

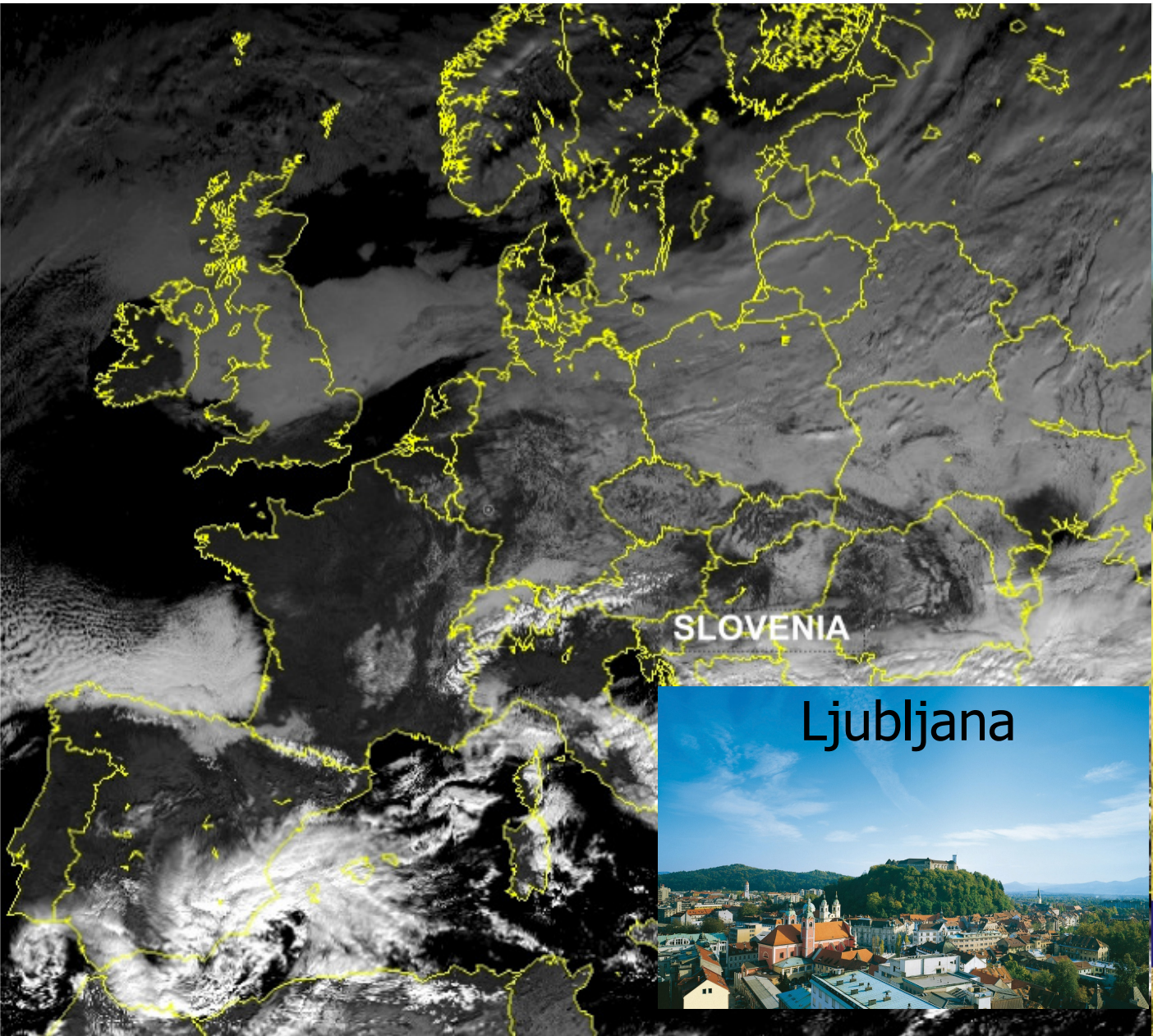


European Meteorological Society
Media and Communication Team

Media and Outreach Activities and Networks in Europe

Tanja Cegnar

Seattle, 25 Januar 2017



SLOVENIA

Ljubljana



Vreme na Televiziji Slovenija



EMS Media and communication team



Inge Niedek



Tanja Cegnar



Rasmus Benestad



Jay Trobec



Gerald Fleming

Media and communication team since the EMS was established

Terms of reference:

- Role of communication in meteorology
- How to place media into a scientific conference?
- Broadcast meteorologists / journalists moderators?
- Collecting and sharing examples of good practice
- Capacity building
- **Difficulties:** different language, countries, tradition, media

Established session among scientific topics



Speakers at Media and communication sessions (examples from Sofia and Prague)



