

Weather Services To Radio
in the Lower Mainland

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Executive Summary

The aim of this study is to get input from Vancouver radio stations about what AES can do to improve services to and relations with the radio medium. News Directors from 14 lower mainland stations were interviewed (or in some cases responses were received by telephone or mail), and their opinions make up the basis of this report.

It was found that:

1. Stations are generally pleased with the current level of service from Atmospheric Environment Service. Any comments were minor suggestions for improvement, rather than complaints about current service.
2. It is very difficult to make generalities about what 'the media' in Vancouver want; they try and appeal to different audiences and thus have different outlooks, different ways of presenting the information, etc.
3. All stations rewrite the forecasts at least somewhat, and at least some of the time. They do this with all news and all sports copy as well as with the weather. These rewrites don't appear to be because of any malicious intent or intentional disregard for the weather. They don't believe that they are altering the information to a degree great enough to alter the meaning of the forecast.

Recommendations

There are no specific complaints that the media have about the level of weather services currently provided to them by AES. The general feeling towards the weather seems to be not negative, just indifferent. Although additional weather services can be added (and can help improve the

visibility of the weather service) most resources (time and money) should be directed at improving relations with the media. This includes offering them the opportunity to get a background in basic weather concepts and terms, and to realize the importance of accurate dissemination of information.

The following are specific recommendations concerning weather services to radio in the Lower Mainland, and concerning AES/media relations. They are discussed in more detail at the end of the report.

A. Weather Services

1. Prepare a 'weekend weather' report for release to the media on Thursdays, or early Fridays.
2. As time and resources allow, prepare weather forecasts for weather dependent special events in the area.

B. Media Relations

1. Hold a weather casting workshop; before, after and between such workshops, maintain liaison by:
 - a) liaising with schools of broadcasting
 - b) inviting new media personnel to meet the forecasters, tour the facilities, etc.
2. Prepare a fact sheet - a 'broadcasters guide to the weather' that would explain terminology used in the forecast.

A. INTRODUCTION

1. Aim of Project

Through interviews and other contacts with radio news directors in the Lower Mainland, examine what Atmospheric Environment Service can do to improve services to, and/or relations with the radio media, with an ultimate goal of improving the quality of weather information reaching the public.

2. Background

Last summer AES looked into the quality of forecasts as broadcast over the Greater Vancouver media. It was found, among other things, that the wording of forecasts was often changed, information (such as probability of precipitation figures) was often omitted, and that the media feels justified in using the forecast as a source of humor.

Because 84%* of British Columbians get their weather information first from the broadcast media (radio and TV), how the media presents the forecasts that are prepared and released by AES is of great concern to the people responsible for them. This summer's study examined the attitudes and policy decision behind the media's treatment of the forecast, as well as looked at what services AES could provide to the media that would improve the media's perception of the weather service, the media's delivery of the forecasts, and the quality of information reaching the public.

3. Methodology

3.1 Background research

Preliminary research consisted of a familiarization with AES, with the Lower Mainland media, and with AES/media relations. Information was gained from previous studies, from journal articles, and from AES files. Particular emphasis was placed on any information concerning relationships between broadcasters and those

* Crop Survey, 83-1-1, as quoted in D. Grimes, Mainland Weather Study, Atmospheric Environment Service, 1983.

who prepare forecasts. Last summer's study by G. Goodall, The Weather Report, provided valuable background material as well as directions for further study.

3.2 Media Interviews

It was decided to interview the news directors of all local radio stations in order to get their views on the weather forecasts, on services from AES, and on AES/media relations. News directors were targeted as the best group to interview because they are, for the most part, the people who make the decisions about how, what and when to carry the news (and thus, the weather). Although major policy decisions are sometimes made from station management or owners, it was felt that these people would be too far removed from the actual day-to-day operations of the newsroom.

Letters were sent to the news directors of all Lower Mainland radio stations, informing them of the aim and intent of the study, and giving them an outline as to specific areas that would be examined.

A standard list of questions was drawn up for all stations, and was modified somewhat for each station depending on the particular circumstance of that station. Interviews (lasting approximately one hour) were then set up with the news directors. It is the results of these interviews that make up the basis of this report.

