

# **WORLD METEOROLOGICAL ORGANIZATION**

## **MEETING OF THE COMMISSION FOR BASIC SYSTEMS OPEN PROGRAMME AREA GROUP ON PUBLIC WEATHER SERVICES (PWS) EXPERT TEAM ON COMMUNICATION, OUTREACH, AND PUBLIC EDUCATION ASPECTS OF PWS (CBS/OPAG-PWS ET/COPE)**

**MOMBASA, KENYA, 5-9 DECEMBER 2011**



***FINAL REPORT***

## EXECUTIVE SUMMARY

A meeting of the Commission for Basic Systems Open Programme Area Group on Public Weather Services (PWS) Expert Team on Communication, Outreach and Public Education Aspects of PWS (CBS/OPAG-PWS ET/COPE) was held in Mombasa, Kenya, from 5 to 9 December 2011. The meeting was chaired by Mr Jon Gill (Bureau of Meteorology (BoM), Australia).

The key conclusions from the work of the Expert Team are summarized below.

The Expert Team reviewed its current Terms of Reference (ToRs) in view of the decision by the WMO Commission for Basic Systems at its Extraordinary Session, (CBS-Ext.(10), Winkdhoek, Namibia, November 2010), to restructure the PWS OPAG to align itself with the WMO Strategy for Service Delivery. The Expert Team noted the new draft ToRs developed by the CBS/OPAG-PWS Expert Team on PWS in Support of Disaster Prevention and Mitigation (ET/DPM) at its recent meeting (Beijing, China, 17-21 October 2011), and agreed to take a similar approach of more clearly emphasising service delivery aspects whilst retaining the thematic focus of expertise – in the case of ET/COPE, on communications, outreach and public education.

In reviewing the ToRs, the Expert Team noted that there were opportunities to streamline some of these to give them an enhanced emphasis on service delivery. In association with these deliberations, the Expert Team reviewed its name and decided to change it to the “Expert Team on Communication, Outreach and Public Education Aspects of Public Weather Services Delivery”.

During the meeting, the Expert Team also reviewed the deliverables which had been agreed to at the previous meeting (Havana, Cuba, November 2009). Unfinished items were carried over to the new set of deliverables, and new activities that aligned with the new ToRs were added, resulting in the following list of deliverables:

- Completion of Guidelines on communicating the socio-economic benefits of PWS;
- Completion of Guidelines on the use of social media by National Meteorological and Hydrological Services (NMHSs);
- Developing a list of experts to assist with training and development activities on communication, outreach and public education aspects of PWS delivery;
- Preparation of Summary Guides on: (i) using social media by NMHSs; (ii) communicating socio-economic benefits of PWS; and, (iii) conducting PWS outreach activities;
- Preparation of Guidelines to assist NMHSs to develop a corporate external communication strategy;
- Developing a template for a Memorandum of Understanding (MoU) between an NMHS and a media organisation;
- Determining opportunities for collaboration on communication, outreach and public education aspects of: (i) the WMO Integrated Global Observing System (WIGOS) (through the Inter-Commission Coordination Group (ICG) on WIGOS); and, (ii) climate services (through the Commission for Climatology (CCI) and the Global Framework for Climate Services (GFCS) Office);
- Liaising with other PWS ETs, CBS OPAGs and Regional Associations (RAs) to identify opportunities for collaboration and sharing of information on areas of mutual interest;

- Developing an on-line survey for NMHSs, to be completed by their PWS Focal Points (FPs), that measures the usage of different media for PWS delivery; and,
  - Seeking opportunities to organise training courses for senior and executive NMHS managers on working with media, e.g., in association with study tours, meetings of senior and executive managers, RA Sessions, etc.
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## 1. INTRODUCTION

1.1 The Kenya Meteorological Department (KMD) kindly hosted the “Meeting of the Commission for Basic Systems Open Programme Area Group on Public Weather Services (PWS) Expert Team on Communication, Outreach and Public Education Aspects on PWS (CBS/OPAG-PWS ET/COPE)”, in Mombasa, Kenya, from 5 to 9 December 2011. The Meeting was chaired by Mr Jon Gill (Bureau of Meteorology (BoM), Australia), who welcomed the participants to the meeting. The Meeting was opened by Mr Joseph Cheruiyot Ego, who delivered the official welcome to the participants on behalf of the Director of the KMD, Dr Joseph Romanus Mukabana. In his welcoming remarks, Dr Mukabana emphasised the critical role played by the media and the communication skills of the service provider in PWS delivery and he also highlighted the challenges. He urged the Expert Team to develop appropriate strategies to address these challenges. Ms Haleh Kootval, Chief, Public Weather Services Programme (World Meteorological Organization (WMO)) welcomed the participants on behalf of the Secretary-General and briefed them on the expected outcomes of the meeting of the Expert Team. The Chair drew attention to the Team’s current Terms of Reference (ToRs) as approved by the Commission for Basic Systems (CBS). The ToRs are as follows:

- (a) Monitor and report on the progress of earlier initiatives of ET-COM and make recommendations as appropriate to ICT/PWS;
- (b) Monitor and report on communication, outreach and public education aspects of PWS that relate to support of major WMO activities, including the relevant Shanghai 2010 World EXPO Demonstration Project components;
- (c) Identify ways to meet the needs of developing countries in their efforts to improve their communication, outreach and public education relating to PWS products and services;
- (d) Examine, report and recommend on how best to continue the development of positive partnerships with national and international media organisations, and of assisting NMHSs to improve relations with the media;
- (e) Examine, report and recommend on the use of emerging new technologies for the communication of early warnings and other public weather services products and services;
- (f) Report and advise on ways of assisting NMHSs to enhance outreach and public education with a view to ensuring more effective use of PWS and enhancing the usefulness of new products and services;
- (g) Promote awareness of the impact of high-quality, well-communicated and well-delivered public weather services on the image and visibility of NMHSs;
- (h) Study and report on how best to educate end-users on the concepts of forecast uncertainty in a manner which enhances the usability of PWS products and services and strengthens the credibility of the service provider;
- (i) Examine how to ensure improved media attribution of the role of NMHSs in providing basic services and infrastructure which support weather presentations to the public;
- (j) Continue to advise on how NMHSs might more effectively educate, and communicate with, emergency managers, the media and the public on meteorological aspects of disasters;

- (k) Develop and maintain a list of experts in Communication, Outreach and Public Education who are willing to contribute to PWS training activities; and,
- (l) Report and advise on collaborative activities with other CBS OPAGs and with other WMO Technical Commissions (TCs).

1.2 The list of participants is given in Annex I. The programme of the meeting is contained in Annex II.

## **2. REVIEW OF RELEVANT DECISIONS OF CBS AND CONGRESS (Agenda Item 3)**

The Meeting was informed, by Ms Kootval and Mr Gill, of some of the relevant decisions of the Commission for Basic Systems (CBS) and World Meteorological Congress relating to the work of the Expert Team. It was highlighted, in particular, that the Extraordinary Session of the CBS (CBS-Ext.(10), Windhoek, Namibia, November 2010) had decided to revise the structure of the OPAG on PWS. The Commission had agreed that in order to reflect the emphasis on service delivery within the PWS OPAG structure, and in line with the WMO Strategy for Service Delivery subsequently adopted by the Sixteenth Session of the World Meteorological Congress (Cg-XVI, Geneva, Switzerland, May-June 2011), the work of the three existing Expert Teams should be re-focused to reflect the urgent need for mainstreaming service delivery in the work of the OPAG. Accordingly, CBS-Ext.(10) strongly endorsed a structure proposed by the PWS Implementation Coordination (ICT) Team along the following lines:

- (a) Expert Team on PWS User Needs;
- (b) Expert Team on PWS Services and Products;
- (c) Expert Team on PWS Delivery; and,
- (d) Expert Team on PWS Monitoring and Evaluation.

The Commission had stressed the need for proper coordination to ensure that the new structure worked efficiently and without duplication of effort. It further requested that Members with experience in service delivery should be actively engaged in the new structure to ensure the sharing of knowledge and experience that has been underlined as an important element of the WMO Strategy for Service Delivery.

Recalling that the draft CBS Operating Plan for 2012-2015 had already proposed the formation of one extra Expert Team to focus on Service Delivery, the Commission agreed that the proposed structure could map the work of the existing Expert Teams directly to the WMO Strategy for Service Delivery and requested that the PWS OPAG and the Secretariat work on defining the relationship between the responsibilities and ToRs of the proposed new structure and the existing one.

It was subsequently agreed that to address this new structure in a cost-effective way, the fourth component on PWS monitoring and evaluation should instead become an aspect of the work of all of the new Expert Teams. In this way, this important aspect of service delivery would be addressed without increasing the overall number of Expert Teams.

## **3. REVIEW OF THE DELIVERABLES FROM THE 2009 MEETING OF THE ET IN HAVANA, CUBA (Agenda Items 5, 6, 7 and 8)**

The Meeting reviewed the deliverables which had been agreed to at the Havana meeting in November 2009. It took note of the actions that were still outstanding and agreed to follow these up as part of the agreed Action Plan as indicated in the Action Sheet related to the Mombasa meeting (see Annex III).

**DELIVERABLE 1: Prepare one page summary guides based on existing Guidelines on communication, media relations, education and outreach**

The Meeting noted that the following five (5) Summary Guides had been produced that summarised a number of PWS Guidelines: (a) Communicating Forecast Uncertainty; (b) Communication, Public Education and Outreach; (c) Communicating with the Public; (d) Using Surveys to Evaluate Services; and, (e) Working with the Media. CBS had requested wide circulation of these Guides amongst NMHSs and accordingly the Team agreed that the PWS Focal Points (FPs) in each NMHS should be made aware that the Summary Guides have been sent to all NMHSs and that they are also available on the WMO Website.

**DELIVERABLE 2: Prepare Guidelines on communicating the social and economic benefits and impacts of PWS**

Mr Gill advised that only limited progress had been achieved on this Deliverable since the Havana meeting. This was due in part to the challenges associated with this area of knowledge. The Expert Team therefore spent some time carefully discussing how best to approach the task and agreed on a skeleton structure for the Guidelines that would help frame the work to be done.

The Expert Team recognised that the purpose of the Guidelines is to assist NMHSs communicate the benefits of weather services, rather than being a guide to how to determine the benefits themselves. The focus should therefore be on the broader question of benefits, and not be confined to consideration of the results of socio-economic studies per se.

