

DHMZ vremenske prognoze u medijima

Croatian NMHS's weather forecasts in media

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Outline

- A few words about structure of Weather Analysis & Forecast Division in Croatia

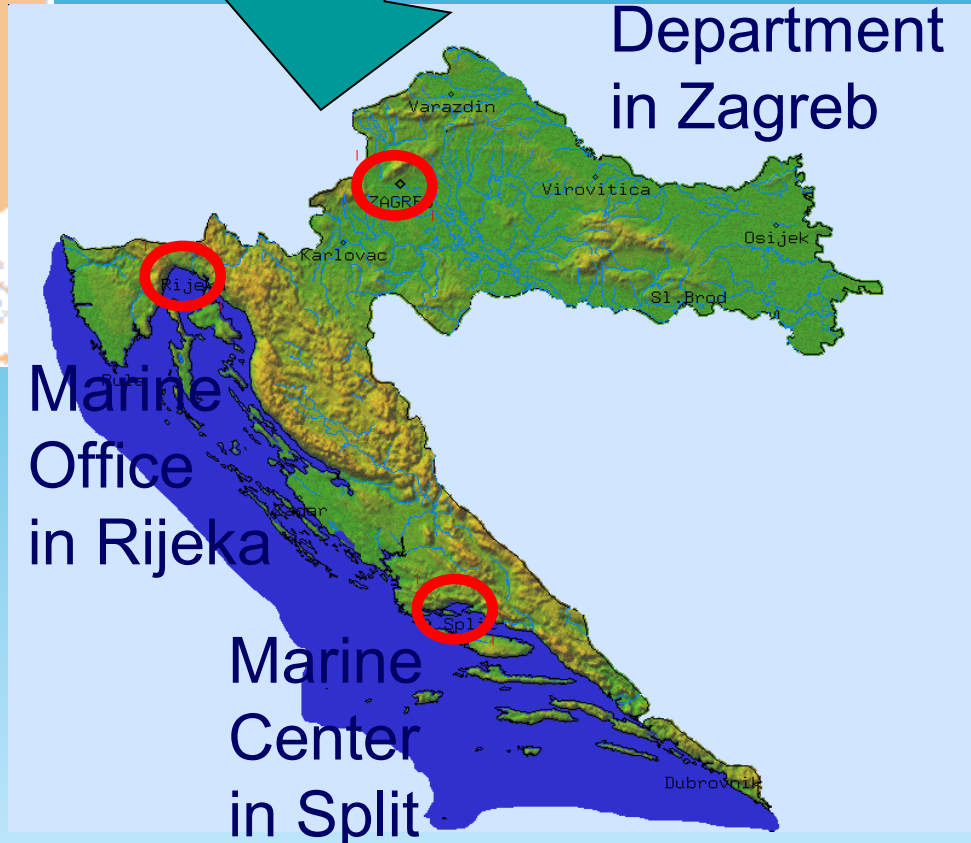
- Communication to Media
 - Web
 - Newspapers
 - Radio
 - television