Reach out to a broader audience with digital publications

Started in 2004,
produced annually



Publications – digital collection of presentations

European Meteorological Society:
Activities on the Interface of Journalism and Meteorology
Communication and Media activities at the 13th Annual EMS Meeting
Reading, United Kingdom, 9 – 13 September 2013

Published by Ministry of Agriculture and the Environment
Slovenian Environment Agency
Vojkova cesta 1b, Ljubljana, Slovenia
<http://www.arso.gov.si>

Editor Tanja Cegnar

Authors R. Benestad, T. Cegnar, J. P. Céron, D. Cotgrove, R. Drost,
M.-L. Finstad, G. Fleming, N. Fletcher, P. Giannopoulos,
K. Goa, C. Hewitt, A. Jol, R. Jones, S. Kalvig, J. Libarkin,
L. Lindström, E. Löwendahl, C. McSweeney, A. Persson,
J. B. Reisman, D. Schulze, C. Steffke, J. Trobec, T. Ulbrich,
C. Viel, M. Williams, D. Ziakopoulos

Design Klemen Blokar

Ljubljana, 2013

CIP - Kataložni zapis o publikaciji
Narodna in univerzitetna knjižnica, Ljubljana
551.5:659.3(082) (086.82)

EUROPEAN Meteorological Society. Media Session (2013 ; Reading)
Communication and media [Elektronski vir] / European Meteorological
Society, EMS Media Session, 13th Annual EMS Meeting, Reading, United
Kingdom, 9-13 September 2013 ; authors R. Benestad ... [et al.] ; editor
Tanja Cegnar. - Ljubljana : Ministry of Agriculture and the Environment,
Slovenian Environment Agency, 2013

ISBN 978-961-6324-50-2
1. Gl. stv. nasl. 2. Benestad, Rasmus E., 1968- 3. Cegnar, Tanja 4.
European Meteorological Society. Annual Meeting (13 ; 2013 ; Reading)
269946112



Publications – digital collection of presentations

On USB drive, click on StartHereEMSMedia

Take your copy



Collecting and sharing examples of good practice

- Several EMS Media awards
- Selection committees nominated by EMS Council
- Announced on the EMS web site
- Awardees are presented on the EMS web site, in Programme booklet, digital media publication, they deliver a presentation at the EMS Annual meeting, receive a certificate and a trophy
- Awarded projects, works are promoted as examples of good practice

Media awards

- EMS Best TV weather forecast – opened worldwide
- EMS Journalistic award
- EMS Broadcast award
- EMS Outreach and communication award

Highlighting outstanding accomplishments





EMS Best TV weather forecast - started in 2007



The European Meteorological Society announced the EMS Award: The best TV weather forecast of 2007. Broadcast meteorologists were invited to submit a video clip for presentation at the EMS Annual Meeting and European Conference on Applications of Meteorology.

The Award was presented during the Media Session of the 7th EMS Annual Meeting and 8th European Conference on Applications of Meteorology 2007 in San Lorenzo de El Escorial, Spain.

The Award/Trophy was handed out to Francis Wilson.

Trophy: Harlequin, bronze
Author: Stipe MILIČIĆ



Watching examples of TV weather forecasts



EMS Broadcast Meteorologist Awards

EMS Broadcast Meteorologist Award 2007



The European Meteorological Society Broadcast Meteorologist Award was announced to honour life achievement of an outstanding broadcast meteorologist.

The Award was presented during the Media Session of the 7th EMS Annual Meeting and 8th European Conference on Applications of Meteorology 2007 in San Lorenzo de El Escorial, Spain. The awardee was a special guest at the Media Session of this conference.

The Award was handed out to José Antonio Maldonado.

José Antonio Maldonado was born in 1944 in Sevilla. After his graduation in Physical Sciences at the University of Seville, in 1970 he joined the »Cuerpo Facultativo de Meteorólogos«. He remained at the National Institute of Meteorology until January 1986, when he joined TVE.

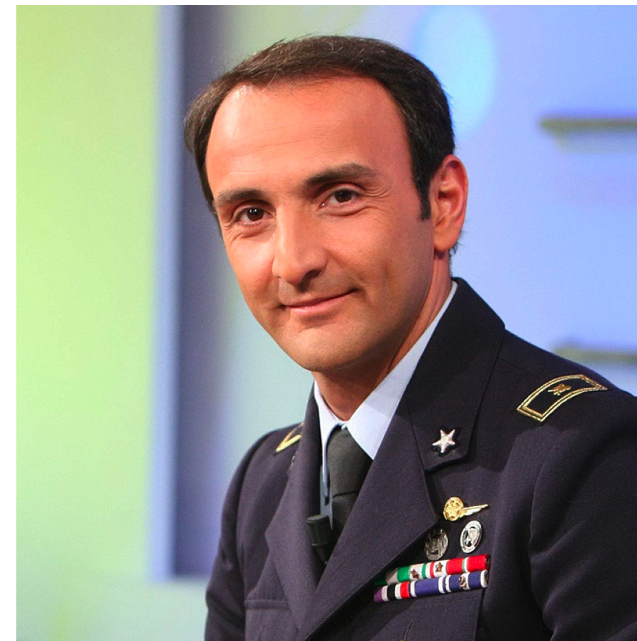


His entire professional career at TVE has been linked with weather information. As responsible for weather information at TVE he gives special attention to information structuring in order to bring the information in an easy understandable way to the viewer.

