



World Meteorological Organization  
Organisation météorologique mondiale

Secrétariat

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Weather • Climate • Water  
Temps • Climat • Eau

جنيف، 15 آب/ أغسطس 2013

الرسالة رقم: ETR/CRS-1113

عدد المرفقات: 2 (متوافران بالإنكليزية فقط)

الموضوع: دورة تدريبية دولية بشأن "التواصل الفعال عبر وسائط الإعلام"، 9-13 كانون الأول/ ديسمبر 2013، هونغ كونغ، الصين

الإجراء المطلوب: للعلم واتخاذ الإجراء الملائم، حسب الاقتضاء

تحية طيبة وبعد،

أبلغني الممثل الدائم لهونغ كونغ، الصين لدى المنظمة العالمية للأرصاد الجوية (WMO) بأن حلقة عمل تدريبية دولية بشأن "التواصل الفعال عبر وسائط الإعلام"، ستعقد في هونغ كونغ، الصين، في الفترة من 9 إلى 13 كانون الأول/ ديسمبر 2013.

والهدف من حلقة العمل هو تعزيز قدرات المرافق الوطنية للأرصاد الجوية على إبلاغ وسائط الإعلام والجمهور بالمعلومات الخاصة بالطقس بشكل فعال. ويرد في المرفق الأول عرض موجز لحلقة العمل.

وستجري حلقة العمل بالإنكليزية، وهي ترمي إلى تعزيز قدرات ومهارات المشاركين على التواصل مع الجمهور ونشر المعلومات الخاصة بالتنبؤات والإنذارات الجوية بفعالية من خلال وسائط الإعلام وغيرها من الوسائل.

إلى: الممثلين الدائمين لأعضاء المنظمة (أو مديري مرافق الأرصاد الجوية أو الأرصاد الجوية الهيدرولوجية التابعة لأعضاء المنظمة) (PR - 6714)

صورة إلى: المستشارين الهيدرولوجيين للممثلين الدائمين

Shanabally

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عن الأمين العام

# WORLD METEOROLOGICAL ORGANIZATION

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ETR/CRS-1113, ANNEX I

## **Workshop on Effective Media Communication**

**9-13 December 2013**

**Hong Kong, China**

### **Objective**

With evolving technology in communication, increasing demand from the media and the public and emergence of unofficial sources of weather information, effective communication of weather information to the media and the public is of utmost importance to meteorological services. The workshop aims at strengthening the capacities and skills of the participants to communicate and disseminate weather forecast and warning information effectively to the public through the media and other means.

### **Contents**

- (i) Challenges and Opportunities of media communication
- (ii) Preparation of key messages and presentation material for weather broadcast
- (iii) Dissemination channels of weather information and their characteristics
- (iv) Use of social media tools in communicating weather information
- (v) Exploration of storytelling in communication
- (vi) Media communication before, during and after significant weather events
- (vii) Crisis communication
- (viii) TV and radio weather presentation skills
- (ix) Communicating uncertainty information in weather forecasts
- (x) Media handling strategies
- (xi) Media presentation practice in TV studio

### **Medium of instruction**

English

### **Course Date**

9 to 13 December 2013

### **Deadline for application**

The completed WMO Fellowship Nomination Form should be returned to the Hong Kong Observatory with a copy to the WMO Secretariat by **15 September 2013**.

### **Places offered**

A maximum of 20 participants.

### **Qualification of trainees**

- Trainees should have experience in the communication and presentation of weather information to the public through the media and other means in their countries.
- Trainees are required to be proficient in English.
- All trainees are required to provide the workshop organizer with feedback on the usefulness of the knowledge and skills acquired within 6 months after receiving the training.

### **Fellowship**

- Tuition fee will be waived. Lodging will be provided, supplemented by a per diem allowance of HK\$150 per day.
- The costs of air passage and related insurance costs between Hong Kong, China and the home town of participants will have to be borne by the recipient WMO Members. In the event any Member is unable to meet the air passage costs, the Hong Kong Observatory is prepared to offer a limited number of air passages for those in need, on a case-by-case basis.

### **Insurance**

The training course organizer does not hold any responsibility for compensation in the event of death, illness, injury or loss of property during the training period. The same applies to the duration of passage in the event the Hong Kong Observatory provides the air passages. Participants are therefore fully responsible for arranging life, health, and other forms of insurance as appropriate and necessary.

### **Enquiries**

Mr. Terence Kung, Scientific Officer, Hong Kong Observatory, Hong Kong, China.

E-mail: [tkung@hko.gov.hk](mailto:tkung@hko.gov.hk),

fax: (852) 2375 2645,

tel: (852) 2926 8319.

# WORLD METEOROLOGICAL ORGANIZATION

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ETR/CRS-1113, ANNEX II

## PARTICIPANTS NOMINATION FORM

### VCP Workshop on Effective Media Communication Hong Kong, China, 9-13 December 2013

The Government of \_\_\_\_\_

nominates the following candidate as a participant on the above workshop.

1. Family name (in capitals): \_\_\_\_\_

2. First name (in capitals): \_\_\_\_\_

3. Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

4. Date of birth: \_\_\_\_\_ Male ☐ Female ☐

Passport no.: \_\_\_\_\_

Date of issue: \_\_\_\_\_ Expiry date: \_\_\_\_\_

5. Qualifications (certificates, diplomas or degrees):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Present position and brief description of duties:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. What roles or tasks will your participant be required to undertake after this course to enable your service to make the most of the opportunity to develop new knowledge, skills and work attitudes?

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8. Working language: .....

Note: For applicants whose working language is not ENGLISH, this nomination form must be accompanied by English proficiency certification.

9. Name and address of person to be notified in case of emergency:

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10. Financial assistance for travel required: Yes ☐ No ☐

11. I fully understand that the training course organizer does not hold any responsibility for compensation in the event of death, illness, injury or loss of property during the training period.

Permanent

Representative: ..... (Signature)

..... (block letters)

Date: .....

To be completed and sent to reach the following address on or before **15 September 2013:**

Director of the Hong Kong Observatory  
(Attn.: Mr. Terence Kung, Scientific Officer)  
134A, Nathan Road  
Hong Kong, China  
Tel: +852 2926 8319  
Fax: +852 2375 2645  
E-mail: [tkung@hko.gov.hk](mailto:tkung@hko.gov.hk)