



## How the media works: What makes news and weather interesting?

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Most broadcast meteorology is distributed in conjunction with news reports, and some of the elements of the weather presentation are similar to the presentation methods used by news journalists. Emerging technology is changing the way weather forecasts are produced and delivered, and broadcast meteorologists have had to adapt by producing additional digital products for the internet and mobile phones, in addition to traditional uses in over-the-air broadcasts. Weather presenters are facing problems - and opportunities - as the media landscape changes.