

Role of Media in promoting public awareness about weather and climate prediction

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Media and IMD

Till some time ago

Did not have high confidence in forecasts

Numbers dressed up to look good

IMD seen inferior to agencies of advanced countries

Now

More respect for the forecasts

Better appreciation of the complexities of forecasting

Why the Change

- Reputation based entirely on monsoon forecast
- Cyclone, heat forecasts have improved image
- Greater engagement from IMD, opening up
- Better appreciation of the science
- Enhanced capabilities to absorb impacts
- Monsoon forecasts have been accurate

Going Forward

- Less hype more nuancing
- Trend spotting
- Climate Change-related reportage
- Data-driven reportage

Thank You