4. Limits of Methodology

4.1 Questions were originally drawn up so that some sort of quantitative analysis could be obtained (ie. x% of the stations think...). However, it was found that the interviews worked better as 'conversations' rather than 'surveys', thus straight 'yes' and

'no' answers were the exception rather than the rule. More likely responses were 'it depends' or 'sometimes' or 'it's hard to say'. Because of this, quantitative results are not available.

4.2 Information that was obtained was strictly the subjective opinion of the news directors. Their opinions on what the public thinks or wants are not necessarily accurate indications of what the public really does think or want from the weather service. However, in order to get an understanding of the media and the rationale for their actions, a knowledge of what the media thinks the public wants is equally important as an accurate survey of public opinion.

B. FINDINGS

1. General Perceptions

1.1 Level of Service from AES

The general impression that was received is that although the media likes to complain about the accuracy of the forecasts and about the weather in general, when they seriously thought about the service from AES they had no complaints - they were very happy with what information was being provided to them by the weather service.

1.2 The Importance of Weather Information

Although the weather seemed to be an aspect of their programming that commanded very little time, energy or thought, several news directors listed the weather as the second most important piece of information that they carry in the morning (time was seen as the most important). No one could give me the exact source of this information, but it seemed to be common knowledge within the radio industry.

At some point in time most radio stations must have given some thought to how and when they will carry the weather. Nine out of twelve news directors in the Lower Mainland are responsible for, or have been responsible for, some sort of extended, in depth weather report (see Table 1).

When asked why their audience listens for the weather, most news directors said it was for reasons of convenience. Typical responses were "to know what to wear to work", "to know if they can plan a picnic", or "to know if they can hang out their laundry". Only stations that cater largely to an audience outside of the metropolitan Vancouver area (CBU, CJJC) identified their audience as being dependent upon weather information.

Table One

Additional Weather Features of Lower Mainland Radio Stations

CBU AM/FM	Gets live and recorded forecasts from John Paschold.
CFUN	Recently started 'satellite weather' with 'CFUN meteorologist' Jack Mercer. Weekdays, 7:10 A.M. and 8:10 A.M.
CHQM AM/FM	Has had John Paschold doing live and recorded forecasts for many years.
CISL (Richmond)	Used to get John Paschold for about a year. Stopped because of money problems. A 'weather in depth' segment still exists - done by the news director.
CJJC (Langley)	No special weather programming.
CJOR	At one time had Phil Reimer, and before that, John Paschold doing their weather. It was stopped because of finances.
CJVB	Weather broadcasts done by AES Employees John Paschold, and Harry Karl.
CKLG/CFOX	CKLG subscribed to 'Accuweather' for approximately one year. It was cancelled because of problems with forecast accuracy. CFOX has no special weather features.
CKNW/CFMI	CKNW has an extended weather feature each morning with Norm Grohman (Weatherman, BCTV) at 7:45. CFMI doesn't use Grohman's services.
CKWX/CJAZ	Meteorologist Blane Coulcher does forecasts regularly for CKWX, and occasionally for CFMI.
CKO-FM	No special weather feature.

Note: 1. CFRO (co-op radio) not included.

2. Stations with co-owners, and co-location, (and in most cases (co-news management) are grouped together.

1.3 Radio as a Source of Weather Information

Perhaps because the media doesn't see their audiences as needing the weather forecast (knowing what the weather will be is a convenience rather than a necessity), most stations don't feel an obligation to present a serious forecast. Two news directors, representing three stations, expressed the idea that people who need serious weather information would go to more serious sources (the weather office, weatheradio) than their local radio station. This idea was implied by other stations as well. As one news director said, "We think our audience wants accurate information, but we don't feel our audience treats the weather all that seriously, so neither do we. If the forecast is wrong our listeners joke about it, so, so do we."

2. Demands for Weather Information

For the most part, all stations identified the same basic needs for weather information. The most important thing that they want to know is whether or not it's going to rain. In the morning the forecast for the current day is seen as the most important, and in the afternoons, it's the forecast for the next day.

