

**Media Training Course, Geneva
(20-24 February 2006)**

Training Course Impact Evaluation

Introduction

The **Media Training Course** was held in Geneva, Switzerland from 20 to 24 February 2006. The objective of the Course was to equip participants with improved communication and presentation skills as an important element of public weather services aspects of National Meteorological and Hydrological Services (NMHSs). There were eight participants from different NMHSs. These were: Benin, Georgia, Malaysia, Slovenia, Costa Rica, Jamaica, Peru and South Africa. In order that lessons learned from this training event may serve as an input to the planning of future events, an evaluation of the impact of the training on the trainees themselves on the one hand, and the NMHSs on the other, was carried out.

Evaluation Methodology

The evaluation was carried out through sending questions to the Permanent Representatives of beneficiary Member countries in form of a letter. The questions sought responses on:

1. The impact of training received by participants on improving their communication and presentation skills;
2. How the skills and knowledge gained during the training have been applied in the NMHSs.

Summary of Evaluation Results

Seven out of eight NMHSs which participated responded to the letter. The summarised responses from NMHSs are annexed. Below are the general conclusions:

1. Almost all the participants from the seven NMHSs which responded are deployed in weather dissemination positions and therefore the skills acquired at the training event are being utilised;
2. Almost all the participants have taken the initiative of passing the knowledge to other members of staff serving in service delivery, within the NMHS and are also applying the skills they learned;
3. Improvement in communication and presentation skills was expressly reported by almost all participants hence this primary goals of the training event was achieved;
4. Application of knowledge by NMHSs is indicated to largely benefit TV and radio presentations;

Conclusions

1. The objective of the course, which was to equip participants with improved communication and presentation skills was achieved;

2. Passing of knowledge to colleagues in NMHSs by the participants vindicates the high value the participants attached to the training event, and is providing a multiplier effect in spreading acquisition of skills in NMHSs;
3. While improvement to radio and television presentations will definitely benefit from this training event, no participant indicated how they will apply their skills to presentations on the Internet or on the print media. These could be areas that need to be considered for future events.

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Training Course Impact Evaluation: - Summarised Responses from NMHSs

Country NMHS	Participant	Impact on communication and presentation skills	Application of skills and knowledge by NMHS	Other Comments
Benin	Antoine Nassara		No response	
Georgia	Marine Anabidge	Positive assessment	Positive assessment	
Malaysia	Mohd Anip Mohd Hisham	- Mr. Hisham, the participant has shared his weather presentation skills with other forecasters - Forecasters who have learned from Mr. Hisham have improved their performance during live interviews.	- It is planned that the participant will use skills he acquired during training in a weather studio for broadcasting of severe weather, earthquake and tsunami information.	
Slovenia	Branco Gregorcic	- Skills learned at the training were passed on to more people through an internal briefing organised for all forecasters;	- Improvement in weather presentation on radio and television. - The participant is active in radio weather presentation	- NMHS found the guide, WMO/TD no. 1278, 'Guidelines on Weather broadcasting and use of Radio for delivery of Weather Information' very useful
Costa Rica	Mario sanchez	- Trained 3 new weather forecasters on presentation skills - Trained a lady journalist on weather presentation	Ready to have participant train others in the Region.	
Jamaica	Rohan Brown			
Peru	Mariam Diaz Vera	- Improved presentation skills - In developing guidelines for evening weather presenters using skills learned	Applying the skills learned: - in TV weather presentation - Expanding to now serve private TV channels in addition	Want to hold a workshop for meteorologists but require funding.
South Africa	Kentse Setshedi	- Improved TV and radio communication skills of forecasts and warnings; - Skills learned at the training were passed on to more people at the South Africa Weather Service and the media.	- Education of media, forecasters; - Improved service to local communities; - Interaction with users and the public enhanced.	- Assisted in setting up of a local radio network for press releases and early warning