

# EMS

## Media and Communication Team

Networking and sharing examples of good practice for  
better communication

Zagreb, 6 March 2012

Tanja Cegnar

# European Meteorological Society

<http://emetsoc.org>

EMS established in 1999 - Society of Societies



European Meteorological Society



# Activities

- Media session at EMS annual meeting

- Networking: WMO PWS, IABM, IWF, (CBN-E), other initiatives like:

The heat is on (DW), AMS

- Compilation of the DVD with presentations on communication and media

- Occasional Presentations at workshops and symposia (e.g. “Networking and sharing examples of good practice for better communication” at the workshop for WMO information and public affairs focal points of RA VI and regional focal points of other regions

- Convening of Media and communication session

- Chairing of select committees of media awards and membership in committees

- Organizing the Workshop back to back with the EMS/ECAM conference

- Code of practice

# State of the art

Scientists (meteorologists/climatologists) not always skilled communicators

## Options:

- Improve communication skills of climatologists
- Train journalists to communicate climate science and products
- Professional translators of scientific information

Information acquires its value when it is used

**Know your audience**

Pay attention to the end-users needs

**Representative groups of end-users to facilitate tailoring information to stakeholders' needs**

Defferent media: podacsts, stamps, bulletins, climate outlooks, books, videoclips, weakly TV magazines, web portals, radio, TV, newspapers, Facebook



## Media sessions

**Different formats:** round tables, workshop, presentations, video clips, interaction with the audience, awards, projects presentation, guidelines, presenting activities of other networks and institutions, press conferences, experience with journalists.



The Media Session is addressing all aspects of weather, climate and climate change communication.

During the session the audience is interactively involved. Questions, sometimes green and red cards are distributed to the audience.





# Enquiries, questionnaires

How well the end-  
users understand our  
information?



# 1<sup>st</sup> EMS Workshop on Communication for climatologists

Theoretical background; emphasis on concrete, practical exercise and individual training

How to communicate, techniques, wording, misunderstandings and misinterpretations, peculiarities and tricks of specific media; interviews, time management, summarizing, compressing the information, simplifying, concept, purpose

Each year a DVD

Collection of contributions presented at the conference.

For most of the contributions there is an abstract and for most of the oral interventions a pdf file of the presentation is included, last year also podcasts.

There is also room for TV weather forecasts. Thus the second part consists of video clips of weather reports.



# European Meteorological Society

## Activities on the Interface of Journalism and Meteorology

### Media Session at the 10<sup>th</sup> Annual EMS Meeting

Zürich, Switzerland, 13-17 September 2010

Published by Ministry of the Environment and Spatial Planning  
Environmental Agency of the Republic of Slovenia  
Vojkova 1b, Ljubljana, <http://www.arso.gov.si>



# European Meteorological Society

## Media Session



### 9<sup>th</sup> Annual EMS Meeting



# European Meteorological Society

## Media Session



### 10<sup>th</sup> Annual EMS Meeting

Zürich, Switzerland  
13-17 September 2010

ISBN XXXXXX-XXXX-XXXX



### European Meteorological Society

#### Media Committee

Activities on the interface of journalism and meteorology

#### Media Session

#### 4<sup>th</sup> Annual EMS Meeting

Nice, France, 26-30 September 2004



### European Meteorological Society

#### Media Committee

Activities on the interface of journalism and meteorology

#### Media Session

#### 5<sup>th</sup> Annual EMS Meeting

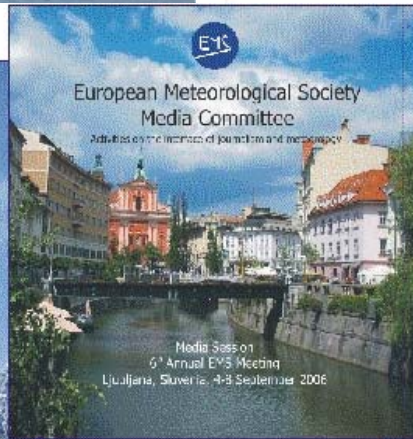
Utrecht, Netherlands, 12-16 September 2005