The stations, although they identified similar information demands, thought that their audiences used the information in different ways: some thought that they had audiences that were oriented to outdoor activities, while some thought that it was because of family and household activities such as laundry and lawn mowing. Although these differences don't affect the actual information that is presented they may affect the announcer's comments and chat concerning the weather.

In addition to these basic requirements there were specialized needs for weather information that relate very directly to a station's audience, or target audience. CJJC caters to a rural audience - they will be carrying the farm forecast. CKNW, CHQM, and CKWX identified a large number of pleasure boaters in their audience, which influence the frequency of their marine forecasts. CHQM caters to business people - they report on weather in business centres such as Toronto and Montreal, as well as popular resort areas such as Hawaii, Las Vegas, etc. CJVB, a multicultural station, identified a large ethnic audience, so they relay weather information (temperatures and current conditions) for places such as Tokyo, Paris and London.

No stations identified a consistency in their need for, or use of weather information. From summer to winter their needs change with the weather conditions - in winter snow reports replace marine reports, and expected low temperatures become more important than expected high temperatures. Several news directors identified the weather as being more important in winter, largely because of the possibility of snow and ice.

Virtually every station mentioned a higher demand for weather information on the weekends. Several suggested that they would like a special weather report for the weekend, issued as soon into the week as possible. People plan more activities that are weather dependent on the weekends, and thus the weather matters more to them than it does through the week. This is something that is as important in the winter (for skiing) as it is for summer (camping, going to the beach, etc.).

No news director could identify any particular or specialized demands for weather information that weren't being met by the weather service. Some stations mentioned that even though they may not broadcast on a regular basis all of the weather information that they receive, it was still important to have ready access to it.

3. Forecast Accuracy

Many news directors joked about how accurate the forecasts are. This was often how they started the conversation. However, when they were asked seriously how accurate they thought that the forecasts are, many different responses were received.

CKNW/CFMI news director Warren Barker said that he figured that the forecasts were accurate about 95% of the time for somewhere in the Lower Mainland, even if they weren't right for outside his window. Other responses were less encouraging: one news director said that he thought that they were "more accurate than flipping a coin - about 60%." Another said that he assumed that they were right about 50% of the time. One news director who used to think that AES forecasts weren't very accurate spent a year getting forecasts from Accu-weather in the United States. Although he wasn't sure how accurate AES forecasts are he felt that "at least they are more accurate than Accu-weather!"

None of the stations had done any studies on their listeners' reactions to the weather programming, but they did have ideas about how accurate they thought that their listeners thought the forecasts were. Some news directors based this number on the amount of calls that they had received. This is an inaccurate assumption at best. The type of person that calls in to a radio station is not

indicative of the population as a whole, and also, those that think that the forecasts are quite accurate are not likely to call in and comment on this fact. However, the news directors thought that their audiences thought that forecasts were right "about 1% of the time" to "about 1/3 of the time", to "less often than if they flipped a coin". The most positive response was "about 50% of the time".

4. Rewording of Forecasts

Every news director (except Bill Dobson, CBU) said that forecasts were rewritten to a certain extent for use on their newscasts. The reasons for rewriting the forecasts varied from station to station - some reasons had to do with the wording of the forecasts, some had to do with time constraints, some said that they rewrote the forecast because they 'rewrote everything'.

The major reasons for rewriting the forecast are as follows:

4.1 To Make the Forecast More Conversational

This opinion was expressed several ways. Radio station personnel say their audiences want to be talked to, not read to. They say that they want to hear the weather not as a meteorologist would say it, but as you'd hear it from a friend on the street. They want, as one news director call it, people oriented weather. Some say that the way that the forecast came over the news wire was very short and choppy - that it reads like a telegram. Despite all of this, when asked if a more conversational forecast would stop them from rewriting, the answer was always 'no'.

4.2 To Make the Forecast More Optimistic

This reason was cited by two different 'entertainment' oriented stations. They seem to feel that to attract and keep listeners they have to keep their audiences happy. Good weather makes people happy,

and because of this, 'partly cloudy' becomes 'partly sunny' and a 20% chance of rain is read as an 80% chance of not getting rain.

