

Enhancing media systems

Challenge

National television weather forecasts are an important part of public weather services, but the Uganda Broadcasting Corporation (UBC) bulletins ceased several years ago. In the past, video tapes from the Uganda National Meteorological Authority's (UNMA) media studio in Entebbe were delivered by hand to the UBC TV station in Kampala. This journey took at least 45-60 minutes each way and became unsustainable for UNMA in terms of staff time and resource. UNMA and UBC wanted to restart TV weather forecast bulletins, delivering several presentations a day.

Solution

In partnership with the World Meteorological Organization's Public Weather Service Programme, Dave Robinson, Met Office Design and Innovation Specialist, and Roger Ndichu, Kenya Meteorological Department Media Expert, travelled to Uganda to refurbish the media studio. They also provided training on how to use a professional weather graphics package. This package is provided free of charge to national meteorological and hydrological services of developing countries. In addition, a new mobile internet connection was set up and training was given so it could be used to deliver presentations directly to the TV station via the internet.

Benefits

With a newly refurbished studio, graphics software package and mobile internet connection, UNMA and UBC have been able to resume TV weather presentations. They are now committed in partnership to continuing to provide quality weather broadcasts. UNMA has been able to save hours of staff time every day and can provide more quality presentations to UBC. The reinstated TV weather presentations have been noticed at high levels in government, raising the profile of UNMA and ensuring the long term future of this important service.



“TV forecasts are a very high-profile service, which is immediately visible to key decision makers as well as to a significant proportion of the population, enabling people to take appropriate action, and potentially saving lives.”

Dave Robinson, Met Office Design and Innovation Specialist

To find out more:

 +44 1392 885680

 www.metoffice.gov.uk

 Find us on LinkedIn

 enquiries@metoffice.gov.uk

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