



## **Content is king - nothing but real facts in media weather information**

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Nearly all over the world a process of increasing polarisation can be observed - as in societies, economics or political actions. Just now reliable authorities are fundamentally required to communicate objective facts beyond personal views and perceptions. This concerns especially researchs in natural sciences like (bio)meteorology and its translation into understandable communication to everybody.

In this analysis is to be shown, how golden rules of long-term experiences in mass media transfer of daily weather information have to be adapted to modern mainstreams without losing its nucleus of truth and independent facts. Secondly the attention is on the claim of balancing act between rating success and remaining attractive content tellings to several target audiences.

The aim of the presentation is to stimulate a multi-cultural discussion, how old school mentalities and social principles in times of fundamental turnovers can give a kind of anchorage in feeling a guaranty to trust information facts, even in aspects of weather forecasts and unique selling prepositions of their varying media personalities.