4.3 Reading the Same Forecast Gets Monotonous

During the morning 'drive' period (6-9 a.m.), stations read the weather forecasts (for the upcoming day at least) approximately once every 10 minutes. One news director rewrites the forecast because he feels that it would get monotonous for the listeners to listen to the same collection of words every ten minutes on their way to work. Although he didn't give it as a reason why he rewrote the forecast, another news director said that he would like to see additional terms used in the composition of forecasts as the present ones were monotonous.

In a study of federal government employees in Pittsburg, 53% said that they would rather hear variations of the forecast by the announcer rather than have to listen to a word for word account. Forty-seven percent preferred the word for word account. Another comment from this same survey was that "on normal days, variation in describing the weather is okay. On bad days, I need a word-for-word description".* This study seems to confirm, although not by a vast majority, that some variation is wanted in the forecast wording.

4.4 To Expand or Edit Out Information

Some stations have a policy to edit out the probability of precipitation. Other stations do an expanded weather report, which necessitates writing in more information. On newscasts, depending on the amount of time available, some stations abbreviate the weather down to one or two words, as the entire newscast takes less than a minute.

* Richard Namm, "Study of the Ability of Meteorologists to Communicate with the General Public and the Public's Attitude Towards Various Weather Related Subjects", National Weather Digest. February 1979.

It is impossible to find an optimum amount of information or optimum length of a forecast. Different stations want different things at different times. Usually on a newscast the weather is given the lowest priority, and, if there is a lot of other news or sports, then the weather is abbreviated almost (but never totally) to the point of exclusion. Sometimes, however, if there is no more pressing news, or if the weather is important for some event, or is particularly unusual (storms, etc.) then the weather itself becomes a news item and will be expanded and rewritten in that capacity.

Although the forecast is seldom read exactly as issued, the motivation for this rewriting and rewording of the forecast does not seem to be because of a lack of respect for the forecasters' work, or because they simply don't think that the forecast is accurate. No matter what AES could do, the stations would always rewrite the forecast. For this reason resources would be better spent educating the media about the changes that their rewrites can make to the meaning of a forecast and on the importance of an accurate weather forecast, rather than trying to come up with a format or terminology that wouldn't be rewritten.

5. Format

The general feeling about the format of the public forecast was positive. The news directors mentioned no complaints that they have had from their staff, or from the DJ's who use the forecast in between newscasts. Like the actual wording of the forecast, sometimes the stations change the format of the information from what is released over the news wire, but, again this seems to be from personal preference rather than because of any existing inadequacies.

Some stations say that they read all of the forecasts (today, tonight, tomorrow), then all of the forecast temperatures, then (if they use them) the probabilities of precipitation. Although one news director admitted to rarely using the synopsis, he felt that it would be easier to use if it were located before the forecasts for the different regions. No stations thought that the format could be, or should be revised into one that could be used by all stations. Several stations said that the way the weather is presented depends upon the disc jockey or newscaster reading it - that there is no consistency even within one station, so it would be impossible to expect that all stations would be happy with the same arrangement of information.

6. Terminology

Perhaps the largest variety of opinions came in the discussion of the terminology used in the public forecast. The responses varied from "there's nothing wrong with the terminology ... it's straightforward ... how many ways can there be of saying cloudy with showers!", to the complaint that there are too many terms for the listeners to understand, to the complaint that there aren't enough terms and the public gets bored. The most problematic terms seemed to be rain and showers. ("people just want to know if they'll get wet") and the probability of precipitation (to be discussed separately). Apart from these, most of the confusion results from the qualifying terms. There is confusion as to the difference, if any, between things such as mostly and mainly, occasional and few, and scattered and isolated. One news director (of the 'optimistic weather' doctrine), said that he found much of the terms used in the forecast redundant. He likes to shorten the forecast - he feels

things like "cloudy with showers" might as well be shortened to "showers". He asked, "How often have you seen a shower without a cloud?"

