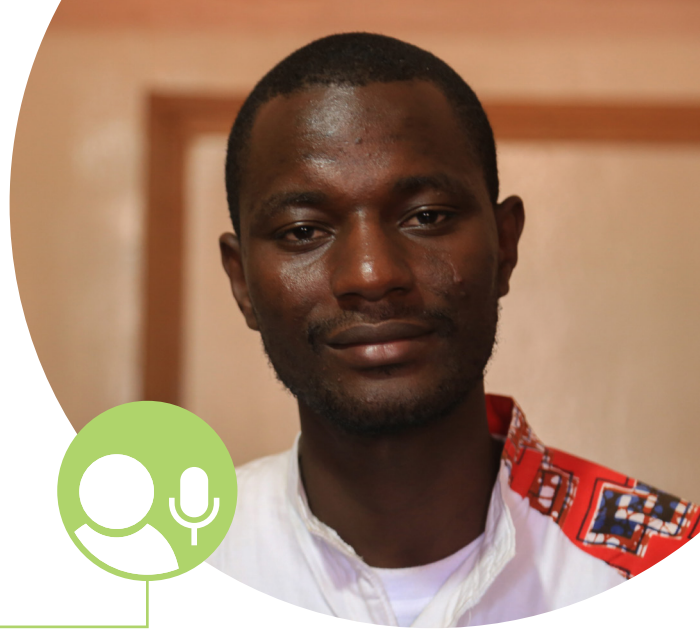


Profile: Weather and climate information user

Name: Albert
Gender: Male
Occupation: Journalist
Location: Kenya



What I want to know



Weather forecasts



Advisory information from government ministries

Why I want to know it

- To help improve links between forecasters and communities
- In order that I can provide my listeners with the information they need to go about their daily lives
- So that the information I provide will be more consistent and focussed
- To add value to the weather information my listeners receive e.g. by combining the forecast with advisories relating to farming

When I want to know it

- On a daily basis with a daily, weekly and seasonal outlook

How I want to receive it

- Jargon-free written or verbal briefs
- Interviews with experts and community members

Other considerations related to journalists

- Weather and climate content needs to compete for air time
- Content needs to be engaging, relevant and interesting to gain more space on radio programmes



Workshops with the national meteorological service have helped Albert improve his understanding of terminology and build relationships. Watch his story [here](#).

This user profile is intended to provide insights into a weather and climate information user. It could be used as a starting point prior to user engagement and the co-production of new and improved weather and climate services.