During the deliberations, the Expert Team recognised that the Guidelines would include how to communicate the results of socio-economic studies and that these studies can be complex and can take many approaches. Some are quite technical in nature and a challenge in developing the Guidelines will be in addressing how to communicate such complex information simply. The Expert Team agreed that the Guidelines should take an 'audience-centric' approach in which different communication methods are used depending on whether the audience was senior Government officials, financial decision makers, representatives of funding bodies or the general public.

**DELIVERABLE 3: Prepare information on the use by NMHSs of emerging technologies and social media**

Mr Gill presented a summary of a draft set of Guidelines which have been developed to provide assistance to NMHSs who might be considering using Social Media for service delivery. The draft Guidelines provide an overview of the opportunities provided by Social Media to engage with users in an interactive and collaborative way and highlight the benefits – both to the users in terms of ready access to relevant information and services, and to the NMHS in terms of user feedback and relationship building. The draft Guidelines provide a ten (10)-step guide for developing a Social Media strategy which highlights the important steps to be considered by the NMHS, such as identification of the content strategy and determining administrative arrangements. The draft Guidelines also offer a set of principles to be kept in mind when engaging in Social Media, including the importance of proper attribution when posting content.

**DELIVERABLE 4: List of available experts in communications, outreach and public education to be developed**

Ms Kootval advised the Expert Team that a list of available experts in PWS would be compiled following the completion of a document that defines the skills and competencies of a PWS forecaster. Such a document, in collaboration with the WMO Education and Training (ETR) Programme, will highlight the specific training needs of PWS forecasters and inform the choice of

experts to assist with this training. The Team therefore agreed to complete this Deliverable when the list of PWS competencies had been finalised following input from all the ETs in the PWS OPAG.

**DELIVERABLE 5: Prepare a “job description” of skills/personal qualities needed to work with public/user sectors**

Mr Gill introduced the list of competencies required of a PWS forecaster, produced as a deliverable following the Havana meeting. The Meeting contrasted these competencies with those required for a media liaison role in a Public Weather Service. Recalling that, in the report to CBS-Ext.(10) of Expected Result (ER) 7, the PWS OPAG was tasked with defining the competencies required within NMHSs for delivering PWS to users, the Expert Team completed the description of a set of competencies for a PWS forecaster capable of working in communication, outreach and public education.

The Meeting noted that these competencies would be blended by the ICT/PWS with those being prepared by the other Expert Teams in the PWS OPAG that were relevant to their areas of focus (services and products, disaster prevention and mitigation), to produce a single set that described the overall competencies required of a PWS forecaster. This set will be provided to the WMO ETR Programme to be used in future publications, as appropriate.

**4. FORMAL AGREEMENTS RELATED TO THE WORKING RELATIONSHIP BETWEEN NMHSs AND THE MEDIA (Agenda Items 9, 10 and 11)**

Ms Kootval introduced this item with a summary of the recent work of the Commission for Basic Systems Open Programme Area Group on Public Weather Services (PWS) Expert Team on PWS in Support of Disaster Prevention and Mitigation (CBS/OPAG-PWS ET/DPM) in developing a template for an MoU between an NMHS and a disaster management organisation. The value of such an MoU lies in the benefits of developing a formal relationship with a key service delivery partner in which the mutual roles and responsibilities are clearly defined and agreed upon.

The Expert Team recognised the value of developing a similar template, focusing on the NMHS/media partnership, noting the vital role the media plays in communicating the PWS message to the public and the value of a strong partnership between the PWS and the media, particularly when severe weather is expected or is occurring. The Expert Team noted that given the complexity of the media landscape and the wide range of media organisations, this approach needs to be applied carefully and may be easier to achieve in some instances than others.

The Expert Team agreed that the purpose of an MoU between an NMHS and a media organisation would be to recognise, and to some extent formalise, an existing good working relationship. The Expert Team also agreed that where there was still significant work to be done in improving the relationship between an NMHS and a media organisation, an MoU may be premature.

Working from a real example of such an MoU presented by Mr Gill, the Expert Team produced a generic MoU template that could be used by NMHSs to recognise their relationships with media organisations. Together with a covering letter drafted by the Expert Team describing the purpose of the MoU, it will be made available to NMHSs.

**5. DISCUSSION ON THE DECISIONS OF CBS-Ext.(10) AS REGARDS OPAG-PWS: RESTRUCTURING, PWS EXPERT TEAMS, TITLES AND TORS, RELATIONSHIPS BETWEEN EXPERT TEAMS IN THE FRAMEWORK OF SERVICE DELIVERY, DISCUSSION OF CURRENT ISSUES OF IMPORTANCE AND CONCERN RELATED TO MEDIA (Agenda Items 12 and 14)**

The Expert Team gave careful consideration to the decisions of CBS regarding restructuring the PWS OPAG and the ETs so that there was better alignment with the WMO Service Delivery Strategy and the four (4) steps of the ‘service delivery chain’. The Expert Team

noted the new draft ToRs developed by the CBS/ OPAG-PWS ET/DPM at its recent meeting, and agreed to take a similar approach of more clearly emphasising service delivery aspects whilst retaining the thematic focus of expertise – in the case of CBS/OPAG-PWS ET/COPE, on communications, outreach and public education.

