



## How we got comedians to talk about the climate

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The national Norwegian television presented a weather forecast for 2050 in November 2014. The weather forecast was made by team from MET Norway with experience within communication, meteorology, and climate research, and was prompted by a WMO initiative on climate change outreach.

We decided on a set of criteria's for the film based on a study of other similar stunts from around the globe, which were:

1. All weather in the presentation should be reasonable within the time frame
2. Audio-visual effect should be kept to a low level
3. The presenter must be a well-known TV meteorologist from MET Norway.
4. We should make something more than entertainment.

The first requirement was easily achieved by limiting any climate effects to either what has already been observed, or adding a moderate climate change to the known climate extremes.

The second and third were interconnected and easily achieved by using the same layout and effects as the daily weather forecasts on TV.

Number four was most the challenging part. We made the film in cooperation with the national broadcaster NRK. NRK also hosts a debate arena called Ytring, where we were allowed to present a feature article. We hoped to create an interactive dialogue and respond to the debate in the commentary fields at Ytring, but were soon swamped by a few climate change deniers.

The summary of the response we got on the feature article and the film was overwhelming positive. The film went "viral" through social media and reached at least 2.5 million of Norway's 5 million people. The number of views on the feature reached 100 000, which is among the higher numbers on NRK's website. We reached more or less the entire Norwegian population, and we felt a victory when comedians in Norway's most popular satirical program used the film as a case.