Although it is difficult to make generalities, there seemed to be a correlation between the target age of a station's audience, and how problematic that the news director thought the terminology was. Stations such as CKO that gear themselves to an older audience had no complaints about any of the terms, whereas a station like CKLG had a much lesser opinion of forecast terminology.

7. Probabilities of Precipitation

Very few (four) of the stations consulted said that they used the POP's consistently. A few said that they use them if they are "significant", or if they have extra time. Some stations have policy decisions (based on audience feedback when POP's were started) not to use them at all.

Most stations change the term "probability of precipitation" to "chance of rain", (or in some cases, chance of not raining). The term seems to be problematic for a number of reasons. First, the term is not easy to say - "probability of precipitation" is a mouthful for the announcers. It also sounds quite technical (the term 'chance' is easier to understand) and, as the CBC news director says "we assume there's not likely to be much snow or hail in warm weather".

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There seems to be a feeling that the information itself is confusing, both to the media personnel and to their listeners. The POP is easy to understand, or 'significant' if it is zero %, or 90% or 100%, but is confusing if it reads 30% and its pouring at the time, or if the forecast calls for sun and there's still a 20% chance of getting wet. A 50% probability of precipitation is seen as

'meaningless' by the media. They want concrete information about whether it will rain or not and a 50% chance looks like guesswork on the forecaster's part.

To a lesser degree there is also confusion about whether the probability is for all of the Lower Mainland, or for a particular place in the Lower Mainland, or for X% of the area, or for X% of the time.

When these figures started, there was a fair amount of feedback concerning them - mostly expressing confusion. This initial feedback was handled differently by different stations - some reduced their use of the POP's; one station's management made a policy decision to discontinue them altogether, and another took the time on the air to explain what these figures meant.

8. Additional Weather Services

8.1 Marine Forecasts

All but one radio station represented by the news directors interviewed carried the marine weather forecast on a regular basis. Most carry it more extensively on the weekends (hourly on the weekends as opposed to twice a day during the week was a common response).

The media is quite pleased with the marine forecast. A few stations expressed a demand for more forecasts on the weekends, although many stations have marine patrol boats that broadcast the

forecasts, thus more marine information issued over the news wire would be of no use to them. No one mentioned wanting more forecasts during the week.

Only one comment was received concerning the marine synopsis, and that was that it is too technical for use on the air. CISL in Richmond said that they worked under the assumption that anyone wanting that technical of information would probably call the weather office or listen to weather radio - they wouldn't listen to a contemporary music radio station to relay that information. I found this interesting - it relates back to the serious demands-serious sources comment made earlier.

Three radio stations also made the comment that it would be convenient if tidal information was included with the marine forecast.

8.2 Farm Forecast

I talked to one station that was carrying the farm forecast, and another that planned on carrying it (when I talked to CJOR the forecast hadn't started yet). No other radio stations said that they had any intention of carrying it, although they thought it was a good service. The most common reason was that there wasn't the audience base for it ("there aren't many farmers in Burnaby").

CJJC in Langley started carrying the forecast the day that I visited there (Monday, June 25). Keith Davies, news director of CJJC said that they had already had favourable feedback by that afternoon. Because of the consultation with the agricultural community that went in to the design of the forecast, he foresaw no problem with amount of information or terminology.

One interesting fact, which tells more of the character of the radio medium than anything specific about the farm forecast or of weather services in general, is that CJJC said that they were carrying the farm forecast, not because of a particular audience demand for it (although an audience demand exists) but because it makes an attractive package to offer to advertisers who aim at that particular farm market. The time surrounding the farm forecast would be easy to sell to feed suppliers and other merchants that provide services to farmers.

C. CONCLUSIONS

Certain conclusions based on the interviews are easy to make: the media, in general are indifferent to the weather. Although they present it because it is expected of them (tradition dictates a mention of the weather with every newscast) they have no vested interest in presenting an informative, accurate forecast. They don't see it as gaining them any more listeners and, if the forecast they present is inaccurate, the blame goes to AES rather than to the media.

