



EMS and media activities

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EMS has recognized the role of media in transmission and dissemination of meteorological information to the end users from the very beginning. Since the EMS is a forum where a wide range of stakeholders combine their efforts also points of view on communication matters were/are very different: from purely academic to very basic and practical faced in compiling everyday weather information.

We are proud that from the very beginning part of our activities is dedicated to communication of climate variability and change. Information should be based on solid scientific evidence. Easy to say, more difficult to implement.

In the past we left behind a trace, which is a good basis for our further actions. Much has been accomplished, more work remains for the future. We combined efforts with our colleagues in a good practice team in compiling a Code of ethics, as well as we are looking to provide some practical training for our colleagues occasionally in contact with the mass media in order to help them to understand the media world and to improve their skills in conveying climate information in an understandable and compressed, but still scientifically correct way.