



Know your audience

Tanja Cegnar
Slovenian Environment Agency

Nowadays meteorological services are not any more the only provider of weather information to general public, but for many NMSs operational weather forecasting for general public is still one of the main tasks and we compete for attention of general public with many other providers.

With specialized users we develop products in partnership and take care to provide tailored information needed for specific sector and user. In the process of designing a new product we learn about the way users will use a product. We have also a possibility to educating the users and collecting their feedback.

Of course, we receive feedback also from general public, but we can not assess how representative these feedbacks are. Therefore, we need to conduct regular professional surveys in order to know our audience and adapt to changing habits and preferences. Some findings will be presented.

When communicating climate information relevant to mitigation and adaptation to climate change we are facing another problem. NMSs in many countries provide scientific bases for adaptation to climate change, but there are some divergences between lexicons of CCA nad DRR communities. Mutually understood language and terminologies are crucial to improving the effectiveness of climate communication and its uptake.