

Media and Outreach Activities and Networks in Europe

Tanja Cegnar

The EMS and AMS regularly send delegates to each other's Annual Meetings. At the most recent EMS Annual Meeting, in Trieste, Italy, AMS President Fred Carr was in attendance. The EMS Council at its spring meeting in 2016 in Berlin gave me the mandate to deliver a presentation at the AMS 2017 in Seattle on behalf of the EMS. I am honored that I had a chance to be there as an EMS delegate delivering a talk at the Presidential Town Hall Meeting: EMS Lecture – Media and Outreach Activities and Networks in Europe.

The presentation was an outline of the media and communication activities under the EMS umbrella. Members of the EMS Media and Communication Team are Jay Trobec (liaison with AMS), Inge Niedek (liaison with IABM), Gerald Fleming (liaison with WMO), Rasmus Benestad (liaison with Real climate), and myself (Chair of the team). Besides, we are chairs and members of the selection committees of media awards and organizers of media and communication sessions and workshops at EMS Annual Meetings.



Before the panel

Media and communication has been one of the topics of interest within the EMS since it was founded. Media and communication session is one of the regular sessions at each EMS annual meeting. One of our missions is to collect and share examples of good practice, for this purpose we have established four media awards. Let me briefly outline these media awards and highlight that one of them, the EMS TV weather forecast award call, is opened to broadcasters from the whole world. The deadline for submissions is 2 June 2017. The other three awards are presented only to Europeans.

TV Weather Forecast Award

The TV Weather Forecast Award is presented to individuals to acknowledge best practice in communication of meteorology. The Award is presented annually in form of a trophy.

Broadcast meteorologists are invited each year to submit a video clip of a weather forecast, produced during the period given in the announcement, for presentation at the EMS Annual Meeting of the respective

year. All broadcast meteorologists who submit a video clip are eligible for the TV Weather Forecast Award, no regional restriction applies for this award.

The Award is normally presented during the EMS Annual Meeting and the forecast highlighted on the EMS website Best Practice section.

For more information see:

<http://www.emetsoc.org/awards/media-awards/tv-weather-forecast-award/>

EMS Broadcast Meteorologist Award

The EMS Broadcast Meteorologist Award is presented to honour life achievement of an outstanding broadcast meteorologist. The Laureate is invited to attend the EMS Annual Meeting.

The Award is given biennially. The next call for nominations will be issued in spring 2018.

For more information see:

<http://www.emetsoc.org/awards/media-awards/ems-broadcast-meteorologist-award/>

EMS Outreach & Communication Award

The Outreach & Communication Award is presented to projects that explore new ways to communicate the science of meteorology, climatology and related fields and its consequences to the general public. The Award is presented in form of a trophy during the EMS Annual Meeting.

Projects or candidates may be proposed by EMS Member Societies, EMS Associate Members and individual members of EMS Member Societies, individual members of the EMS Council and the Media Team, or individual members of the select committee.

For more information see:

<http://www.emetsoc.org/awards/media-awards/ems-outreach-communication-award/>

EMS Journalist Award

The EMS Journalist Award, launched in 2014, aims to highlight outstanding examples of journalism in the field of meteorology or climate science. Publications that successfully inform and educate the general public are vital to bridge the communication gap between science and society. The award is given biennially.

For more information see:

<http://www.emetsoc.org/awards/media-awards/ems-journalist-award/>

Workshops

Part of presentation was dedicated to the workshops organized during the EMS annual meetings. Some of them were training workshops designed to improve communication skills in general and in communication of climate change. Besides, we have organized several communication workshops in cooperation with World Meteorological organization and EUMETSAT.

TV weather forecasts in Europe

Briefly the main characteristics of weather information on TV in Europe were highlighted. Weather forecasts have well-defined timing and duration, mostly we do not have a chance to interfere with the regular

program on TV, and we are far from having the power to interrupt the programme with weather information and warnings. In Europe, we have in common a Meteoalarm with defined methodology on warnings. Single voice authority is (mostly) respected. On many TV channels, weather presenters (moderators or journalists) convey weather information on screen, but some of the national meteorological services send their employees to deliver TV weather forecasts, because they realize that keeping in touch with the audience is important for their brand and credibility, but also to be sure that the general public gets the most accurate and reliable information. There are also many TV channels that employ professional meteorologists to prepare and deliver the TV weather forecasts. Unfortunately, we do not have an European certification scheme in place, although few countries have it, but as far as I know none is designed in particular for weather broadcasters.

Join us at EMS 2017 in Dublin

Of course, you are invited to attend the EMS Annual Meeting in Dublin, and to submit abstracts. Also submissions of TV clips for the EMS TV weather forecast award are invited. EMS Media and Communication Team is publishing digital publications with presentations, workshop's summaries and recommendations each year. USB drives with communication presentations delivered at the EMS meeting in Trieste were distributed to the audience in Seattle, but many will be available for distribution also during the EMS conference in Dublin. Information about the EMS Annual Meeting 2017 in Dublin is available at

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

Panel

Presentation was followed by a panel of AMS Certified Broadcast Meteorologists moderated by a Commissioner Maureen McCann, a broadcast meteorologist in Orlando, FL. The panel included Alex Garcia (KABB, San Antonio, TX), Erica Grow (WNBC, New York, NY), John Morales (WTVJ, Miami, FL), and Rob Eicher, WHDH, Boston, MA, some other distinguished colleagues were in the audience. We focused on industry practices and challenges in both the United States and Europe. There were many questions and comments from the audience, unfortunately, time for the event was limited.