National Meteorological & Hydrological Service
Zagreb, Croatia

Many divisions, one of them is
Weather Analysis
& Forecast Division

Weather
Analysis and
Forecast
Department
in Zagreb



Marine
Office
in Rijeka

Marine
Center
in Split

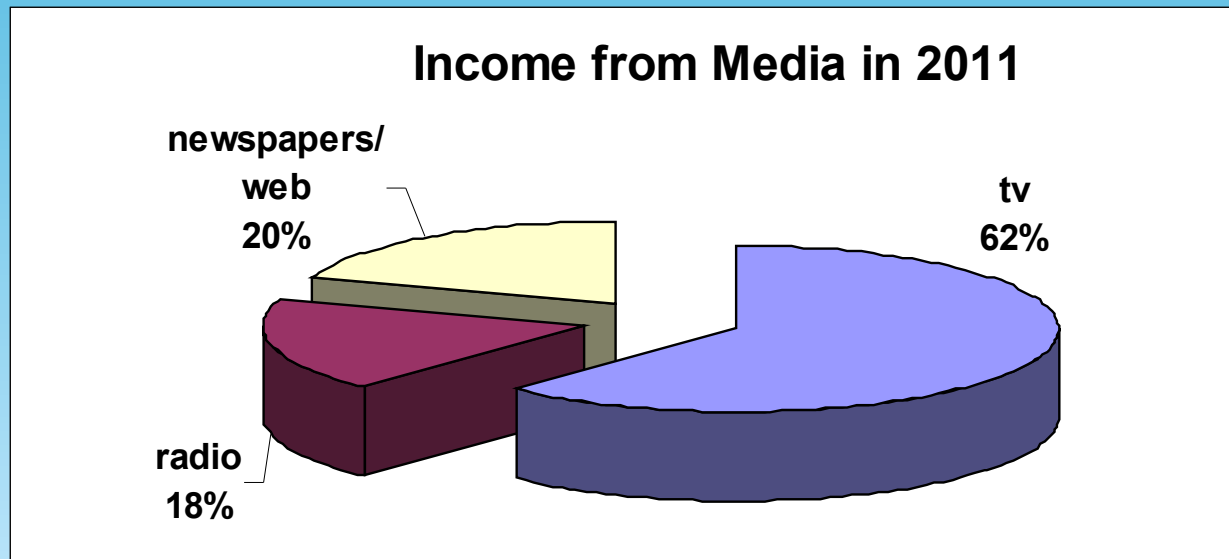
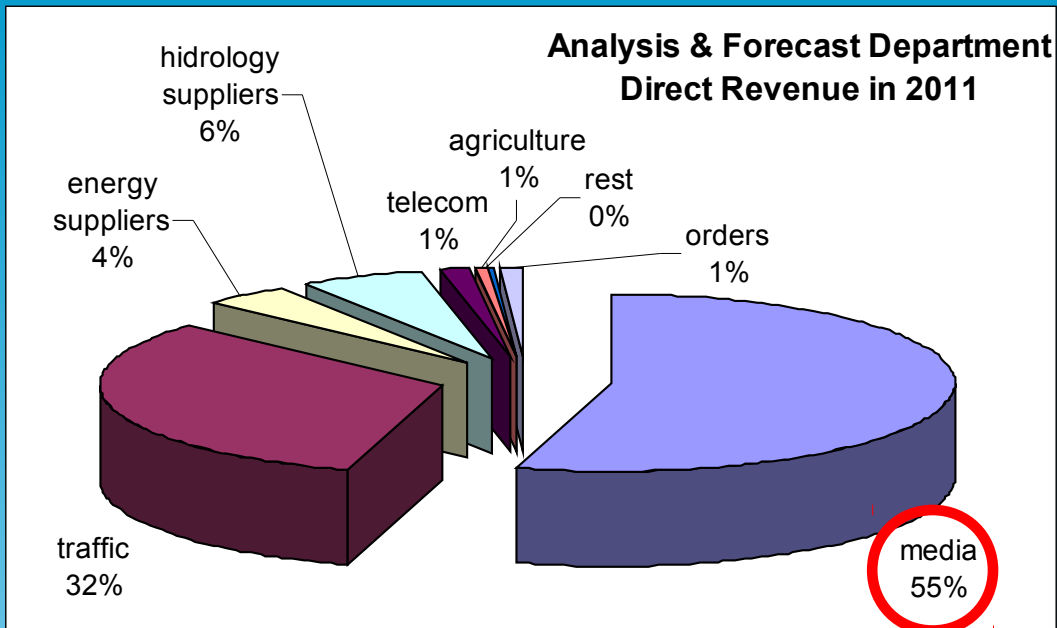
Daily jobs and products –
area of expertise:

- Nowcasting
- Short - range weather forecasting
- Medium - range weather forecasting
- Monthly forecasts (twice per month, on Friday)
- Seasonal forecasts (once per month, between 10th and 15th)

Users

- General public
 - radio, tv, newspapers, web (& facebook), sms, mms, telephone service...
- Special customers
 - civil services, fire department, agriculture, roads, engineering, mine-disposal, water and power management, tourism ...





Communication to Media – web - www.meteo.hr



Državni hidrometeorološki zavod

Aktualni podaci **Prognoze** Klimatologija Kvaliteta zraka Biometeorologija Hidrologija Agrometeorologija

5. 3. 2012. 23:30

Upozorenja na opasne vremenske pojave
Nema.
5.03.2012. u 13h » opširnije

Hrvatska danas:
U središnjim i istočnim kopnenim krajevima djelomice ili pretežno sunčano. U ostalom dijelu unutrašnjosti i na Jadranu promjenljivo oblačno ... » opširnije

Zagreb danas:
Pretežno sunčano uz uglavnom slab vjetar. Najviša dnevna temperatura zraka od 9 do 11°C. » opširnije

Pomorci-situacija:
Plitko ciklonalno polje nad srednjim Sredozemljem i Jadranom podržava promjenljivo vrijeme. » opširnije