These are degrees of this sort of attitude - the most extreme found in contemporary music stations and the least extreme in stations which are formatted as 'information' stations.

Changing this attitude may be a slow, sometimes painful process, but over time it may be done. The first step would be to start the media thinking about their weather programming. To a certain extent this was done through this study. On first telephone contact I had trouble even convincing people to meet with me for an hour. By the end of the interview, several news directors said that they would be receptive to the idea of meeting with AES further in the form of a weathercasting workshop.

The specific recommendations are divided into two categories - weather services and media relations. The recommendations under the weather services heading come from the specific recommendations that came from the news directors.

The recommendations on media relations stem more from the attitude presented by the media - what sort of contact would be received by them. Although alone or together, these may not appear too successful - they certainly won't change the quality of forecasts overnight - they may be the first step in the necessary redirection of the media's attitude towards and perception of the weather.

D. RECOMMENDATIONS

1. Weather Services

1.1 Issue a "Weekend Outlook" Weather Report

The most common recommendation for improved weather services was for some sort of more detailed weekend weather report. The demands for weather information are more intense towards the end of the week - both the stations interviewed and the Vancouver Weather Office say that the number of calls increases about Thursday (or even earlier for a holiday weekend). Some stations say that in addition to weekend weather for this area, they would like to know where it will be nice for the weekend, or at least what the weather will be like in the traditional weekend spots like Penticton, Long Beach and the Kootenays.

1.2 Issue Special Weather Reports for Special Events

As time and resources allow, weather reports could be issued for special events such as the Sea Festival the PNE Parade (and others). Radio stations say that they need more information and sooner for these sorts of outside, largely weather dependent events. One station said that calls concerning weather for the Sea Festival started over a week beforehand. Other special features that could be included in such a report would be what the weather was like for that day last year, or the last couple of years. Stations think that their audiences like this sort of climatological data, and although they say that they know they can get it with a phone call or two, it would be nicer to have this information provided to them.

2. Media Relations

2.1a) Hold a Weathercasting Workshop

This can be one of the most effective ways of establishing better relations between the media and AES, as well as educating the media at least minimally about the weather and about the process of forecasting. Response from Vancouver radio stations was fairly positive about the idea of such a workshop, with some news directors saying that besides themselves they would like 3 to 4 other people from their station to attend. Only one station news director said that he felt that such a workshop wouldn't be worthwhile. Although there is a fairly substantial turnover in station personnel, to hold such an event on a regular basis may not be a successful idea. To improve relations and educate the media in between or after such a workshop, I suggest action such as:

2.1b) Liaise with Schools of Broadcasting

It may be easier to educate the media about the importance of correct weathercasting before they are practicing members of the media. British Columbia Institute of Technology's two year Broadcast Journalism program trains a large number of people who end up writing and reading the news for media. Offering an afternoon tour of the PWC or Vancouver Weather Office, and a talk on media dissemination of weather reports could instill some ideas into the students' heads that will still be there when they become media 'professionals'. A further idea that could improve AES/media relations would be to invite a media 'weatherman' to give a part of the seminar - besides being flattered at being asked, the 'weatherman' could probably pick up some useful information from the information provided for the students.

2.1c) Invite a New Media Personnel to AES for a Tour of Facilities

There is a fairly substantial turnover in the broadcast media - it could be a good idea to keep up with the changes (through publications such as Broadcaster magazine or Media West) and invite new news directors, newscasters, or even disc jockeys to tour AES facilities and meet the people who are responsible for the forecasts. The invitation could be through a letter, and even if the invitation wasn't accepted or even acknowledged, could be a way of keeping the media aware of Atmospheric Environment Service and also a way of making them think about the weather forecasts that they are presenting to the public.

2.2 Prepare a Weather Fact Sheet for the Media

This is an idea that was put forth by only one news director (Andy Walsh, CHQM), but would provide the sort of information that all stations could use. It could explain in plain everyday language the terminology used in the public forecast and why one term is used instead of another. Because stations will always rewrite forecasts, it could also contain a list of accepted list of synonyms for terms and qualifiers used in the public forecast. For use as a reference for the media, it could also contain interesting facts about the weather in this region, as well as a list of AES personnel and phone numbers that could be of use for different information (weather services, climate information, weather office).