In reviewing the ToRs, the Expert Team noted that there were opportunities to streamline some of them. It was also recognised that in taking a broader service delivery focus, there was a need to strengthen engagements and collaborations with other areas of WMO, including other services-related Technical Commissions (TCs) (such as the Commission for Climatology (CCI) and the Commission for Hydrology (CHy)) as well as Regional Associations (RAs). The ToRs were modified accordingly and new deliverables were developed to address these areas.

As a result of these deliberations, the following set of new ToRs was developed, to be submitted for approval at the next session of CBS:

- (a) Examine, report and advise on how best to measure the needs of users regarding communication, public education and outreach aspects of PWS delivery;
- (b) Identify ways to meet the needs of NMHSs in their communication, outreach and public education relating to PWS delivery, with a view to ensuring more effective use of PWS and enhancing the usefulness of new products and services;
- (c) Examine, report and recommend how best to foster partnerships with national and international media organisations, and of assisting NMHSs to improve relations with the media;
- (d) Examine, report and advise on the application to PWS delivery of new developments in communication, public education and outreach;
- (e) Promote awareness of the benefits to the image, visibility and attribution of NMHSs through effective delivery of high-quality and well-communicated public weather services;
- (f) Monitor, report and advise on communication, outreach and public education aspects of service delivery that relate to other WMO activities, Programmes and priority areas, including collaboration with other PWS Expert Teams, CBS OPAGs, WMO Technical Commissions (TCs) and Regional Associations (RAs); and,
- (g) Monitor and report on the progress and effectiveness of earlier initiatives of ET/COPE and make recommendations as appropriate to the ICT/PWS.

## **6. DISCUSSION OF THE TITLE OF THE ET TO BE PROPOSED FOR CONSIDERATION AND APPROVAL BY THE ICT-PWS AND DRAFTING OF THE TORS OF THE ET (Agenda Item 13)**

In the light of the discussions on the adjusted focus and ToRs of the Expert Team, it considered the need for a new name. It was agreed that any new name should reflect the strengthened focus on service delivery, should retain an emphasis on the subject matter focus of the Expert Team's work (communication, outreach and public education), and should be succinct, if possible. Accordingly, it was agreed to propose re-naming the Expert Team to be the "Expert Team on Communication, Outreach and Public Education Aspects of Public Weather Service Delivery" and retain its pre-existing acronym ET/COPE.



## **7. IDENTIFICATION OF DELIVERABLES RELATED TO THE NEW TORs (Agenda Item 15)**

The Expert Team gave consideration to a new set of deliverables related to the new ToRs. It was noted that there were deliverables outstanding from the previous meeting and that completion of these should be part of the set. New areas of activity were also discussed, with new deliverables identified in the following areas:

### **Guidelines on developing a corporate external communications plan**

The Expert Team recognised that when staff of NMHSs engage with external users, including the media, it can be important to do so within the framework of an organisational policy that describes the roles and responsibilities of different staff. For example, PWS forecasters may have a defined scope for their interactions with media that is restricted to information on current and forecast conditions. On the other hand, senior and executive managers may have a mandate to discuss more difficult or complex issues. Similarly, an NMHS that has a coherent strategy for engaging with key sectors will be more effective in their service delivery activities. A corporate strategy for external communications can therefore provide a valuable reference point for NMHS engagements with the user community, and the Expert Team agreed it would be helpful to develop guidelines to assist NMHSs in developing such a strategy.

### **Outreach to other relevant WMO Technical Commissions (TCs) and Regional Associations (RAs)**

It was recognised that in broadening the focus of the Expert Team to consider wider service delivery aspects, there was a need to strengthen the relationships with other WMO TCs and RAs to ensure consistency of approach and harmonisation of complementary efforts. It was therefore agreed to develop a deliverable that explicitly tasked the Members of the Expert Team to seek engagement with these bodies, particularly in relation to service delivery and communications.

Mr Čačić (Meteorological and Hydrological Service of Croatia) gave a presentation to the Expert Team on the WIGOS and the outcomes of recent discussions with the ICG-WIGOS on the potential role that ET/COPE might play in assisting the WIGOS Project Team to communicate the nature and benefits of WIGOS to stakeholders. The Expert Team agreed that, given its particular expertise, it could provide advice to WIGOS on how best to communicate this information and a deliverable was agreed to further this. It was also recognised that given Mr Čačić's role as President of Regional Association (RA) VI (Europe), he would be well placed to engage with relevant Working Groups (WGs) in RA VI, as well as with other Presidents of RAs and TCs to discuss areas of mutual interest involving service delivery.

### **On-line survey of NMHSs on use of media**

In order to address the need to monitor and report on the effectiveness of the ET/COPE work, the Expert Team agreed to establish a baseline on the use of media by NMHSs. A short on-line survey was seen as the best approach for gathering such information, with the PWS FPs being recognised as the appropriate contacts within each NMHS to coordinate/complete the survey.

### **Training on media for senior and executive NMHS managers**

A long-standing issue identified by the Expert Team was the need and benefits to NMHSs of training for senior and executive managers on dealing with the media. It was recognised that a challenge in delivering such training was finding opportunities for managers, who are usually very busy, to participate. The Expert Team therefore agreed to seek, on an ongoing basis, opportunities for organising training courses in this area, including as part of study tours and similar gatherings of senior and executive managers.