Biometeorološka prognoza danas:
Biometeorološke prilike će biti vrlo nepovoljne. Meteoropati će biti razdražljivi, patit će od glavobolje i nesаницe, a ... » opširnije

Agrometeorologija: stanje 22.02.2012-29.02.2012
U proteklih sedam dana minimalne vrijednosti temperature zraka u kontinentalnoj Hrvatskoj spustile su se do -8,5°C koliko je izmjereno u Osijeku (Zavižan -12,0°C). Uzduž Jadrana ... » opširnije

Sinoptičke postaje
Zagreb-Maksimir

Zagreb-Maksimir 05.03.2012 u 22 h	
temperatura	5 °C
rel. vlažnost	56 %
tlak zraka	1021.8 hPa
smjer vjetra	sjeverni N
brzina vjetra	01 m/s
naoblaka	pretežno vedro
pojave	-
osjet ugode	hladno

Radiondažne postaje

- Zagreb-Maksimir
- Zadar-Zemunik

Web kamere

- Zagreb Grič
- Split

ALADIN/HR
karte prognoza
3 dana

ECMWF
karte prognoza
7 dana

Praćenje suše
razdioba oborine
Projekt DMCSEE

6th HyMeX Workshop
7 - 10 May 2012 Primošten, Croatia

METEOROLOŠKI IZAZOVI
METEOROLOGIJA U FOKUSU JAVNOSTI
ZNANSTVENO-STRUČNI SKUP
HRVATSKOG METEOROLOŠKOG DRUŠTVA
6.-7. ožujka 2012., TEHNIČKI MUZEJ, Zagreb

Priopćenja, osvrta i zanimljivosti

meteoalarm
alerting europe for extreme weather

O nama

- Usluge i produkti
- XML za korisnike
- Zahtjevi korisnika
- Priopćenja
- Uvjeti
- Dokumenti
- Natječaji
- Publikacije
- Zanimljivosti
- METLAB
- Knjižnica DHMZ-a
- Obrazovanje

Vidjeli ste pijavicu/tornado?

warnings

forecasts

Communication to Media – web - facebook



facebook Traži

vrijeme i prognoza DHMZ

Zajednica · Uredi informacije



Zid

Podijeli: Status Fotografija Poveznica Video zapisi Pitanje

Napiši nešto...

vrijeme i prognoza DHMZ
Upozorenja na opasne vremenske pojave
Na Jadranu ujutro i navečer mjestimice umjerena i jaka bura.

Zidne fotografije



Svidi mi se · Komentiraj · Podijeli · Prije 3 sata/1

vrijeme i prognoza DHMZ
Prema izracunima modela do 6. 10. nema značajnije oborine :(
462 prikaza · 1,08% povratne informacije
Svidi mi se · Komentiraj · Podijeli · Prije 16 sata/1

Koraljka Juričić se ovo sviđa.

Pogledaj svih 4 komentara.

Bruno Pavuša Šta hocete baš nam je lijepo, da je bar ovako cijelu godinu bio bi dobre volje svaki dan :)))
Prije 15 sata/1 · Svidi mi se

Bojan Lipovscak kiša
Prije 15 sata/1 · Svidi mi se

Komentiraj...

vrijeme i prognoza DHMZ
Anticiklona = sunčano + stabilno + lijepo

Zidne fotografije



598 prikaza · 0% povratne informacije
Svidi mi se · Komentiraj · Podijeli · Jučer u 7:39

vrijeme i prognoza DHMZ
Upozorenja za sutra:



Meteoalarm - severe weather warnings for Europe - Mainpage
meteoalarm.eu
Meteoalarm, a web-based service to warn people travelling in Europe of severe weather. Meteoalarm provides up-to-the minute severe weather warnings for 30 European countries. The information is supplied by Europe's leading national weather services, and covers the most popular business and tourist d...

557 prikaza · 0% povratne informacije
Svidi mi se · Komentiraj · Podijeli · 18. rujan u 18:07

vrijeme i prognoza DHMZ
Pogledajte radarsku sliku sa Lisce (Slo). Pljuskovi uz zapadnu obali Istre...



Radarska slika padavin
www.arso.gov.si
Državne ustanove-----Predsednik vladeVlada
RSMinistrstvaPredsednik RSDržavni zborDržavni svetUstavno
sodiščeVrhovno sodiščeRačunsko sodiščeVaruh človekovih
pravicInformacijski pooblaščenec-upravaPortal upravnih
enot

548 prikaza · 0,18% povratne informacije
Svidi mi se · Komentiraj · Podijeli · 18. rujan u 18:01

Bojan Lipovscak se ovo sviđa.