APPENDIX

Additional Comments, Reactions, etc.

Station by Station

CBU AM/FM Format: multi-format

- One news dept. and 4 programs who use weather.
- Weather is treated seriously. They realize people in outlying areas are dependent on them for the weather.
- Would like to see:
 - 1) Additional brief synopsis divided into several large districts such as NE, NW, SE and South Coast.
 - 2) Weekend outlook on Fridays.
 - 3) POP's changed to 'chance of rain'.

CFUN Format: contemporary

- News director opted not to take part in study. Felt his opinions/comments were being addressed via the Radio Television News Directors Association of Canada.

CHQM AM/FM Format: beautiful music

- Has been getting forecasts from John Paschold for many years. Is very pleased with the service. Would like to see:
 - 1) More marine forecasts on the weekends.
 - 2) Environment Canada put out a sheet defining all of their terms in simple, everyday language, including explanations of when one term is used as opposed to another. A list of synonyms for the terms and qualifiers would help the forecasts be rewritten in 'acceptable' language.

CISL Format: 'gold'

- An advocate of 'optimistic' weather felt that it was AES's job to present forecast in such a way that no knowledge of weather was necessary rather than the media's job to learn about basic concepts. Would like to see:
 - 1) Climatological facts for record-breaking weather, or near weather breaking weather released over the wire.
 - 2) More weather information for the weekends.
 - 3) Including information on where the hottest spot will be and what the weather will be for B.C. vacation spots.

CJJC Format: country music

- Is pleased with Environment Canada - particularly with new farm forecast.
- Would like to see:
 - 1) More precise lengthy report going into the weekend. What's going to happen and why.
 - 2) Tidal information for the marine reports.

CJOR Format: news and information

- Thinks weather is important part of programming.
- If money was available, would get another 'weatherman' in interim would welcome chance for station employees to learn more about the weather.
- Is the only metropolitan Vancouver Station carrying the farm forecast. Would like to see:
 - 1) Two to three day outlook later in the week for the weekend.
 - 2) More forecasts in winter. Weather matters more in winter.
 - 3) Tidal information with marine forecasts for English Bay, White Rock, Ambleside, etc.

CJVB Format: multicultural/cosmopolitan

- Would like to see:
 - 1) Continuation of POP's. He uses them all the time.
 - 2) A prediction of not just if it will rain but when and for how long, if possible.

CKLG/ Format: CKLG - contemporary hit radio
CFOX CFOX - AOR (album oriented rock)

- For a year subscribed to Accuweather (CKLG).
- Likes to present weather 'optimistically'.
- Only news director questioned who said that he felt that form, content or accuracy of a weather forecast could make a listener change stations (rationale for Accuweather).

Would like to see:

- 1) More of an explanation about why the weather will be what it will be. Thinks the synopsis could be expanded and put at the front of the forecast.

CKNW/ Format: CKNW - adults hits/personalities
CFMI CFMI - adult contemporary

- Likes to have a special 'weather person'. A professional meteorologist would be risky because he/she may not be good on the air.
- Tends to alter content and quantity of weather information the news in relation to his idea of the intensity of the impact of the weather.
- Finds POP's problematic. Station policy not to use them. Would like to see:

- 1) Special weekend report, especially for holiday weekends.
- 2) Efforts put towards educating media and especially public about current terminology rather than revising it to fit media's needs.

CKWX/

Format: CKWX - country music

CJAZ

CJAZ - contemporary jazz, R&B

- Thinks its important to have knowledgeable people explaining the weather over the air.
- Thinks that it would be a good idea to meet the people from AES, particulary from the Weather Office so the media could know what goes on there and who they talk to when they call. Would like to see:
 - 1) An extensive weekend outlook as far in advance as possible.

CKO FM

- Sees no problem in service, or information from Environment Canada.
- Noticed a trend where AES is making efforts towards media relations, thinks that is a good sign.
- Thinks forecasts are becoming more accurate.