



Ekstremværuka 06: One week of extreme weather information, concept and ideas

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Between September the 24th and October the 1 in 2006 did the NRK (Norwegian Broadcasting Corporation) use weather, and especially extreme weather, as theme for all channels. The week was called “Ekstremværuka”, which translates to Extreme Weather Week. Most of the programs on TV, radio and web had weather as a theme. This resulted in a massive information flow on meteorological and climatological themes. Marked surveys after the week showed that a clear majority of the public knew about the week on some level. In this presentation will we try to give an overview of the whole concept, implementation and public response, and some samples on how the theme was included in programs of quite different profiles.