

# Weather Live

RTE



# The Challenge...

A one-hour programme on weather-related themes

General, family audience

Repeat the next day

.... and the next...

It's all to be live!



# The Broadcast Hour

Allow for commercials etc – two commercial breaks

Commercials before and after

Each programme totals 48mins

Roughly 3 segments of 16mins each



# The Broadcast Slot

18.00 – 19.00 --- News hour on RTE

19.00 – 21.00 --- Family programmes, Soap Operas etc

21.00 – 21.30 --- Main evening news

21.30 – 23.00 --- Political Analysis, Documentary, Film...



# The Broadcast Slot

19.00 – 20.00 was the chosen slot

Programmes ran over Tuesday / Wednesday / Thursday evenings

Must be “easy watching” – not too challenging!



# The Programme Structure

Professional Host/Presenter to tie it all together

Mix of live interviews and pre-recorded video

Two or three meteorologists each day (mostly already well-known)

Visual demonstrations, quirky facts, fun...



# The Programme Setting

Indoor or Outdoor? Audience or none?

Depends on time of year, time of broadcast, light...

Two or three meteorologists each day (mostly already well-known)

Visual demonstrations, quirky facts, fun...



# The Programme Setting

Choose the Botanical Gardens in Dublin as the setting.

Plenty of opportunity for beautiful garden imagery

Strong connection between gardening / horticulture and weather

Very close to Met Eireann HQ building (about 500m...)

Great co-operation from the Director and Staff





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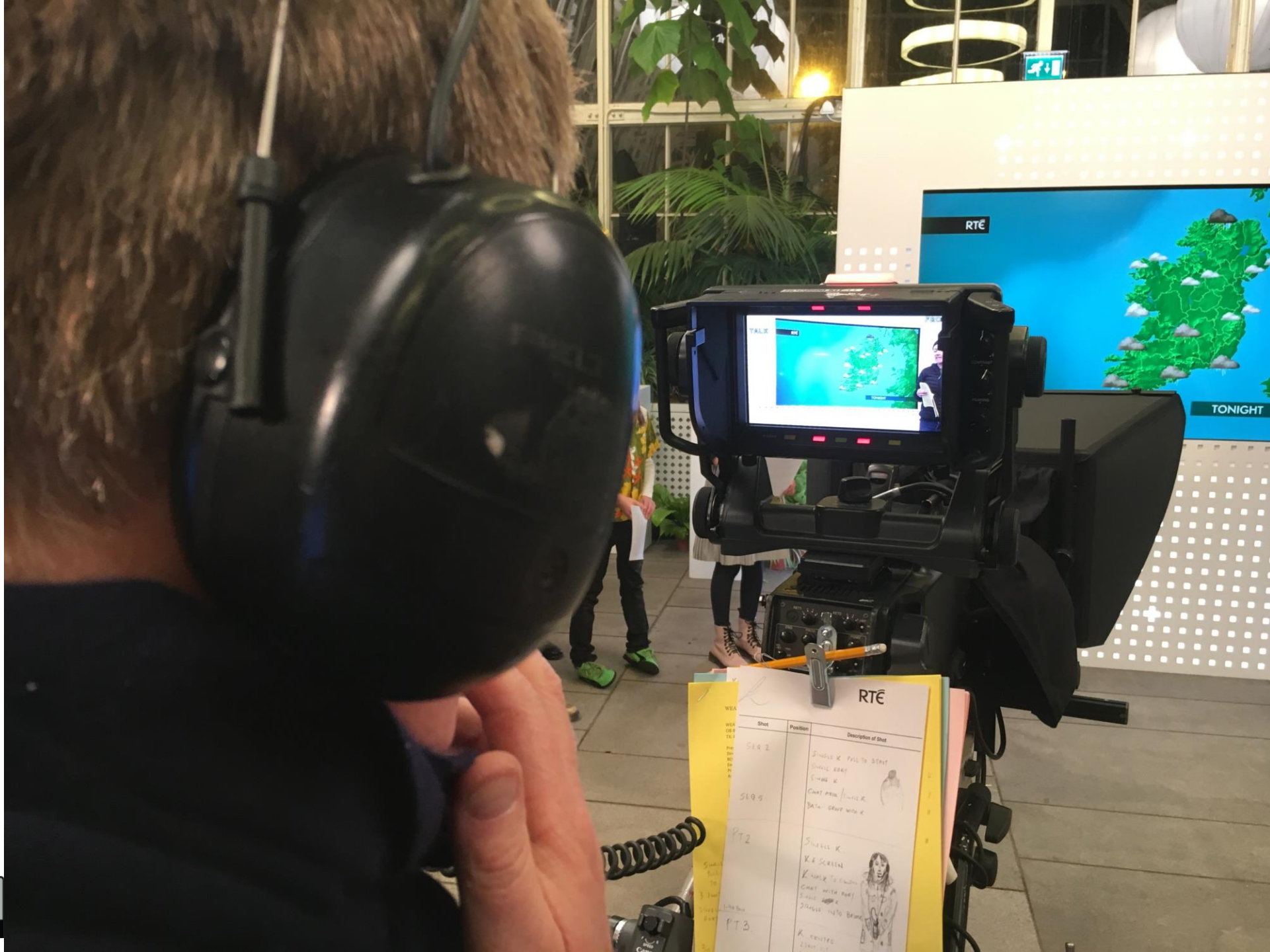
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# The Result?

Good Programme Ratings that held up over the three days

Have done this twice now – in November 2017 and May 2019

Allows serious topics like Climate Change and Air Quality to be discussed and explained within an entertaining setting

Reaches out to a “non-traditional” audience for science

Reaches children in the 8-13yr old bracket

