



# TV show about Climate changes and Global warming

Zoran Vakula, BSc.  
[vakula@cirus.dhz.hr](mailto:vakula@cirus.dhz.hr)  
MHS Croatia



## **Main idea:**

- to increase the TV viewers awareness of the dangers and consequences of climate change and global warming
- authors: Zvonimir Varošanec (Croatian TV)  
Zoran Vakula (MHS)

## **Realized:**

- Visits of experts in the TV studio and 5-7 minutes conversations with host
- 31st March 2008t to 4th May 2009 (except 1st June-15th Sep)  
every Monday in TV magazine “Day by day”  
between 13:20-14:30h



- ... Pedijatrija – ugovor roditelja i djeteta
- ... Zdrave namirnice – buča
- ... Zagreb film festival
- ... Klima – meteorološki podaci

## Way to achieve (I):

### Days/weeks before the show:

- Deal with the TV editor / producer
- Selection experts of various specialties and areas close to meteorology, capable of taking out a dictionary of scientific knowledge simply
- Coordination with the expert and graphic image editor for the preparation of images/movies
- Prepare a few words about expert and his topic, questions/answers and the order and places of appearance of images (in collaboration with expert)



## Way to achieve (II):

### On the day of show:

- transportation of expert 1h ago TV show
- signing of agreement on cooperation and honoraria
- checking images/movies, makeup
- live TV show - 5 to 7 minutes conversation  
(I am in regie and helps to TV developer)
- transportation expert after TV show

### Days/weeks following shows:

- provide to expert a copy of the show on DVD
- fee payments

## Some of themes which were covered:

climate changes and polar areas,  
global warming and: - influence on Europe,  
- Adriatic sea level oscillations  
- dithering and dismissing of lakes  
- local cooling,

pollution,

Sun - our friend and enemy

ozone hole and darn

exploitation of Solar and wind energy

education of meteorological technicians

GLOBE project

metrology in meteorology

meaning of meteorological data in proving of global warming

speleometeorology (measurement in cave)

regional climate modeling in Croatia

hurricanes in Mediterranean

global dimming

quality of water in Croatia

**Climate atlas of Croatia**

Geneve 31/8-3/9/2009

CBN-E annual meeting



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**One example of a guest ...**

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**Unless such interest, there were many others.  
Advices also.  
From the simple and obvious to everyone ...**



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**... to those a little less simple ...**



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**How many people saw it?**  
**What is the TV ratings of this shows?**



