

One week of extreme weather information

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The Extreme Weather Week is the most extensive popular scientific effort undertaken in Norway. In just one week, NRK broadcast 125 TV programmes and more than 200 radio programmes focusing wholly or partially on weather and climate. The issue was also in focus on our website, teletext, WAP, DAB radio and jukebox TV. The Extreme Weather Week contributed to increased awareness about an intriguing and important issue for society as a whole through a finely tuned mix of serious and entertaining programmes.

The Extreme Weather Week was a co-operative effort by the Norwegian Broadcasting Corporation, the Norwegian Meteorological Institute, the Norwegian Directorate for Education and Training and the Bjerknes Centre for Climate Research. It was based on the public need for more information about weather and climate. The scientific community has much of the professional knowledge, while NRK has the journalistic skills and distribution network which makes it possible to diffuse such knowledge to a large audience.

One nation – one issue – extreme weather

CHANNEL	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
NRK1 (TV)	4 PROGRAMS	4 PROGRAMS	6 PROGRAMS	5 PROGRAMS	3 PROGRAMS	5 PROGRAMS	3 PROGRAMS	8 PROGRAMS
NRK2 (TV)	5 PROGRAMS	5 PROGRAMS	4 PROGRAMS	4 PROGRAMS	5 PROGRAMS	6 PROGRAMS	2 PROGRAMS	5 PROGRAMS
P1 (RADIO)	2 PROGRAMS	3 PROGRAMS	3 PROGRAMS	3 PROGRAMS	3 PROGRAMS	2 PROGRAMS	3 PROGRAMS	2 PROGRAMS
P2 (RADIO)	6 PROGRAMS	3 PROGRAMS	5 PROGRAMS	5 PROGRAMS	5 PROGRAMS	6 PROGRAMS	3 PROGRAMS	2 PROGRAMS
P3 (RADIO)		1 PROGRAM			1 PROGRAM			
REGIONAL (TV AND RADIO)		10 TV PR. 20 RADIO PR	10 TV PR. 20 RADIO PR	10 TV PR. 15 RADIO PR	5 TV PR. 20 RADIO PR	10 TV PR. 10 RADIO PR		
DABRADIO EKSTREME WEATHER	18 HOURS EXTREME WEATHER	18 HOURS EXTREME WEATHER	18 HOURS EXTREME WEATHER	18 HOURS EXTREME WEATHER	18 HOURS EXTREME WEATHER	18 HOURS EXTREME WEATHER	18 HOURS EXTREME WEATHER	18 HOURS EXTREME WEATHER
RADIO ALWAYS CLASSICAL MUSIC			2 programs	3 programs	2 programs	1 programs	2 programs	3 programs
RADIO ALWAYS NEWS		3 – 5 reports	3 – 5 reports	3 – 5 reports	3 – 5 reports	3 – 5 reports	3 – 5 reports	3 – 5 reports

Music:

Jazz: Jazz jorda rundt (Radio): About how weather and climate affects musical expression.

Bluesasylet (Radio): About New Orleans blues musicians in the wake of Katrina.

Pop: PILS (Radio): About weather incidents which played a role in the history of popular music.

Classic: Klar en klassiker (Radio): Quiz programme featuring weather-related classical music.

Kammertjenerne (Radio): What was the weather like when Vivaldi composed the Four Seasons?

Culture:

Språketeigen (Radio): About how we talk about the weather.

Filmfront (Radio): About weather in the history of cinema.

Ordfront (Radio): About common expressions related to weather.

Consumer:

Forbrukermagasinet (TV): About the relationship between electrical power consumption and climate and weather.

Helse (TV): About weather-related illnesses.

Magazine:

Norge rundt (TV): The main guest is a weather observer from the Institute of Meteorology.

Norgesglasset (Radio): Tidbits from the history of meteorology.

Ut i verden (Radio): About where and when to travel to experience extreme weather at close range.

Society:

Sånn er livet (Radio): Daily programme, this week focusing on the consequences of climate change.

Science:

Newton (TV): Popular science for children, about rainfall measurement.

Schrödingers katt (TV): Popular scientific TV programme for adults, focus on climate change.

