

# **Weather in the World**

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# Weather in the World

8-10 min weather news on daily basis (work days)  
News Channel CT24

Team:

Weather broadcasters of CT1 and one journalist  
Editor and broadcaster in one person

# Original aims

- To show weather reports coming from the different parts of the world, which are usually last-minute left out of the main news
- Use 3D graphics for which we usually do not have time enough in weather forecast
- To create regular weather news programme
- To ensure the chief this programme will be interesting for viewers and do not cost much

# What really happened

- I have got an opportunity to start with the project last year (after several years suggestions)
- As the theme of climate is raising importance nearly every day there is an information concerning climate
- On the background of weather informations viewers are improving their knowledge

# Condition of the Czech Republic

- There are very strong differences between feeling of climate change among people
- Quite a lot of people do believe we should not invest into reducing GHGs or to adaptations (influence of our president – the market will solve everything itself...)
- These ones really do not want to hear about climate change as it is not so hard in central Europe

# **SCEPTICS:**

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- THEY WOULD NEVER LISTEN TO THE REGULAR PROGRAM ABOUT CLIMATE CHANGE
- BUT THE NEWS ABOUT THE WEATHER IS SOMETHING ELSE
- EDUCATION SHOWING REALITY SEEMS TO BE QUITE GOOD WAY

# SUMMARY

- 18.40 MONDAY-FRIDAY
- 2x - 4x more viewers than the average of the channel
- Possibility of short dialog on weather or climate themes
- INVITATION – even you may be guest who will speak about important problems – especially in your own country