## **8. FUTURE FOLLOW-UP**

Based on the discussions of the ToRs, the Meeting agreed to the following activities for the implementation and finalization of the deliverables. The Action Sheet related to the deliverables and the agreed timeline is attached as Annex III.

**Deliverable 1: Completion of Guidelines on communicating the socio-economic benefits of PWS**

**Action by: Jon Gill and Ivan Čačić; Deadline: April 2012**

**Deliverable 2: Completion of guidelines on the use of social media by NMHSs**

**Action by: Jon Gill and Peter Kreft; Deadline: December 2011**

**Deliverable 3: Develop a list of experts to assist with training and development activities on communication, outreach and public education aspects of PWS delivery**

**Action by: Haleh Kootval; Deadline: Upon submission of competencies by ET/SPI**

**Deliverable 4: : Preparation of Summary Guides on: (i) using social media by NMHSs; (ii) communicating socio-economic benefits of PWS; and, (iii) conducting PWS outreach activities**

**Action by: (i) Jon Gill and Peter Kreft; (ii) Jon Gill and Ivan Čačić; (iii) Joseph Cheruiyot Ego, José Rubiera Torres and Yao Xiuping; Deadline: End of June 2012 (all Guides)**

**Deliverable 5: Preparation of Guidelines to assist NMHSs to develop a corporate external communication strategy**

**Action by: Jon Gill and Peter Kreft (with input from all); Deadline: March 2013**

**Deliverable 6: Develop template for a Memorandum of Understanding (MoU) between an NMHS and a media organisation**

**Action by: Jon Gill (examples from Yao Xiuping and Ivan Čačić); Deadline: March 2012**

**Deliverable 7: Determine opportunities for collaboration on communication, outreach and public education aspects of: (i) WIGOS (through the ICG on WIGOS); and (ii) climate services (through CCI and the GFCS Office)**

**Action by: Ivan Čačić and Haleh Kootval; Deadline: as opportunities arise**

**Deliverable 8: Liaise with other PWS Expert Teams, CBS OPAGs and RAs to identify opportunities for collaboration and sharing of information on areas of mutual interest**

**Action by: Jon Gill and Ivan Čačić; Deadline: as opportunities arise**

**Deliverable 9: Develop an on-line survey for NMHSs, to be completed by their PWS Focal Points, that measures the usage of different media for PWS delivery**

**Action by: Haleh Kootval; Deadline: November 2012**

**Deliverable 10: Seek opportunities to organise training courses for senior and executive NMHS managers on working with media, e.g. in association with study tours, meetings of senior and executive managers, RA Sessions, etc.**

**Action by: Yao Xiuping (with input from all); Deadline: as opportunities arise**

## **9. CLOSING**

The Meeting of the CBS/OPAG-PWS ET/COPE closed at 1300 hours on Friday, 9 December 2011.

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List of Annexes to the Final Report of the Commission for Basic Systems  
Open Programme Area Group on Public Weather Services (PWS) Expert Team  
on Communication, Outreach and Public Education Aspects of PWS  
(CBS/OPAG-PWS ET/COPE)

(Mombasa, Kenya, 5-9 December 2011)

- Annex I: List of Meeting Participants
- Annex II: Meeting Programme
- Annex III: Action Sheets of the Mombasa meeting indicating the Team Deliverables

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**PARTICIPANTS AT THE “MEETING OF THE COMMISSION FOR BASIC SYSTEMS  
OPEN PROGRAMME AREA GROUP ON PUBLIC WEATHER SERVICES EXPERT TEAM  
ON COMMUNICATION, OUTREACH AND PUBLIC EDUCATION ASPECTS OF PWS”  
(CBS/OPAG-PWS ET/COPE)**

**(MOMBASA, KENYA, 5-9 DECEMBER 2011)**

<b>NO.:</b>	<b>COUNTRY:</b>	<b>NAME AND TITLE:</b>	<b>ADDRESS:</b>
1.	Australia	<b>Mr Jon GILL</b> <b>Chairperson of the CBS/OPAG-PWS ET/COPE</b>	Bureau of Meteorology GPO Box 1289 MELBOURNE, VIC 3001, Australia Tel.: +61 3 9669 4219 Fax: +61 3 9669 4473 E-mail: <a href="mailto:j.gill@bom.gov.au">j.gill@bom.gov.au</a>
2.	China	<b>Ms YAO Xiuping</b> <b>Director of Popular Science and Service Evaluation Office, CMA Public Weather Service Center</b>	China Meteorological Administration CMA Public Weather Service Center 46 South Zhongguancun Street Haidian District BEIJING 100081, China Tel.: +86 10 5899 3512 Fax: + E-mail: <a href="mailto:yaoxp@cma.gov.cn">yaoxp@cma.gov.cn</a>
3.	Croatia	<b>Mr Ivan ČAČIĆ</b> <b>Member of the CBS/OPAG-PWS ET/COPE and Permanent Representative of Croatia with WMO</b>	Meteorological and Hydrological Service of Croatia Grič 3 HR-10000 ZAGREB, Croatia Tel.: +385 1 45 64 693 Fax: +385 1 48 51 901 E-mail: <a href="mailto:cacic@cirus.dhz.hr">cacic@cirus.dhz.hr</a>
4.	Cuba	<b>Mr José María RUBIERA TORRES</b> <b>Vice-Chairperson of the CBS/OPAG-PWS ET/COPE</b>	Instituto de Meteorología Loma de Casablanca, Regla Apartado 17032, C.P. 11700 HABANA 17, Cuba Tel.: +53 7 867 0708 Fax: +53 7 866 8010 E-mails: <a href="mailto:jose.rubiera@insmet.cu">jose.rubiera@insmet.cu</a> <a href="mailto:rubieraj@yahoo.com">rubieraj@yahoo.com</a>
5.	Kenya	<b>Mr Joseph CHERUIYOT EGO</b> <b>Member of the CBS/OPAG-PWS ET/COPE</b>	Kenya Meteorological Department Dagoretti Corner, Ngong Road P.O. Box 30259, 00100 GPO NAIROBI, Kenya Tel.: +254 20 386 7880 Faxes: +254 20 387 6955 / 7373 E-mail: <a href="mailto:jcheruiyot@meteo.go.ke">jcheruiyot@meteo.go.ke</a>

