



Værpodden: A podcast from MET Norway focusing on weather and outdoor life

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The Norwegian Meteorological institute

National meteorological institutes have since their establishment been in front using new technologies, such as the telegraph, radio, TV, websites and social media, to disseminate weather forecast information. These days you can start accessing weather information on smartwatches and smart speakers. Another growing media is podcasts. One of four Norwegians listen to podcasts on a monthly basis. Even though there are a few climate-related podcasts available in Norwegian, we were not able to find Norwegian podcasts focusing on weather. With this background, the Norwegian Meteorological institute (MET Norway) started a project in 2018 to establish a weather podcast.

The first thing to decide in the project was the target audience. For live radio and TV, two traditional broadcasting channels, the typical audience are middle-aged and older adults (over 40 years). Young adults (20-40 years) like to stream TV and listen to podcasts, and these numbers are increasing. Thus, we wanted to target young adults with our podcast. Young adults is not a homogeneous group, and we needed to become narrower to be able to select and tailor the tone and the content of the podcast. People engaged in outdoor life are often interested in weather and climate, they have experiences with weather, and some need specialized information for certain activities like climbing, kiting, sailing and skiing. Furthermore, interest in outdoor recreation grow, and we believe this is an important group.

After a year with planning, training and a survey to ask which topics were most interesting and how long the episodes should be, we finally launched our podcast in March 2019. We plan to deliver one or two new episodes each month, and will evaluate the project after the summer of 2019. The greatest challenge is to market the podcast well and get a growing number of listeners, in competition with a large number of other podcasts to choose from. If we succeed, the podcast can improve communication between meteorologists and a group that has a specialized need for weather information not served through traditional channels. Hopefully, the listeners can feel more informed and safer when conducting their activities.