How to build credibility?

Presentation on tips how to build credibility and a successful professional career in the media

Examples of good practice - EMS broadcast award for an outstanding career with the media





Including artists in communication of weather and climate

Movies explaining weather and climate



Impact of weather on humans, plants, animals

UV index

Wind chill index

Pollen concentration

Air pollution

Bio-weather forecast

Information for farmers

Place of weather forecasts in the News

- Mostly well defined time and duration (1, 2 maybe 3 min)
- Little or no flexibility
- Extreme weather covered by journalists, interviewing meteorologists
- Weather sells commercials
- No way to interrupt with weather information
- Mostly studio, blue/green box or video wall
- Separate from the main news

Graphics

- TV channels want to have a particular graphics that is recognizable
- Recognized that too much animation and fancy details could be distracting
- Flexibility of graphics, potential to expand to new products
- Interactivity
- Corporate identity

NHMSs and TV weather forecasts

- Many NHMSs cooperate directly with TV channels (mostly the national ones)
- In some countries weather broadcasters are employees of NHMSs
- It is in the interest of the NHMSs that weather information is delivered timely and tailored to the audience
- NHMSs are in particular interested in **warnings** – „single voice authority“
- Countries have different legislation; different position of NHMS

Warnings – Meteoalarm web site

meteoalarm
alerting europe for extreme weather

EUMETNET
The Network of European Meteorological Centres

Start | News | About Meteoalarm | Help | Terms and Conditions | Links | Display Options

» Europe:

Created: 22.01.2017 16:52 CET | Valid For: 22.01.2017

Weather warnings: Europe

Awareness Reports - You can find detailed information about the warnings in the awareness reports issued for each country. Select the relevant country.

AT		
BA		
BE		
BG		
CH		
CY		
CZ		
DE		
DK		
EE		
ES		
FI		
FR		
GR		
HR		
HU		
IE		
IT		
LT		
LU		
LV		
MD		
ME		
MK		
MT		
NL		
NO		
PL		
PT		
RO		
RS		
SE		
SI		
SK		

Transition from what weather will be to what weather will do

- Cooperation with WMO PWS
- Increase the reach out to community
- Work for safety and benefit of community

- Still a lot of work to be done
- Not anymore only meteorology, interdisciplinaty is the key issue
- Information, knowledge, database

Different countries, different nations, culture, channels

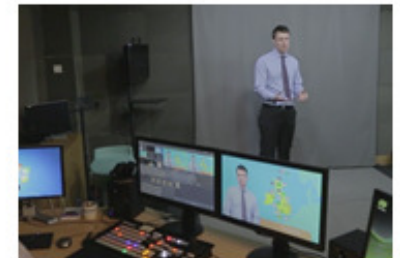
Example of
UK Met Office



Our production resources

Established content team for about 2.5 years. This includes:

- Video production
- Graphic design
- Animation
- Media studio (including live broadcast capability)
- Writing
- Storyboarding
- Content optimisation (including SEO)
- Lots of good will!



Certification? Professional meteorologists journalists, moderators

- There is no European certification scheme
- Some countries have it (e.g. UK)
- There is a need for it, but there are many differences between countries
- EMS started and suppressed the project
- Initiatives emerging again
- Code of ethics

Cooperation with WMO - PWS





Cooperation with AMS

Jay Trobec



Cooperation with IABM



Presentation skills? Training workshop



Workshop How to communicate climate change



Communication Workshops in cooperation with WMO, EUMETSAT



Communication Workshops in cooperation with WMO, EUMETSAT



Bringing the conference to local population – Science cafe



International weather forum

Some of you are familiar with IWF organized by French Meteorological Society

Different concept

Mostly different participants

European Meteorological Society Annual Meeting 2017

The EMS Annual Meeting:

European Conference for Applied Meteorology and Climatology 2017 will be held from 4 to 8 September 2017 at the Helix Conference Centre Dublin, Ireland

Conference theme:

Serving Society with better Weather and Climate Information

<http://www.ems2017.eu/>