6.	New Zealand	<b>Mr Peter KREFT</b> <b>Member of the CBS/OPAG-PWS</b> <b>ET/COPE</b>	Meteorological Service of New Zealand Limited 30 Salamanca Road P.O. Box 722 WELLINGTON 6014, New Zealand Tel.: +64 4 470 0806 Fax: +64 4 473 5231 E-mail: <a href="mailto:peter.kreft@metservice.com">peter.kreft@metservice.com</a>
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7.	Switzerland	<b>Ms Haleh KOOTVAL</b> <b>Chief, Public Weather Services</b> <b>Division</b>	Public Weather Services Programme Weather and Disaster Risk Reduction Services Department (WDS) Tel.: +41 22 730 8333 Fax: +41 22 730 8128 E-mail: <a href="mailto:HKootval@wmo.int">HKootval@wmo.int</a>

**“MEETING OF THE COMMISSION FOR BASIC SYSTEMS OPEN PROGRAMME  
AREA GROUP ON PUBLIC WEATHER SERVICES EXPERT TEAM ON  
COMMUNICATION, OUTREACH AND PUBLIC EDUCATION ASPECTS OF PWS”  
(CBS/OPAG-PWS ET/COPE)**

*(MOMBASA, KENYA, 5-9 DECEMBER 2011)*

**MEETING PROGRAMME**

*Monday, 5 December 2011*

	<b>DAY 1</b>		
0900-0930	1. Opening  2. Organization of the meeting <ul style="list-style-type: none"> <li>• Adoption of the agenda</li> <li>• Working arrangements</li> </ul>	<ul style="list-style-type: none"> <li>• Host</li> <li>• Mr Jon Gill (Australian Bureau of Meteorology (BoM), Chairperson of the ET/COPE)</li> <li>• Ms Haleh Kootval (WMO Secretariat)</li> </ul>	30 minutes
0930-1000	3. Objectives and Expected Outcomes: Review of relevant decisions of CBS-Ext.(10) and Sixteenth World Meteorological Congress (Cg-XVI)	<ul style="list-style-type: none"> <li>• Chairperson</li> <li>• Ms Haleh Kootval</li> </ul>	30 minutes
1000-1030	4. Review of the current Terms of Reference (ToRs) of the Expert Team (ET)	<ul style="list-style-type: none"> <li>• Chairperson</li> </ul>	30 minutes
<b>1030-1100</b>	<b>COFFEE / TEA BREAK</b>		<b>30 minutes</b>
1100-1200	5. Review of the Deliverables from the 2009 meeting of the ET in Havana	<ul style="list-style-type: none"> <li>• Chairperson</li> </ul>	60 minutes
<b>1200-1330</b>	<b>LUNCH BREAK</b>		<b>90 minutes</b>
1330-1430	6. Deliverable 2: the Socio-Economic Guidance	<ul style="list-style-type: none"> <li>• Mr Ivan Čačić (Meteorological and Hydrological Service of Croatia)</li> </ul>	60 minutes
1430-1530	7. Deliverable 3: Social Media Guidance	<ul style="list-style-type: none"> <li>• Mr Jon Gill</li> </ul>	60 minutes
<b>1530-1600</b>	<b>COFFEE / TEA BREAK</b>		<b>30 minutes</b>
1600-1700	8. Deliverable 5: Job description of skills/personal qualities needed to work in communications, outreach and public education	<ul style="list-style-type: none"> <li>• Mr Jon Gill</li> </ul>	60 minutes

