**Streaming, Interactive Boosting Weathercasts**

Enabled by the emergence of user-friendly platforms like Facebook, Periscope and Google Hangouts, stations are expanding their use of live streaming to complement regular on-air weather coverage and build a community around the coverage.

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<http://www.tvnewscheck.com/article/94466/streaming-interactive-boosting-weathercasts?utm_source=Listrak&utm_medium=Email&utm_term=Streaming%2c+Interactive+Boosting+Weathercasts&utm_campaign=Streaming%2c+Interactive+Boosting+Weathercasts>