



Active Role of Czech Television Viewers in Programs about the Weather

Tatana Mikova
CESKA TELEVIZE, Czech Republic

Each television station - even public - needs viewers watching its broadcast. How to maintain or gain them during the massive shift of especially younger people to news servers? Most televisions chose their own web sites directly related to the broadcast. Besides that an important factor seems to be also audience involvement in program content through interactive websites and social networks. Such a procedure can be productive not only for television. For specific meteorological situations the broadcast meteorologist can then obtain more detailed information than the meteorological service and the audience so can constitute a complementary source of information for climate database.