Komentiraj...

vrijeme i prognoza DHMZ
Pratite hladnu frontu i formiranje ciklone na satelitskoj slici i animaciji..trenutno se na granici Italije, Austrije i Slovenije nalazi MCS (Mesoscale Cumulus System) s jakom gmljavinom aktivnošću (<http://vrijeme.hr/grom.php?id=hrvatska>).



DHMZ
vrijeme.hr
Slika naoblake geostacionarnog satelita Meteosat u infracrvenom spektru dobivene posredstvom EUMETSAT-a. Vrijeme na slici odgovara lokalnom vremenu.

843 prikaza · 0,12% povratne informacije
Svidi mi se · Komentiraj · Podijeli · 18. rujan u 9:30

Mate Potočki Jooo,da barem bude ode prave kiše u šibeniku,kako bi to volio
18. rujan u 14:03 · Svidi mi se

Komentiraj...

vrijeme i prognoza DHMZ
http://www.hrt.hr/index.php?id=151&tx_ttnews%5Btt_news%5D=130282&tx_ttnews%5BbackPid%5D=150&c-hash=29635881d9



HRT: Prestanak vrućine
www.hrt.hr
U većem dijelu Hrvatske ovo je gotovo sigurno posljednji ovogodišnji vrući vikend. U ponedjeljak, ponegdje tek u utorak, pripremite se na pad temperature, ponegdje i za desetak Celzijevih ...

722 prikaza · 0% povratne informacije
Svidi mi se · Komentiraj · Podijeli · 18. rujan u 9:22

Communication to Media – web

Meteorological and Hydrological Service of Croatia
http://meteo.hr

The screenshot shows the HRT website interface. At the top, there is a search bar and navigation tabs for 'Vijesti', 'Sport', 'Program', 'Zabava', 'Filmovi i serije', 'Dokumentarci', 'Glazbena proizvodnja', 'Mladi', 'Manjine', and 'Radio'. The main content area features a large image of a sunset over water. Below it, there are sections for 'VRJEME' (Weather) with a video titled 'Vremenska prognoza, 5.3.2012.' and 'PROMET' (Traffic) with a report titled 'Stanje u prometu'. On the right side, there is a 'METEO KUTAK' section with a small weather map and buttons for 'HTV i HR program', 'HR na zahtjev', 'HTV na zahtjev', and 'Glazbena proizvodnja'. The footer contains RSS feeds, contact information, and legal notices.

www.hrt.hr

www.24sata.hr

The screenshot shows the 24sata.hr website. The top navigation bar includes '24', 'HOME', 'NEWS', 'SHOW', 'SPORT', 'LIFESTYLE', 'TECH', 'FUN', 'REPORTERI', and 'TRAŽI'. The main content area features a weather forecast for 'Hrvatska danas 05.03. Ponedjeljak'. It includes a text description of the weather conditions and a map of Croatia with weather icons and temperature ranges for various cities: Rijeka (16°/7°), Zagreb (11°/-2°), Osijek (12°/-2°), Zadar (16°/9°), Split (17°/9°), and Dubrovnik (18°/10°). On the right side, there are sections for 'Ostali servisi' (Other services) including 'Vremenska prognoza', 'TV Raspored', 'Horoskop', and 'Izlasci i eventi'. At the bottom right, there is a large yellow banner for 'KAKO ZARADITI na INTERNETU' and a section for 'Top skijališta' (Top ski resorts).



DMHZ

6th March 2012

Chal

Communication to Media – newspapers

Average number of daily newspapers readers in Croatia

Target group:
 16 000 people
 >12 years

250 news papers

Time:
 Oct–Dec
 2011

Cooperate with NMHS

- 51% people (>12y) read at least 1 daily newspaper
- 22% don't read daily newspaper



Communication to Media – radio

DHMZ weather forecasts are officially listened on radio stations:

- Croatian Radio (HR) - national net stations
- Croatian Catholic Radio (HKR) – at the national level
- about 40 radio stations – at the local level (majority cooperate with Media servis)
- cooperation with national Croatian radio (HR) since 1953
- regular morning radio live forecasts (interviews) on Croatian radio II programme (HR2) since 1966
- after 1995 many local radio stations

today – meteorologist on duty has:

