Global Weather Alliance - the WeatherShare service - wxshare.org

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Weather broadcasting professionals around the world strive towards the common goal of informing the world's audiences of significant weather, raising awareness of impending events, mitigating risks and spreading knowledge of how ongoing environmental and meteorological situations impact human life. *The WeatherShare service will break down barriers, cross over borders, and connect broadcasters and audiences globally for this common goal.*

By creating a *free to the user* broadcast content media asset management service to weather broadcasting professionals, relevant and significant global weather stories will be efficiently distributed, to enlighten and educate the global audiences of the big picture, bringing the entire global weathercaster community together in one public service, a service to the global audience - and the globe itself.

Basic Concept

A free and open video and audio clip and image material service specifically targeted for the worldwide weather broadcasting community. Any member (individual or organization) is provided usage rights to the available service content, facilitating a *content rich weather broadcasters' asset management service* that will be servicing the entire global weather professional community and by that serving viewers everywhere.

Public and Global Benefit

The immediate benefit to the public, the viewers/audience, is for any (member) broadcaster to have access to quality weather and climate related broadcast content on a global scale, which facilitates the broader knowledge of the global weather and climate picture, but also assists the broadcasting community in making quality programming which is relevant and newsworthy for the current weather situation on a global scale. Weather broadcasters, even in well connected news and weather organizations, have a constant challenge in covering stories that make a difference. This service will help fill that void, and hence help raise the global awareness of climate change, speed up information about impending risk, raise general education level within the TV audience, and preparedness for significant weather events.

By allowing a variety of formats and programming content in broadcast quality, *witness reports and expert analysis* of the global weather and climatic events will be shared. Even events that go largely unnoticed, particularly in parts of the world where infrastructure is less built up and news cameras normally don't go, where impact from on-going environmental or climatic crisis or severe weather rarely makes international news; where lives and livelihood of people are jeopardized. The WeatherShare service will represent a charity in itself – being a free to the user service for everyone – but may likely also help promote key on-the-ground charities in locations of crisis.

Technology, Quality, Information

By utilizing modern online and mobile communications technology, with location services and smartphone presence for logging of content and associated weather observation and georeference information (position, time, direction), the contributor submits media content (video, audio and still pictures) and search engine tags to the WeatherShare media bank. At the time of content submittal, key relevant and publicly available observation data and model/chart analysis for the location (by GPS coordinates and/or automatic Location Based Services (LBS)) are automatically attached to the submitted material/content, so that claims made in the content are both justified and made more credible; but also to help facilitate the rebroadcasters of the content, the "end users", in the process of presenting the final edit and journalistic analysis of the content. All content submitted is traced to the submitting member's personal and viewable profile, facilitating a built-in *peer review* and *peer recognition* mechanism among the broadcasting professionals. This, together with an elected moderator group, help assure high quality, originality, accuracy and relevance of the material.