

# Sustainability Committee

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## Background from ITV Wales

Here at ITV Wales we have contact with two main agencies; The Met Office  
The Environment Agency Wales

### 1. THE MET OFFICE

Provides the forecaster with a daily briefing, via the telephone, and access to a more detailed Media Briefing Service, on their website. This site is constantly updated, and provides comprehensive information on forecasts and warnings. Detailed information can be provided for up to five days ahead, but beyond that time frame the information becomes less specific.

Warnings are issues with differing levels of severity; “severe” weather events which tend to happen often in winter, to “extreme” weather events, which thankfully here in Wales are relatively rare. The Met Office guidelines also offer information about the impact of a weather event and advice on how to deal with it. This information is available to both media agencies and public, and is presented as follows;

### Key to warning colours

Colour and risk levels for severe weather events (can often occur, particularly in winter)					
	Green		Yellow	Amber	
<b>Warning</b>	None		Advisory	Early	Flash
<b>Risk</b>	Very low <20%	Low ≥20% <40%	Moderate ≥40% <60%	High ≥60% <80%	Very high >80%
<b>Headline</b>	No severe weather expected		Moderate risk of severe weather	High risk of severe weather	Severe weather is imminent or is occurring
<b>Impact</b>			Moderate risk of some damage to infrastructure and local disruption	High risk that there will be some damage to infrastructure and local disruption	Very high risk that there will be some damage to infrastructure and local disruption
<b>Advice</b>			Ensure you	Remain vigilant	Ensure you

			access the latest weather forecast	and ensure you access the latest weather forecast	access the latest weather forecast and take precautions where possible
<b>Colour and risk levels for extreme weather events (these are rare)</b>					
	<b>Green</b>	<b>Yellow</b>	<b>Amber</b>	<b>Red</b>	
<b>Warning</b>	None	Advisory	Advisory	Early	Flash
<b>Risk</b>	Very low <20%	Low ≥20% <40%	Moderate ≥40% <60%	High ≥60% <80%	Very high >80%
<b>Headline</b>	No extreme weather expected	Low risk of extreme weather	Moderate risk of extreme weather	High risk of extreme weather	Extreme weather is imminent or occurring
<b>Impact</b>		Low risk of major damage to infrastructure and the environment	Moderate risk of major damage to infrastructure and the environment	High risk of major damage to infrastructure and the environment. Casualties are possible	Major damage to infrastructure and the environment is likely. Casualties are possible
<b>Advice</b>		Ensure you access the latest weather forecast	Remain vigilant and ensure you access the latest weather forecast	Remain extra vigilant and access the latest weather forecast. Be aware of risks that might be unavoidable. Follow any advice given by authorities	Remain extra vigilant and access the latest weather forecast. Follow orders and any advice given by authorities under all circumstances and be prepared for extraordinary measures

	No severe weather
	Be aware
	Be prepared
	Take action

As a quick guide to the colours, they should be interpreted as:

**'Be aware'** means: Remain alert and ensure you access the latest weather forecast.

**'Be prepared'** means: Remain vigilant and ensure you access the latest weather forecast. Take precautions where possible.

**'Take action'** means: Remain extra vigilant and ensure you access the latest weather forecast. Follow orders and any advice given by authorities under all circumstances and be prepared for extraordinary measures.

## 2. THE ENVIRONMENT AGENCY

Is our second contact at times of weather events such as flooding. Warnings are e-mailed and faxed to us as soon as they are issued, and again are given 4 levels of severity;

FLOOD WATCH;                      Low lying land may be affected

FLOOD WARNING;                Homes and businesses could be affected

SEVERE FLOOD WARNING;      Danger to property and life

ALL CLEAR

We are given specific detail on rivers/areas that are at risk.

## THE PROCESS

Once the forecaster is aware that there could be a weather event such as a flood, the information is then passed on to the news desk. It is a combination of the facts that we are given by the above agencies that determines if or how a weather story is covered and treated. And this is ultimately the decision of the Programme Editor on the day. For example does the situation merit a "live" broadcast?; is it just an "underlay" ie. 20 seconds of pictures to be broadcast within the news bulletin, or is it an actual "package" ie. 1min 30 secs; is the story to be covered by a forecaster or a news correspondent? Do we mention the Environment Agency "Floodline" number within the programme? Obviously we operate within the constraints of time, geographical and physical limitations.... It is also important to remember that we are a media organisation, and that we are governed by a need to maintain a certain balance between "newsworthiness" and our duty to keep our viewers informed and entertained.

It is certainly fair to say that our viewers are interested in “weather events”. Here in Wales our geographical make-up means that the weather does have a dramatic impact on our everyday lives. And whilst ever this is the case we are able to justify the role of a full-time and dedicated “weather” presenter on our news team.