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St. Petersburg, FL -- The St. Petersburg Times and Bay News 9 today announced that the organizations have entered into a partnership to exchange news and weather information in print and on the air.

Starting Monday, October 16, the Times will launch a new weather report that will feature a 7-day local forecast provided by Bay News 9. The weather report will also include an "ask the weather experts" feature, in which Bay News 9's meteorologists answer questions from Times readers. The Bay News 9 logo will appear at the top of the weather report adjacent to the forecast.

In return, Bay News 9 will routinely feature Times' journalists on the air and frequently highlight stories from the newspaper in news broadcasts.

"Bay News 9 is excited about partnering with the most read newspaper in Florida," said Elliott Wiser, Vice President and General Manager of Bay News 9. "Our viewers and readers will greatly benefit from this collaboration."

"We're delighted to provide our readers with a new and improved weather page that features the weather expertise and proven track record of Bay News 9," said Neil Brown, executive editor and vice president of the St. Petersburg Times. "The Times and Bay News 9 share a commitment to strong local news reporting. That's what makes this so appealing."

The partnership is not exclusive – Bay News 9 has arrangements with other newspapers and the Times will continue to place its journalists on other broadcast outlets locally and nationally. And while the two news organizations will collaborate on news and weather, they remain completely independent and in full control over their own news reports.

This is the third formal partnership between Bay News 9 and the Times. The two organizations collaborated successfully on a hurricane guide earlier this year. They are currently partners in the popular Sunday current events talk show, Political Connections.

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About Bay News 9:

Bay News 9 is available only on Bright House Networks, and serves over 1 million households in the Tampa Bay area. The 24-hour local news channel is based in Pinellas County with newsrooms in Manatee, Hillsborough, Polk, Citrus, Hernando and Pasco counties.

About the St. Petersburg Times:

The Pulitzer prize-winning *St. Petersburg Times* is Florida's largest newspaper with an estimated readership of 688,900 daily and 857,100 Sunday. (ABC Audit 12/25/2005). One of the last independently owned newspapers in the US, the *Times* is owned by the Poynter Institute for Media Studies. For information visit: www.tampabay.com.