov. 16, 2015

**CINCINNATI** – The new SnowCast app for iOS is the season’s must-have winter weather forecasting and alerting tool. SnowCast takes the guesswork out of knowing when, where and how much, so users know if the coming snow will be a nuisance, a play day or a complete disaster.

SnowCast is the essential winter app for families, runners, skiers, snowboarders, snowplow operators and others who work, play or commute in areas where winter weather makes a difference. The new app has been developed by top weather app developer WeatherSphere and its parent company The E.W. Scripps Company (NYSE: SSP).

SnowCast’s best-in-class sophisticated algorithms process snow forecast data and boil it down to a single screen, so users can quickly see if a location will get a snowstorm or just a dusting.

“SnowCast provides the earliest snowfall alerts for users’ exact locations,” said J.B. Kropp, vice president of digital strategy and business development for Scripps. “That level of detail — combined with SnowCast’s best-in-class weather data and simple user interface — makes the app a must-have for anyone who lives, works or travels in areas that expect snow this winter.”

With SnowCast, planning the day around snowy conditions is easier than ever. Users can:

- See the total snowfall expected over the next 48 hours for an exact location
- At a glance, see totals for each six-hour window to better plan activities down to the minute
- Receive push notifications of expected accumulation for a chosen location
- Stay up to date on winter storm advisories, watches and warnings

The app’s simple design means SnowCast is ready to go upon installation. No complex setup is required to start tracking weather data, and the clean interface loads the app quickly, so checking projected accumulation can be as simple as checking the phone’s clock.

The SnowCast app for iOS is available to [download now](#) for \$2.99 in the App Store. Additional images and audio clips for press are available [here](#).

## **About Scripps**

[The E.W. Scripps Company](#) serves audiences and businesses through a growing portfolio of television, radio and digital media brands. Scripps is one of the nation’s largest independent TV station owners, with 33 television stations in 24 markets and a reach of nearly one in five U.S. households. It also owns 34 radio stations in eight markets. Scripps also runs an expanding collection of local and national digital journalism and information businesses, including podcast industry leader [Midroll Media](#), over-the-top video news service [Newsy](#) and weather app developer [WeatherSphere](#). Scripps also produces television shows including [The List](#) and [The Now](#), runs an award-winning investigative reporting newsroom in Washington, D.C., and serves as the long-time steward of the nation’s largest, most successful and longest-running educational program,

the [Scripps National Spelling Bee](#). Founded in 1878, Scripps has held for decades to the motto, “Give light and the people will find their own way.”

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