<b>Tuesday, 6 December 2011</b>			
<b>DAY 2</b>			
0900-1000	9. Formal Agreements related to the working relationship between NMHss and the Media <ul style="list-style-type: none"> <li>Review of a generic MoU prepared by ET/DPM related to the working relationship between NMHSs and DPM authorities</li> </ul>	<ul style="list-style-type: none"> <li>Ms Haleh Kootval</li> </ul>	60 minutes
1000-1030	<ul style="list-style-type: none"> <li>Review of any existing Agreements in the countries represented by the members of ET/COPE or other countries if known</li> </ul>	<ul style="list-style-type: none"> <li>All participants</li> </ul>	30 minutes
<b>1030-1100</b>	<b>COFFEE / TEA BREAK</b>		<b>30 minutes</b>
1100-1130	<ul style="list-style-type: none"> <li>Review of any existing Agreements in the countries represented by the members of ET/COPE or other countries if known (continued)</li> </ul>	<ul style="list-style-type: none"> <li>All participants</li> </ul>	30 minutes
1130-1200	<ul style="list-style-type: none"> <li>Discussions on the preparation of a generic Agreement/MoU, as a best example template to offer NMHSs with a view to improving their current relationship with the Media</li> </ul>	<ul style="list-style-type: none"> <li>All participants</li> </ul>	30 minutes
<b>1230-1330</b>	<b>LUNCH BREAK</b>		<b>90 minutes</b>
1330-1530	10. Work in groups on the drafting of generic MoU	<ul style="list-style-type: none"> <li>All participants</li> </ul>	120 minutes
<b>1530-1600</b>	<b>COFFEE / TEA BREAK</b>		<b>30 minutes</b>
1600-1700	11. Discussion on the work of groups	<ul style="list-style-type: none"> <li>All participants</li> </ul>	60 minutes
<b>Wednesday, 7 December 2011</b>			
<b>DAY 3</b>			
0900-1030	12. Discussions on the decisions of CBS-Ext.(10) as regards OPAG-PWS: restructuring, PWS Expert Teams, titles and ToRs, relationships between expert teams in the framework of Service Delivery; Discussion of current issues of importance and concern related to media	<ul style="list-style-type: none"> <li>Chair to lead, All participants</li> </ul>	90 minutes
<b>1030-1100</b>	<b>COFFEE / TEA BREAK</b>		<b>30 minutes</b>



1100-1200	13. Discussion of the title of the ET to be proposed for consideration and approval by the ICT/PWS and drafting of the ToRs of the ET	• All participants	60 minutes
<b>1200-1330</b>	<b>LUNCH BREAK</b>		<b>90 minutes</b>
1330-1430	13. Discussion of the title of the ET to be proposed for consideration and approval by the ICT/PWS and drafting of the ToRs of the ET (continued)	• All participants	60 minutes
1430-1530	14. Finalization of the ToRs	• All participants	60 minutes
<b>1530-1600</b>	<b>COFFEE / TEA BREAK</b>		<b>30 minutes</b>
1600-1700	15. Identification of Deliverables related to the new ToRs	• All participants	60 minutes
<b>Thursday, 8 December 2011</b>			
<b>DAY 4</b>			
0900-1030	16. Work on deliverables	• All participants	90 minutes
<b>1030-1100</b>	<b>COFFEE / TEA BREAK</b>		<b>30 minutes</b>
1100-1200	16. Work on deliverables (continued)	• All participants	60 minutes
<b>1200-1330</b>	<b>LUNCH BREAK</b>		<b>90 minutes</b>
1330-1700	16. Work on deliverables (continued)	• All participants	210 minutes
<b>Friday, 9 December 2011</b>			
<b>DAY 5</b>			
0900-1030	17. Preparation of the report of the meeting and the executive summary	• All participants	90 minutes
<b>1030-1100</b>	<b>COFFEE / TEA BREAK</b>		<b>30 minutes</b>
1100-1200	17. Preparation of the report of the meeting and the Executive Summary (continued)	• All participants	60 minutes
<b>1200-1330</b>	<b>LUNCH BREAK</b>		<b>90 minutes</b>
1330-1530	18. Review of the report	• All participants	120 minutes

<b>1530-1600</b>	<b>COFFEE / TEA BREAK</b>		<b>30 minutes</b>
1600-1700	19. Adoption of the report	<ul style="list-style-type: none"><li>• All participants</li><li>• Chairperson</li></ul>	60 minutes
1700	<b>Closure of the Meeting</b>		

**“MEETING OF THE COMMISSION FOR BASIC SYSTEMS OPEN PROGRAMME AREA GROUP ON PUBLIC WEATHER SERVICES EXPERT TEAM ON COMMUNICATION, OUTREACH AND PUBLIC EDUCATION ASPECTS OF PWS”  
(CBS/OPAG-PWS ET/COPE)**

*(MOMBASA, KENYA, 5-9 DECEMBER 2011)*

### TEAM DELIVERABLES

<b><i>Deliverable 1: Completion of Guidelines on communicating the socio-economic benefits of PWS (Related to ToR)</i></b>				
	<b>Action(s):</b>	<b>Lead(s) Responsible:</b>	<b>Due Date:</b>	<b>Status:</b>
1.	All members to gather examples of communicating SEB	Jon Gill and Ivan Čačić	End of January 2012	
2.	Prepare draft Guidelines	Jon Gill and Ivan Čačić	End of March 2012	
3.	Review of draft by the Expert Team	All Members	End of April 2012	
4.	Publish Guidelines and circulate to all NMHSs, Expert Team Members, PWS Focal Points, INTAD members and post to the WMO Website	Haleh Kootval	TBD	
<b><i>Deliverable 2: Completion of Guidelines on the use of social media by NMHSs (Related to ToR)</i></b>				
	<b>Action(s):</b>	<b>Lead(s) Responsible:</b>	<b>Due Date:</b>	<b>Status:</b>
1.	Feedback from members on first draft	Jon Gill and Peter Kreft	End of December 2011	
2.	Collect examples to be included	Jon Gill and Peter Kreft	End of December 2011	
3.	Publish Guidelines and circulate to all NMHSs, Expert Team Members, PWS Focal Points, INTAD members and post to the WMO Website	Haleh Kootval	TBD	