- ~ 8-10 (depends of weekday) radio live interviews
- ~ 10 voice pre-recorded reports

Communication to Media – radio

High rating radio station in Croatia

Target group:
 16 000 people
 >12 years

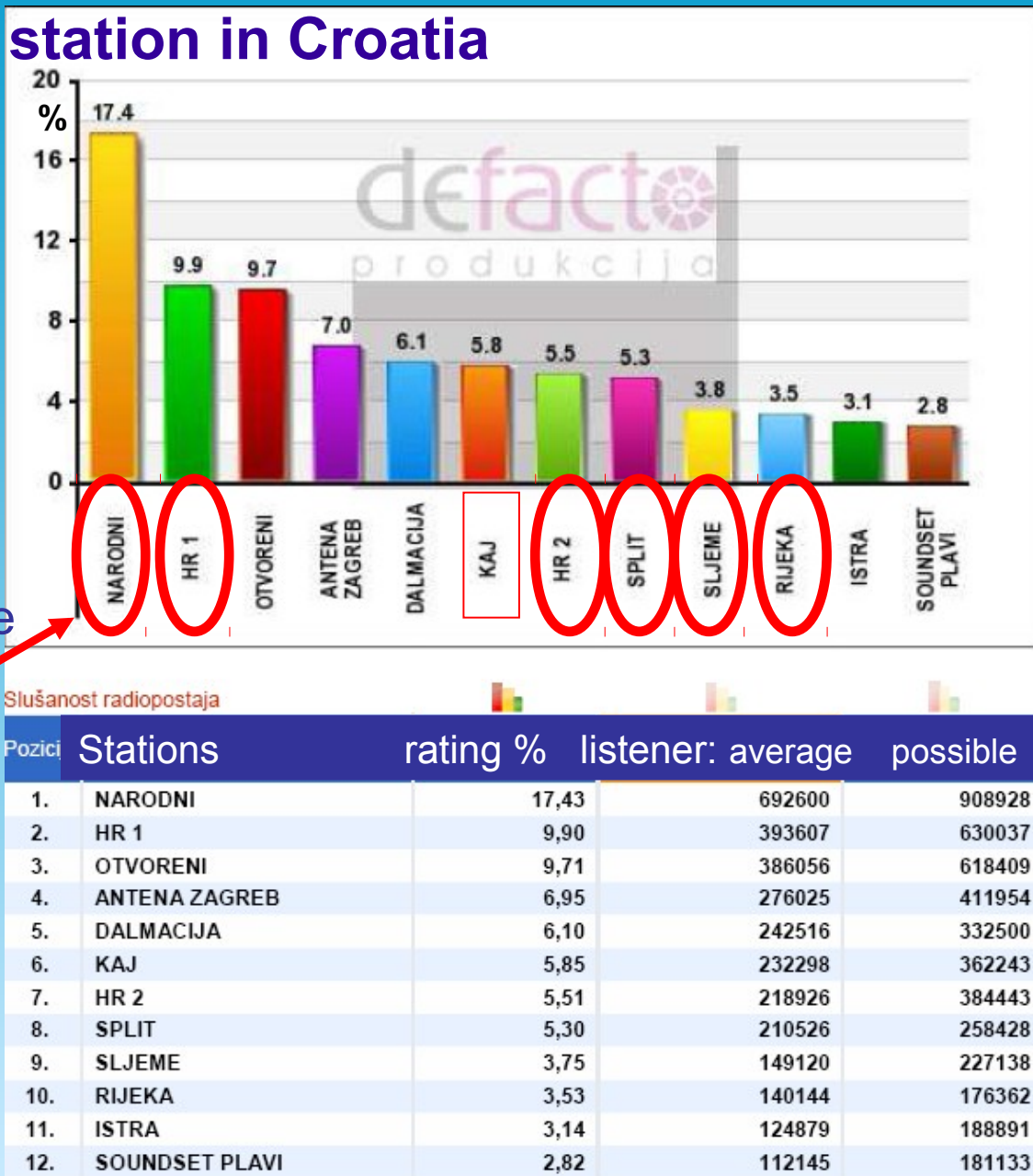
164 radio
 stations

Time:
 Jul–Sep
 2011

Source:
 Defacto produkcija

6th March 2012

Cooperate
 with
 NMHS



Communication to Media – television

High rating TV station in Croatia

Target group:
16 000 people
>12 years

44 domestic
TV stations

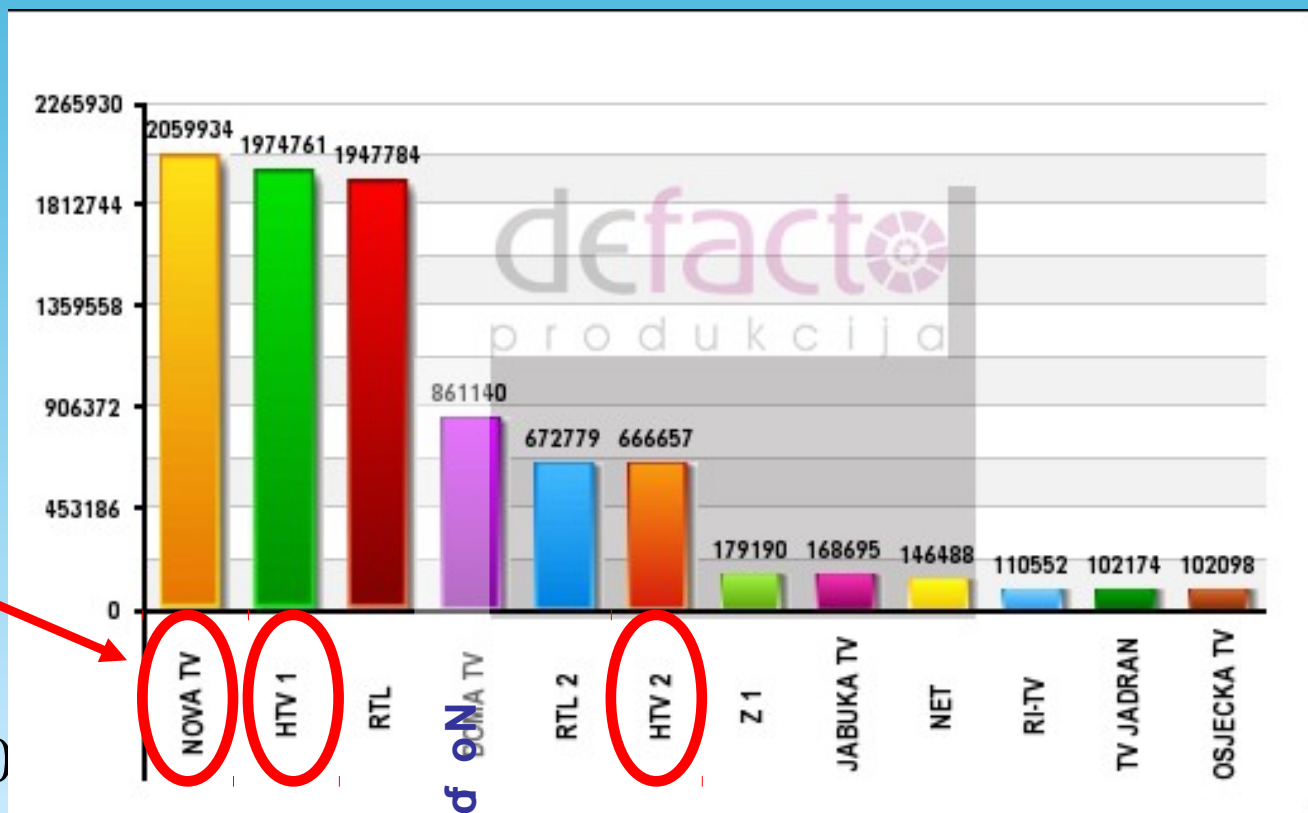
Time:
Oct–Dec
2011

Cooperate
with
NMHS

+
HOO SPTV

6th March 20

Source: Defacto produkcija



Communication to Media – television

- cooperation with national Croatian television (HTV) since 1956
- regular evening weather forecast presented by NMHS meteorologist since 1968
- after 1996 more commercial TV stations on national and local areas