### European Meteorological Society

#### Media Committee

Activities on the interface of journalism and meteorology



#### Media Session

#### 6<sup>th</sup> Annual EMS Meeting

Ljubljana, Slovenia, 4-8 September 2006



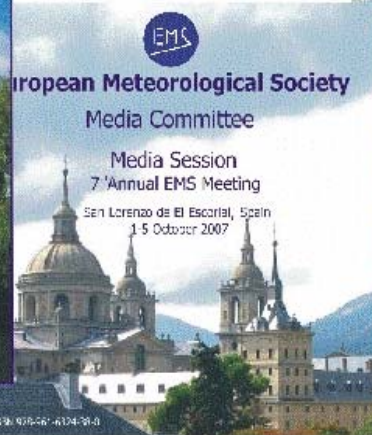
### European Meteorological Society

#### Media Committee

#### Media Session

#### 7<sup>th</sup> Annual EMS Meeting

San Lorenzo de El Escorial, Spain  
1-5 October 2007

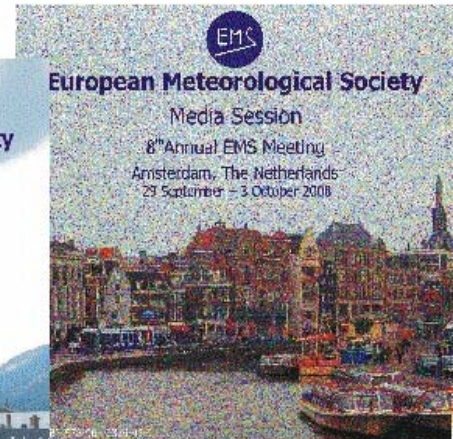


### European Meteorological Society

#### Media Session

#### 8<sup>th</sup> Annual EMS Meeting

Amsterdam, The Netherlands  
29 September - 3 October 2008



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ISBN 978-96-8124-91-0

# Awards

## 3 categories of awards

- life achievements
- outstanding TV weather forecast
- outreach and communication award

Outstanding projects, examples of good practice



# Outreach & Communication Award

communication projects -  
promote examples of good  
practice:

web sites

education projects

talk show

using media to provide  
information

movies





The EMS Outreach & Communication Award is given in recognition of projects that explore new and effective ways to communicate the science of meteorology, climatology and related fields to the general public.

The projects may deal with the results or the consequences of science, and may also be targeted at a more specific audience.

In particular, project teams will be considered.

The documentation of the project is published as an example of Best Practice on the EMS Internet Site.



**METEOALARM**

# «Météo Jeunes » regional meetings







# theWeather

The quarterly magazine of  
theWeather Club

theWeatherClub.org.uk

Launch issue  
September 2010

## Weather briefing: understanding the Pakistan floods

**Weather & me:**  
Colin Jackson on a  
life in the open air

**Blue sky thinking:**  
Could cloud whitening  
help cool the planet?

**Ashes to ashes:**  
How a volcano eruption  
caused Europe to starve

**Twelfth man:**  
Why England will  
lose the Ashes



- Feature stories
- Firstperson reports
- Land, sea and air

Written in a non-technical style

Particular photography

Content also on website

theWeatherClub.org.uk







# The TV Weather Forecast Trophy Award

Broadcast meteorologists are invited to submit a video clip of a weather forecast for presentation at the EMS Annual Meeting





## The EMS Broadcast Meteorologist Award

It is given to honour life achievement of an outstanding broadcast meteorologist. The candidate must be a European broadcast meteorologist with a long professional career in broadcast meteorology.



How to simplify the complex information, who  
does it in the most appropriate way, where, when  
**Face the critics of colleagues, how many details**  
Theory, media characteristics  
**Audience, perception, memorizing, language**



Development of the TV weather forecasts, mostly converging, some channels looking forward to be different (old fashioned, professors, young beauties ...

Weather  
(education,  
forecast,  
warnings):  
Professional  
meteorologists  
Journalists trained  
in meteorology

## Environment Canada - "One Voice" Policy

- "Just as we have 'one department, one website' we should have 'one department, one voice',"
- All media queries must now be routed through Ottawa where "media relations will work with individual staff to decide how to best handle the call;"



Environnement  
Canada

Environment  
Canada

Examples, emphasis, techniques, time management/frame, pressure, approach, graphics, integration on news programme  
How to ensure high quality? Qualifications?  
Tests?







How to use history  
and arts to tell  
weather or climate  
story, to raise  
awareness?





