



Schmoozing and boozing or listening and learning? The importance of effective networking between Meteorology and the Media.

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Meteorologists have a scientific training and bring this with them when they interact with the Media. Media personnel, on the other hand, train in the creative disciplines and typically have a distinct and very different mindset. Avoiding a clash of cultures and promoting mutual respect and positive engagement between the worlds of Media and Meteorology is a key task for the Broadcast Meteorologist, trained in one discipline but working in the other. The importance of active networking and good interpersonal communication will be highlighted, with the emphasis on the (often neglected) listening aspect encompassed by the term “communication”.