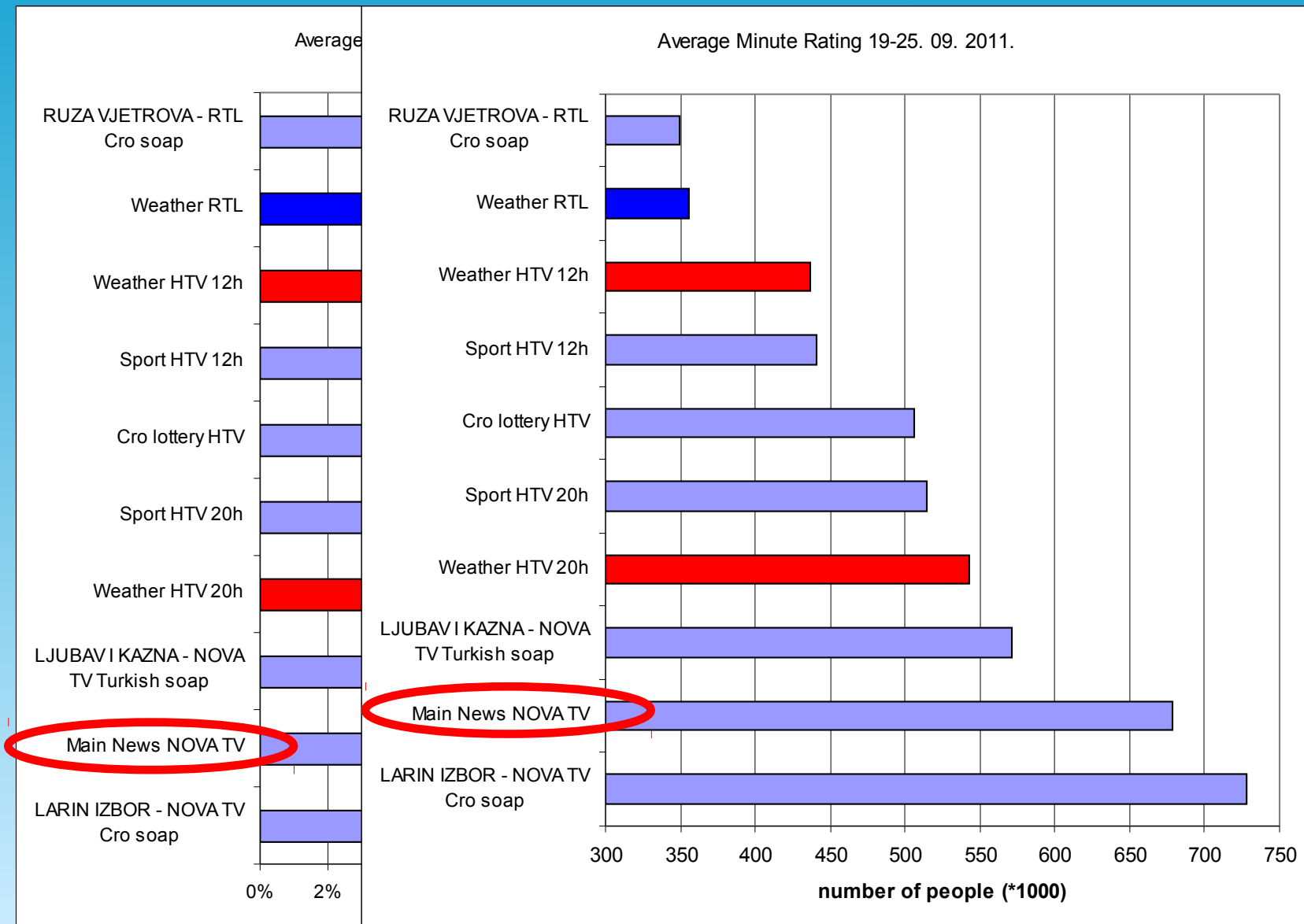
today – meteorologist on duty:

- on NMHS prepares forecast (text+pictures) for commercial NOVA TV (currently the most popular in Croatia)
- on HTV prepares and presents forecast

Communication to Media – television

TV rating in Croatia, 19-25 Sep 2011

source:AGB Nielsen





Communication to Media – television

State-of-art on national TV (HTV) today:

DHMZ meteorologist:

- on duty from 06 to 18h (prepares all regular shows morning, afternoon, evening; also available for “breaking news”)
- has direct computer link with DHMZ
- prepares all pictures and movies alone (on TriVis system)
- cooperates with control room team (regie) during recording of show
- graphics & design (weather icons, maps) done by HTV

Communication to Media – television

Weather shows on HTV today:

Time		Saturday	Sunday	WEATHER SHOWS	Contents	Duration	How?
week days							
07.08 HTV1		None		WEATHER After News in Good morning Croatia	Real weather at 6, 7 and 8h in 12 towns Croatia today-icons,wind,temp for 7 macro regions,bio-fcst	~2'00	LIVE
07.38 ex Tuesday HTV1		None		WEATHER After News in Good morning Croatia	Croatia tomorrow - shortly Europe – MSLP with frontal systems at 12 utc	~2'00	LIVE
08.38 HTV1		None		WEATHER After News in Good morning Croatia	Outlook – shortly info – sea temp, snow depth, rain amount...	~3'00	LIVE
07.38 on Tuesday HTV1		None		Agriculture forecast After News in Good morning Croatia	<i>agricultural forecast for 3 part of Croatia: soil temperature at 3 levels, insolation, temperature sums, interesting</i>	~3'00	LIVE
10.09 HTV1				WEATHER DANAS (after News in 10.00)	20 microregional centres today:icons, Tmin, Tmax land/sea-shortly tomorrow	0'44	Recorded
12.13 HTV1				WEATHER (after News in 12.00) <i>text for deaf people</i>	Europe-cloudiness, MSLP+fronts today, Croatia afternoon – 12 regions+neighbours: icons, Tmax, marine fcst, Outlook - land/sea for next 3 days	~2'00	Recorded
			~12:30	Agriculture forecast Inside Agricultural show	<i>Agricultural forecast for Croatia for next week, for 5 macroregions: temperature soil, air: Tmin and Tmax, rain amount, interesting</i>	~3'00	Recorded
14.09 HTV1		17.09 HTV1		WEATHER SUTRA After afternoon News	3D flight – Croatia tomorrow – 30 places: icons and Tmax	1'00	Recorded
17.18 HTV1		None		WEATHER inside News	MSLP+static fronts tomorrow or cloudiness, Croatia tonight- icons; Croatia tomorrow: icons, Tmin, Tmax, marine fcst, Short outlook - land/sea for 3 days	~2'00	Recorded
18.18 HTV2		None		WEATHER inside Regional News	5 Croatian macroregions tomorrow: icons, Tmin, Tmax; outlook-shortly	~1'30	Recorded
~20.05 HTV1				WEATHER (after Main News and Sport) <i>text for deaf people</i>	Europe-cloudiness, MSLP+fronts today & tomorrow, Croatia tomorrow: icons, Tmin, Tmax, marine fcst, outlook - land/sea for 3 days	~4'00	Recorded
after 22.00 HTV1				WEATHER After Evening News <i>text for deaf people</i>	Croatia tomorrow – 12 regions+neighbours: icons, wind, marine forecast, Tmin, Tmax Outlook - land/sea for next 3 days	~1'30	Recorded

Last changes: 3rd May 2012

editor: Zoran Vukula

Amount of meteo informations, mainly forecasts:

- every week day about 20 minutes
- weekend day about 13 minutes



Communication to Media – television

Weather show in “Good morning, Croatia” - live

before...



now...



Meteorological and Hydrological Service of Croatia
<http://meteo.hr>



DHMZ

ages in M... even on www.hrt.hr

Communication to Media – television

Weather show at 12h and 20h - recorded

before...



now...



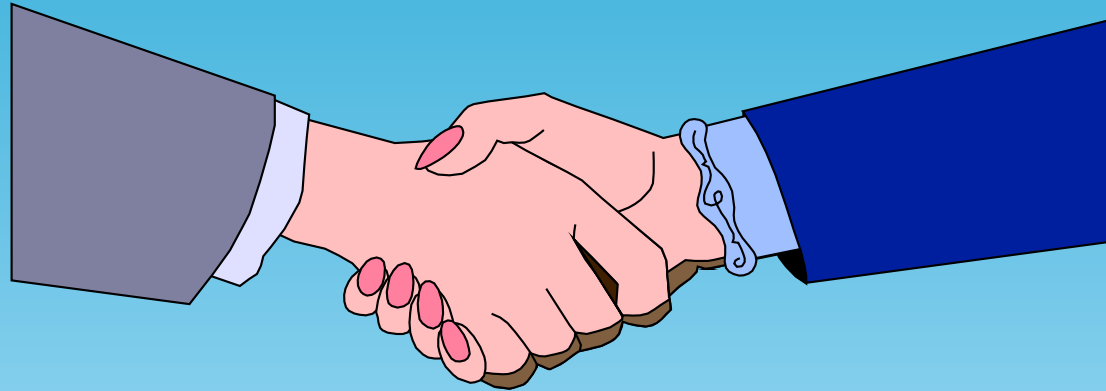
Conclusion

Meteorological and Hydrological Service of Croatia has a very strong relationship with majority of main media in Croatia.

And I hope it will also be in future...

NMHS
NMHS

MEDIA
MEDIA



For better understanding of meteo information!

Hvala!

Thank you!

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