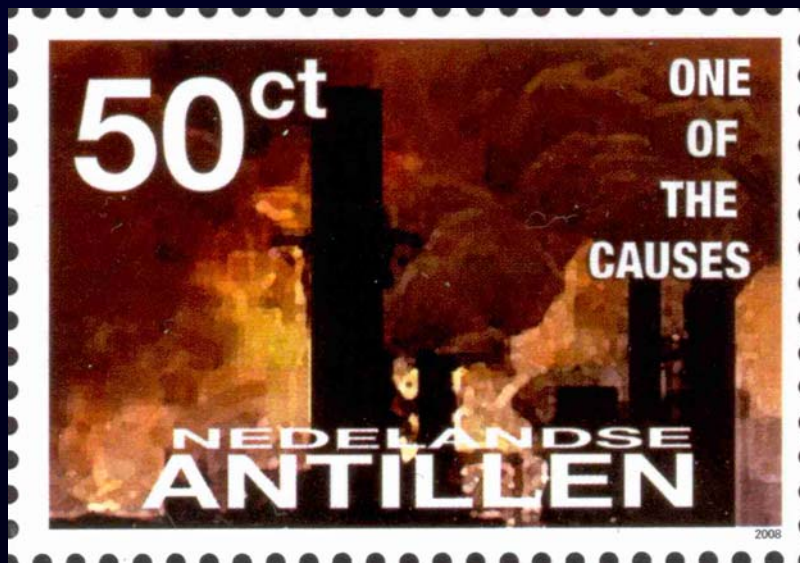
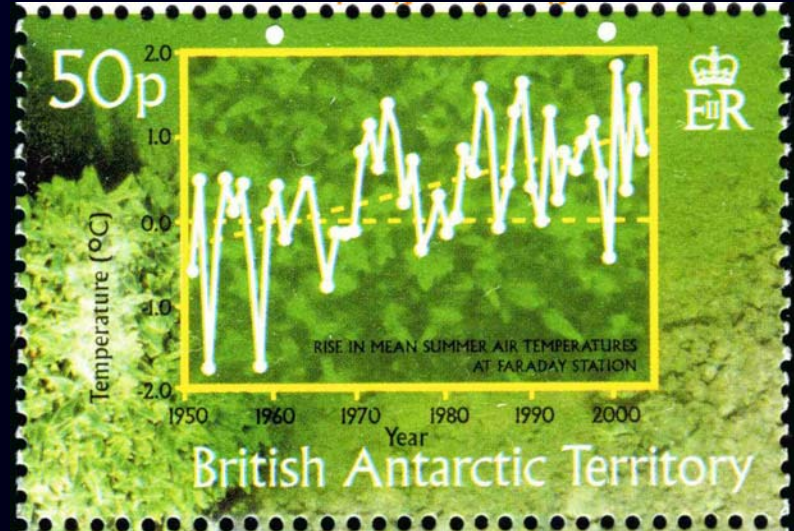
# CLIMATE CHANGE CAUSES-EFFECTS

P. GIANNOPOULOS

ARGENTINA, 2004



BRITISH ANTARCTIC TERRITORY



NEDERLANDS ANTILLEN, 2008



TUVALU, 2007

# Enhancing communication through social media

Facebook – created in 2004, social networking , 750 million users

Twitter – created in 2006, social networking and microblogging, 200 million users

You tube – created in 2005, video sharing and video blogging, 300 millions active users, 200 million users

## Using social networks

LinkedIn – created in 2002, professional networking, 100 million users

Flickr – created in 2004, image and video hosting, 81 million users

Myspace – created in 2003, social networking, 61 million users

Experts engaging in social debate about climate change? Political engagement?

**Social, economic and  
political impact of Weather**  
The role of meteorology

René Morin

8th EMS Annual Meeting , Amsterdam, 29 September-3 October 2008



Climate sceptics (5:95 %, but still very efficient, media like to keep balance of opinions, communication of climate change)



Code of practice – stimulate debate  
sharing best practice examples

Discussion and analysis of past events and learning  
from past mistakes and success stories

Information flow, both way communication  
interaction

Subjective experience

How to communicate climate (scientific)  
information to the general public?



# Questions

- Policy-relevant issues or not? To what extent?
- Explaining, convincing or teaching?
- Taking into account funding issues?
- Probabilistic or deterministic approach? Or both?
- Remove ambiguity or doubt or frankly confess we sometimes have to live with?
- Independence vs acceptance of objections: several conclusions possible with the same data?
- But is it all relative when dealing with science? Issues about seriousness, transparency and credibility
- Collective or individual points of view?

Speaking as a scientist implies expectations of high standards regarding exactitude of the information presented.

Have a high level of scientific knowledge and experience and master scientific practices and methods.

Ensure that the information is to the greatest possible degree openly available and then processed through transparent data and methods.

Draw statements from well-established and unequivocal scientific practices, methods and tests.

Avoid 'cherry-picking' and any misrepresentation of data.

Provide information on the uncertainty of results and knowledge.

Avoid providing too much or too little information, concentrate on the relevant issues.

Be concise and clear.

# Media and communication team

- Formal structure
- Networking
- Using new communication channels
- Offering useful information and knowledge
- Reach beyond Europe
- Monitoring the development in communication
- Each member a well defined task and responsibilities
- The membership terminates after a year and half of

inactivity

- Finding co-organizers for the workshops and other deliverables
  - How to address climate variability, climate change, uncertainty?