<b>Deliverable 3: Develop a list of experts to assist with training and development activities on communication, outreach and public education aspects of PWS delivery (Related to ToR)</b>				
	<b>Action(s):</b>	<b>Lead(s) Responsible:</b>	<b>Due Date:</b>	<b>Status:</b>
1.	Identify and publish names of experts, following completion of list of competencies of PWS forecasters as provided by all ETs	Haleh Kootval	Upon submission of competencies by ET/SPI	
<b>Deliverable 4: Preparation of Summary Guides on: (i) using social media by NMHSs; (ii) communicating socio-economic benefits of PWS (Related to ToR); (iii) conducting PWS outreach activities</b>				
	<b>Action(s):</b>	<b>Lead(s) Responsible:</b>	<b>Due Date:</b>	<b>Status:</b>
1.	Draft each Summary Guides:  (i) Social media (ii) Communicating SEB (iii) Conducting outreach	(i) Jon Gill and Peter Kreft (ii) Jon Gill and Ivan Čačić (iii) Joseph Cheruiyot Ego, José Rubiera Torres and Yao Xiuping	End of June 2012 (all Guides)	
2.	Publish guidelines and circulate to all NMHSs, Expert Team Members, PWS Focal Points, INTAD members and post to the WMO Website	Haleh Kootval	TBD	
<b>Deliverable 5: Preparation of Guidelines to assist NMHSs to develop a corporate external communication strategy (Related to ToR)</b>				
	<b>Action(s):</b>	<b>Lead(s) Responsible:</b>	<b>Due Date:</b>	<b>Status:</b>
1.	Develop outline of Guidelines	Peter Kreft and Jon Gill	August 2012	

2.	Prepare first draft of Guidelines	Peter Kreft and Jon Gill (with input from all)	December 2012	
3.	Review and finalise	Peter Kreft and Jon Gill (input from all Members)	March 2013	
4.	Publish guidelines and circulate to all NMHSs, ET members, PWS Focal Points, INTAD members and post to the WMO website	Haleh Kootval	TBD	
<b>Deliverable 6: Develop template for a Memorandum of Understanding (MoU) between an NMHS and a media organisation (Related to ToR)</b>				
	<b>Action(s):</b>	<b>Lead(s) Responsible:</b>	<b>Due Date:</b>	<b>Status:</b>
1.	Finalise template by adding instructive example MoU	Jon Gill (examples from Yao Xiuping and Ivan Čačić)	March 2012	
2.	Send with cover letter to Permanent Representatives, and inform PWS Focal Points, etc.	Haleh Kootval	TBD	
<b>Deliverable 7: Determine opportunities for collaboration on communication, outreach and public education aspects of: (i) WIGOS (through the ICG on WIGOS); (ii) climate services (through CCI and the GFCS Office)</b>				
	<b>Action(s):</b>	<b>Lead(s) Responsible:</b>	<b>Due Date:</b>	<b>Status:</b>
1.	Brief ICG-WIGOS on discussions by Team on project communication	Ivan Čačić	At ICG-WIGOS meeting	
2.	Contribute assistance to WIGOS on project communication as appropriate	Ivan Čačić (with input from all Members)	TBD	
3.	Liaise with GFCS Office on possible collaboration on communication aspects of services	Ivan Čačić and Haleh Kootval	As opportunities arise	

4.	Liase with Commission for Climatology (CCI) on possible collaboration on communication aspects of services	Ivan Čačić and Haleh Kootval	As opportunities arise	
<b>Deliverable 8: Liase with other PWS Expert Teams, CBS OPAGs and Regional Associations to identify opportunities for collaboration and sharing of information on areas of mutual interest (Related to ToR)</b>				
	<b>Action(s):</b>	<b>Lead(s) Responsible:</b>	<b>Due Date:</b>	<b>Status:</b>
1.	Liase with Regional Associations (RAs)	Ivan Čačić	As opportunities arise	
2.	Liase with other PWS Expert Teams	Jon Gill	As opportunities arise	
3.	Liase with CBS OPAGs	Jon Gill	As opportunities arise	
<b>Deliverable 9: Develop an on-line survey for NMHSs, to be completed by their PWS Focal Points, that measures the usage of different media for PWS delivery</b>				
	<b>Action(s):</b>	<b>Lead(s) Responsible:</b>	<b>Due Date:</b>	<b>Status:</b>
1.	Develop survey	Peter Kreft, Yao Xiuping and José Rubiera Torres	June 2012	
2.	Place survey on-line and check by Team Leads	Haleh Kootval	July 2012	
3.	Write to NMHSs/PWS Focal Points to complete survey	Haleh Kootval	September 2012	
4.	Prepare short report based on survey results and circulate to PWS community	Haleh Kootval	November 2012	
<b>Deliverable 10: Seek opportunities to organise training courses for senior and executive NMHS managers on working with media, e.g., in association with study tours, meetings of senior and executive managers, RA Sessions, etc.</b>				
	<b>Action(s):</b>	<b>Lead(s) Responsible:</b>	<b>Due Date:</b>	<b>Status:</b>
1.	Seek opportunities as they arise	Yao Xiuping (CMA study tours) All Members	As opportunities arise	