

Severe Weather Forecasting Demonstration Project SWFDP-Southern Africa

Skills For Radio and TV Interviews

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Presentation Outline

1. Introduction
2. Dissemination of Wx Information Through Media
3. Developing Personal Skills in Wx Presenting
4. Tips for Being Media-Friendly
5. Guidelines on the Reporting of Severe Wx
6. Procedures During Severe Wx warning (SAWS)
7. Successes and Challenges
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1. Introduction

- Aim is to provide the general public and users with an accurate weather products and services
- Your effectiveness as media liaison will depend on whether you understand the media, how it works
- Using media, your message can reach millions of people at one time
- Organisations must have an open relationship with media

2. Dissemination of Wx Information Through Media

- Radio(National and community)
- TV(public and commercial channel, e-TV)
- Print media
- Mobile(SMS)
- WWW
- Potential to use modern social network(face book and Twitter, etc.)
- Awareness programmes

3. Developing Personal skills in Weather Presenting

- Familiarize yourself with a latest weather update well ahead
- Before an interview, find out how long you will be on air
- Weather presenter is not an actor, in both radio and TV
- Don't touch your hair/face when presenting
- Clothes should be neat for TV

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- Don't bring the problems of your life onto the screen
- Be on time
- Start with an alert, if possible
- Keep it as simple as possible
- Don't answer question if you are not sure of an answer
- Know your strongest point and understand your aim of the interview/presentation
- Don't assume that they know meteorology

Continue

- If you haven't understood it, ask for it to be repeated
- Don't let the interviewers take you off direction
- Don't comment on the competition
- Don't give your answers ' yes or no ' only
- Make sure that you mention the name of your organization at least two or three times during the interview

4. Tips for Being Media-Friendly

“ 5 A’s and O “

A	Be Available
A	Be Approachable
A	Be Articulate
A	Give an Angle
A	Anticipate
O	Be Open-Minded

5. Guidelines on the Reporting of Severe Wx

- Normal weather: Will assume that appropriate categories of alerts have been established
- Severe weather on the way: putting the plans into action- inform your communication section, work on the media release statement and do a briefing statement for CEO/Minister. Inform all the stakeholder such as DMC

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- Severe weather has arrived: keeping everyone up to date-need to present accurate information and to update the information.
- Severe weather just over: dealing with the aftermath- this is the time of greatest challenge for the emergency management community and media, where they need more interviews of what happened and what will happen for the weather

6. Procedures During Severe Wx warning (SAWS)

- SAWS forecasters agree or work together to decide whether there's a need or not for press release statement
- Forecaster's inform communication section during an approach of severe Wx, well ahead
- Press release and Minister statement will be issued well ahead by a communication section
- DMC will get the information via e-mail and sms
- Communication section will organise a media briefing

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- Forecasters will keep updating media statement based on the new developments
- Communication section will work with forecasters in order to get update so that they can use social media to convey our message
- Climate section will provide us with climate records

7.Successes and Challenges

- National TV, Radio stations and some commercial stations they do get weather forecast from SAWS
- Presenters with no meteorological background tend to omit weather alerts or important information when presenting
- Media is more active after an event
- Editors/graphic designer/ journalists, many of them don't have meteorological back ground
- Some people do not believe the weather forecast

8.End

Thank You

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