



The Future of TV Weather Reports

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Is there a future? The speed of change in the methods of delivery through web, Twitter, Facebook and other media speeds up with each change in technology. Viewers and listeners, in particular the young, are no longer watching TV in the 'home' setting. Many broadcast companies are faced with severe financial problems and are looking for savings and that includes weather reports.

John Teather, former Editor of the BBC Weather Centre looks at what is going on and the possible future. He will provide his 10 steps to ensuring that Broadcast Meteorologists and Journalists make their voice heard and their skills still relevant.