



The Media and Weather

A User and
A channel to End-Users



Weather in the Media

- ◆ Different Solutions in Different Places
 - USA - Private Sector dominant
 - Europe - Mix of public and private sectors
 - Asia - Private Sector but strong government overview
 - Africa - Mainly Public Sector
- ◆ Very different demands





Weather in the Media

- ◆ Information Needs:
 - Actual Reports
 - Satellite Images
 - Radar
 - Other near-real-time data
 - Model Data
 - Interpretation and Advice
 - Warnings





Weather and the Media

- ◆ Importance of Presentation
 - Strong Visual Imagery – TV
 - Good scripting and voice quality – Radio
 - Quality Writing and Pictures – Print Media
 - Colour, Design and Animation – Web
- ◆ NMHSs need to place more emphasis on these aspects.





Considerations of Water

- ◆ Need one point of contact
- ◆ More Streamlined structures – clear focus of responsibility
- ◆ Possible services include
 - Flood Modelling
 - Warnings
 - Drought Information





Climate Considerations

- ◆ Potentially a major news item.
- ◆ Needs:
 - Education
 - Comprehensive Updates
 - Authoritative Comment



Developed / Developing

- ◆ A continuum of experiences
- ◆ Developing
 - Information not fully exploited
 - Technological roadblocks
 - Education aspects
- ◆ Developed
 - Must fight to retain recognition
 - Science / non-Science issues



Weather Decisions

- ◆ Based almost entirely on:
 - News Value
 - Quality of Visuals
 - Quality of Presentation





Changes over Time

- ◆ Driven by technology
 - Computer Weather Graphics
 - Turnkey solutions wanted
- ◆ Global reach of broadcasters
 - Concept of a national weather broadcast disappearing
 - Global reach and local detail



Changes over Time

- ◆ Climate Change Debate
 - Greater awareness of the big picture
 - Tendency to deal with the political aspects
 - Careful language of science is at odds with media needs
 - Responsibility to put forward a coherent, realistic view



Have Weather Providers kept pace?

- ◆ A patchy response
 - Some NMHSs are very developed (a minority)
 - Problem of investment in technology
 - People, Time and Money
- ◆ A widening gap between those who are fully engaged, and those who are not.





Weather and the Media

- ◆ **A challenging relationship**
 - For both sides
 - Different languages – different mindsets
- ◆ **Limitations of Use:**
 - Time
 - Complexity of message
 - How weather presentation is perceived; a service or an ego-vehicle



Weather and the Media

- ◆ Decision making must be seen on two levels
 - **Media as End-User**
 - Stronger Images
 - Stronger Personalities
 - Timely service
 - **Media as a Medium**
 - Accuracy
 - Good Delivery



Media-Weather Impacts

- ◆ Potentially enormous
- ◆ Could have a global impact in the case of Climate Change
- ◆ Building credibility for weather broadcasts is still an important issue
 - Especially for Web and other new electronic media

