



The “Meteo-show” in the newspapers

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In this work we focus on, perhaps, one of the worst journalist practice when dealing with severe weather: the “Meteo-Show”, considered as the more or less extended informative practice whose main objective is to increase the news impact regardless of the veracity and the exactitude of the weather facts.

Here we analyzed such practices on newspapers. Highlighting different journalist resources used in written press when dealing with weather for keeping attention and promote impact. The growing public interest in weather causes that journalist often focuses on this topic. But as it could happens with other issues, mistakes, inaccuracies, sensationalism and exaggeration have also reached meteorology related news. This wrongdoing are especially presents and dangerous when episodes of adverse nature are treated.

In this paper we present some keys to identify “Meteo-show” in the context of written press. We analyzed some examples from real news articles published in different newspapers, in order to understand the motivation of these practices. Finally we present some conclusions and recommendations to deal with this subject.