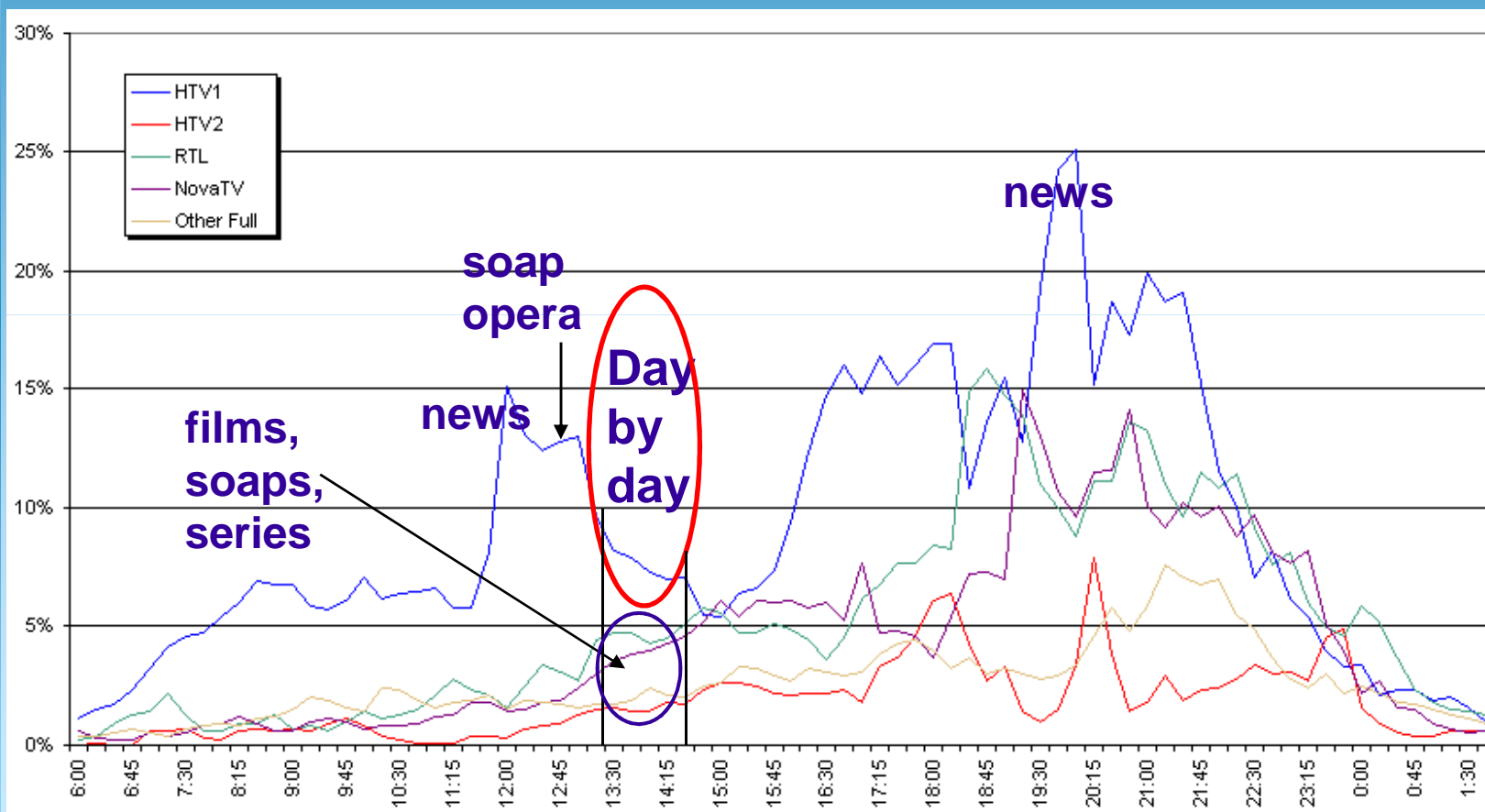
## People-meter (TV ratings):

**~4-9%** Average minute rating (AMR)  
(average number of people who watch  
TV in every minute)  
of viewers watching Day by day  
on Monday afternoon between 13:20 and 14:30h  
on HTV1 (Croatia TV 1st channel).  
This is most of all channels in this period.



## Average minute rating (AMR) during day One Monday in December 2008

Average number of people who watch TV in every minute







## **CONCLUSION**

**This example is probably not the best solution, but the proof that it is possible to arrange TV interviews with experts on global warming and climate change and warn/advise TV viewers about the problems that surround us.**

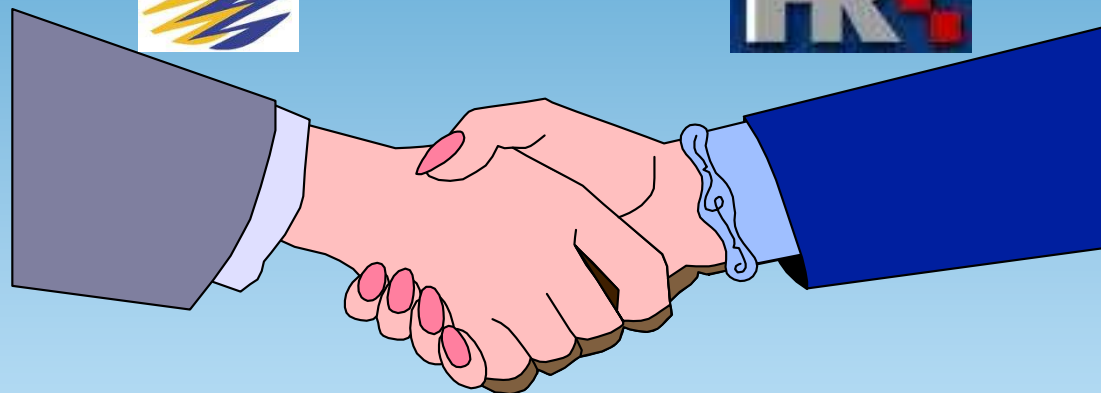


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**MEDIA**



**For better understanding of meteo information!  
Especially, global warming and climate changes!**



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***THANK YOU !***



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