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SUPERNOVA 2014bg IN UGC 9396 = PSN J14354590+2443179

M. Villi, M. Bombardini, and A. Benazzi, Faenza, Italy, report the discovery of an apparent supernova (mag 17.0) on several 60-s unfiltered images (limiting mag 19.0) taken on June 5.98 UT with a 0.35 reflector (+ SBIG ST9 camera).
The new object is located at R.A. = 14h35m45s.90, Decl. = +24d43'17".9 (equinox 2000.0), which is 2" east and 13" south of the center of the galaxy UGC 9396.
Nothing is visible at this position on their previous images of the same galaxy taken on May 23 or on Palomar Sky Survey red and blue plates.The variable was designated PSN J14354590+2443179 when it was posted at the Central Bureau's TOCP webpage and is here designated SN 2014bg based on the spectroscopic confirmation reported below.
Additional CCD magnitudes for 2014bg: May 17.974, [18.5 (S. Leonini, Siena, Italy, with M. Conti, G. Guerrini, P. Rosi, and L. M. Tinjaca Ramirez; 0.53-m reflector at the Montarrenti Observatory in the course of an automatic survey with the Italian Supernovae Search Project); June 5.912, 16.3 (Leonini et al.; pre-discovery image; limiting mag about 19.5; position end figures 45s.97, 18".4; image visible via website URL http://tinyurl.com/mepbe4o); 5.960, 16.8 (G. Cortini, Predappio, Italy; 0.35-m reflector + SXVR H-9 camera; limiting mag 19.0); 5.990, 17.0 (G. Masi; remotely using a 43-cm telescope at Ceccano, Italy; position end figures 46s.00, 18".3); 6.176, 17.2 (J. Brimacombe, Cairns, Australia; 51-cm RCOS telescope at the New Mexico Skies observatory near Mayhill, NM, U.S.A.; position end figures 45s.99, 18".2; image posted at website URL https://www.flickr.com/photos/43846774@N02/14360341102/).
Masi also obtained fifteen co-added 300-s low-resolution spectra of 2014bg on June 7.9 with a 36-cm telescope (+ a grating with 100 lines/mm; dispersion 3.45 nm/pixel) that show a Si II absorption around 635 nm, suggesting that this is a type-Ia supernova.

D. D. Balam, Dominion Astrophysical Observatory, National Research Council of Canada; M. L. Graham, Las Cumbres Observatory Global Telescope, University of California at Santa Barbara; and E. Y. Hsiao, Aarhus University, report that a spectrogram (range 369-700 nm, resolution 0.3 nm) of PSN J14354590+2443179 = SN 2014bg, obtained on June 6.36 UT with the 1.82-m Plaskett Telescope of the National Research Council of Canada, shows it to be a type-Ia supernova near maximum light.
Cross-correlation with a library of supernova spectra using the "Supernova Identification" code (Blondin and Tonry 2007, Ap.J. 666, 1024) indicates that 2014bg is most similar to the type-Ia supernova 2003du at 1 day post-maximum light.

P. Ochner, N. Elias-Rosa, E. Cappellaro, A. Pastorello, S. Benetti, L.Tomasella, and M. Turatto, Osservatorio Astronomico di Padova, Istituto Nazionale di Astrofisica, report that an optical spectrogram (range 335-785 nm; resolution 0.9 nm), obtained on June 7.97 UT with the Asiage 1.82-m Copernico Telescope (+ AFOSC), shows that PSN J14354590+2443179 = SN 2014bg is a type-Ia supernova. Assuming a recessional velocity of 10820 km/s for the host galaxy (UGC 9396; from SDSS DR6 2007, via NED), a good match is found with several normal type-Ia supernovae a few days after B-band maximum light.
An expansion velocity of 10150 km/s is derived from the minimum of the Si II 635-nm line.
The Asiago classification spectra are posted at website URL http://sngroup.oapd.inaf.it.
Classification was made via GELATO (Harutyunyan et al. 2008, A.Ap. 488, 383) and SNID (Blondin and Tonry 2007, Ap.J. 666, 1024).

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