

TT Service Delivery, Media and Communication

Members:

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Cooperation with: Group of NHMSs public affairs officers

Activities in 2015

Two highly relevant sessions at EMS/ECAM conference:

- ① Media and Communication session – different aspects of communication
- ② Delivery and communication of impact based forecasts and risk based warnings

Workshop Communicating Climate Change – organized jointly with WMO

29 participants: scientists, public affairs officers, weather presenters, artists



Collection of examples of good practice:

- ① Outreach & Communication projects
- ② Journalistic achievements
- ③ Life achievements in communication
- ④ TV weather forecasts

Information sharing

Presentations, Workshop Outcomes, Examples of Good Practice, Presentations – each year published on DVD; partly available also on EMS web site (<http://www.emetsoc.org/>)

European Meteorological Society
Activities on the Interface of Journalism and Meteorology
Communication and Media activities at the 15th Annual EMS Meeting
Sofia, Bulgaria, 7 – 11 September 2015

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Communication Training Workshop
(organized jointly with RMetSoc) offered in
Sofia in September 2015

canceled – not enough participants

Working visit to Macedonian met. Service – NHMS and Communication

Topics: communication is essential for effective service delivery, communication skills, communication plan, engagement with journalists, stakeholders, general public, communication channels, use of social media to deliver information

Problems:

- ① WMO RA VI is not represented uniformly in our activities; limited outreach
- ② Lack of resources for mentoring activities and assistance
- ③ Communication still not fully recognized as essential tool for service delivery

Plan for 2016

- ① Based on WMO survey find out gaps in service delivery in WMO RA VI
- ② Organize a workshop on Implementation WMO Strategy for Service Delivery (only if resources will be available)
- ③ Mentoring – if there will be any resources
- ④ Communication Workshop in cooperation with WMO CPA unit
- ⑤ Communication and Media Sessions at EMS/ECAC in September in Trieste
- ⑥ Collection of examples of good practice in communication