Verd å vite (Radio): Daily program focusing on weather and climate.

Nature:

Friluftsmagasinet (Radio) About how different weather conditions affect opportunities for hunting and fishing.

Naturens verden (Radio): About how climate change affects the migratory patterns of birds.

Ut i naturen (TV): About plants and animals which have adapted to extreme weather conditions.

Humour:

Hallo i uken (Radio): Satirical programme with ironic remarks about the intense focus on weather and climate issues.

Mina (Radio): About young people who take an interest in issues connected to weather.

Nitimen (Radio): Presents entertaining stories about weather submitted by the public.

Religion:

Mellom himmel og jord (Radio): About biblical accounts of extreme weather.

Children:

Stå opp (TV): A playful approach to various weather-related issues.

Pysjpopbaluba (TV) A playful approach to various weather-related issues.

Barnetimen (Radio) Talks about weather conditions.

Barne TV (TV): Daily cartoon featuring thunder and lightning.

Regional:

Various features in 17 regional broadcasts every day throughout the week.

Regional TV: With extended broadcast time to explain regional weather phenomena and weather conditions.



The Rain Check

Almost 1000 schools and about 100 000 students participated in the Rain Check, a national drive to collect more information about precipitation levels in Norway. The Rain Check was fronted by Newton, a children's popular science programme, while many other programmes, both on radio and television, featured reports from the Rain Check and presented the collected data. On a website set up for this purpose, the public could access information about their own rainfall measurements and those of others.

The schools which participated in the project arranged a theme week about weather and climate, and used TV, radio and the Internet to provide educational input for the students. The presentation of data on radio, TV and the Internet was also an additional motivational factor for the participating students. On the website, the public could access the Institute of Meteorology's forecasts for the individual geographic areas, and thereby check the quality of the weather forecasts against their own rainfall measurements and those of others. The website made it easy to compare precipitation levels locally and in other regions of the country. The aim was to increase awareness about weather and climatic relationships. Many participants were surprised to see how much precipitation levels varied in different locations. Recording rainfall levels contributed to conversation about precipitation. In this way, we managed to make meteorological issues a conversation topic around lunch and dinner tables throughout the nation for an entire week.

DAB radio channel: In addition to TV and radio programmes on ordinary channels, NRK set up a separate DAB radio channel completely devoted to weather and climate issues. The music between features was also in some way connected to weather or climate. A total of 132 broadcast hours during the week, a mixture of archive material, topical interviews and music.

Website: The Extreme Weather Week had its own website with daily TV webcasts and an abundant selection of information about climate and weather. Among the offered activities was a newly developed meteorology game, web meetings with meteorologists, access to precipitation data and much more.

Jukebox TV: NRK gathered a selection of old news reports about extreme weather events from the entire country in an archive from which the audience could choose reports. Via text messaging, the audience could vote for which report should be featured on TV – then and there. The jukebox allowed the audience to relive a number of fascinating extreme weather events.

Celebrities test extreme weather

In Ekstremværeruka (the Extreme Weather Challenge), we challenged Norwegian celebrities to compete against the audience in facing extreme weather challenges. The celebrities were forced to swim between ice floes, handle extreme wind conditions in a wind tunnel, or deal with strong currents and tall waves in a large wave tank. Each celebrity had to compete with a member of the audience. The candidate from the audience had qualified by participating in a series of quiz competitions.

The challenge was transmitted live as a daily 30 minute webcast, containing celebrity interviews as well. An extreme weather researcher co-hosted the programme, and contributed by supplementing the programme with information about the effects of natural forces under extreme conditions. The program also included a daily update from the Rain Check.

During the live transmission, the audience could make suggestions via text messaging or e-mail about which clothes or tools participants should use during the challenge. A rerun of the transmission was broadcast on terrestrial TV later the same day. The program could also be downloaded online.

The aim of the Extreme Weather Challenge was to increase awareness about weather and climate issues among a younger audience which might not have any special relationship to this beforehand. In addition, the daily transmission of the challenges helped increase interest in the Extreme Weather Week. The participating celebrities generated increased interest in NRK's website and programmes. They also contributed to increased publicity in media outside NRK.