

Media Delivery of Services to Users

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Media Delivery of Climate Services

- Print
- Radio
- TV
- SMS
- Facebook
- Twitter
- Other Social Media

Brief History

- Dormant/Inactive 1999/2000
- Daily weather products on TV and radio
- Respond to crisis-such as droughts, floods
- Covered specific products such as Seasonal Climate Forecasts thanks to ICPAC
- Mistrust and limited understanding of science and media

Evolution

- Passive phase to active participation in products dissemination
- Deliberate development of dissemination coupled with capacity building of the media in the GHA and SADC
- Formation of NECJOGHA instrumental in keeping the media together with ICPAC and the NHMS in the GHA

Evolution (Continued)

- NECJOGHA supported SADC to start a Network in collaboration with WMO, IRI, DMC Harare and NHMS in SADC
- Momentum in SADC unfortunately collapsed
- NECJOGHA in the meantime continued with capacity building and other activities in the region and elsewhere including an active website www.necjogha.org

Capacity Building Activities

- Expanded range of coverage beyond weather and climate information to include disaster risk, climate variability and climate change
- In collaboration with others we have initiated an Annual Climate Communication Conference, created an interactive social website, held several training workshops, media houses more participatory

Print

- Forefront in enhancing service delivery and has played a leading role in bringing on board other media players
- Capacity built to disseminate in several countries in the eastern, southern and west Africa
- Capacity building built in the print media as an entry point

Print Limitations

- Coverage limited to the areas circulation
- Reading culture concentrated among the urban based elite
- The readership in general does not consider subject matter of priority interest
- Illiteracy, poverty and negative attitude towards climate issues

TV

- Daily weather popular but sourcing of broadcast materials sometimes problematic
- Kenya, Uganda and Tanzania have had specialized programs to assist the TV stations with building broadcast capacity
- Need to build a critical mass of TV climate journalists

Radio

- Most widespread form of media communication
- Popular and Cheap
- Public confidence
- Accessibility
- Appropriate for rural communities, urban poor and affluent as well
- Most suitable for policy and government programs dissemination
- Ideal for NGOs development communication

SMS and Mobile Telephony

- Of growing importance and relevance especially for urgent on the spot messages
- DRR communication
- Climate forecasts- long and short-term
- Weather forecasts also relevant. The Lake Victoria safety program is being tried out in Uganda (Met-NMS and WMO, Eriksson and MTN), other similar programs are in the pipeline

Face-book and Twitter + Others

- Social media is now very popular
- It is effective when handled properly
- Requires advance planning and foresight in the impact of the disseminated products
- For instance the original message may get distorted several times down the communication path as it is a free social network that the originator of the message has little control over.
- Message is left at the mercy of the general public and subject to emotions and abuse etc

The IWMF Reporting on Women and Agriculture in Africa

- Can borrow a leaf from the International Women's Media Foundation RWA program
- Africa program being carried out in Zambia, Mali and Uganda
- Carefully planned and developed to target journalists, Media Houses (Centres of Excellence)- Zambia National Broadcasting Corporation, Times of Zambia, Radio Kledu, Lessour Newspaper, the Daily Monitor and Uganda Broadcasting Corporation

Borrowing a Leaf

- Over 60 trained journalists
- Media houses given capacity through equipment support-laptops, recorders, microphones
- Skills developments
- Building of sources
- Field training helped in rural areas, research facilities, NGOs and identifying best practices, performing farmers, technology demos, women voices, policy etc etc

Borrowing a Leaf-Why it has worked

- Scoping study
- Trainers recruited and trained
- Curriculum spread over 2 years
- Identification of COEs
- Skills audit
- Selected core trainees
- Newsroom and editorial involvement
- Monitoring of performance through a monthly report of outputs, quality and assessment of individual performance
- Monitoring and evaluation tools include quantity, quality and diversity of outputs

Theory and Field Training

- $52 \times 8 = 416$ hours $\times 2 = 832$ hours of theory
- $12 \times 2 = 24$ days of field training
- Several hundred hours of individual mentoring program to the trainees after the first year of training

Sustainability Issues

- Job performance, number of women in articles as sources, authors, managers etc
- Started an agricultural beat at most of the media houses
- Products at Daily Monitor an 8 page pullout and a weekly farming program at UBC. The media houses have linked with the marketing depts to own the products. Similar developments in Mali and Zambia

Designing a Project that will work

- Design a training programme that will involve
- Media houses
- NMHS
- Have a curriculum developed out of researched issues surrounding the subject matter
- The training involves theory and practice
- Trainees
- Performance quality indicators (for IWMMF several journalists have been promoted and others won awards)
- Sustainability

Way Forward

- NMHS in the Eastern and Southern Africa countries and partners could put their heads together to help develop a training program to produce a critical mass of journalists to spearhead enhanced delivery of services to end users
- Public awareness needs to attract the public not lecture to them. Turn process into a two way affair involving them in discussions and voicing their concerns and reflecting their opinions in the articles
- Moving away from official/authoritative to sector related reporting towards development journalism rather than reportage.

Lets Now Discuss

Thank You

