

Topic - The role of the media in communicating weather and climate information to communities

- The media's sole responsibility is to disseminate and relay information, may it be politics, crisis, environment or weather bulletins, their (media) priority is to ensure that the information reaches the public where ever they are.
- The information must be accurate and simple. Rely on information from government agencies (DMO, MNRE) and organisations such as SPREP. We work on a partnership network scheme that helps each parties achieved their responsibilities. The media does extra work in simplifying the terms used in the bulletins or press releases provided.
- Media needs to understand the bulletins and the releases provided.
- Translation
- Glossary SPREP / MET Office

Vehicles of Communication :

- **Radio (6)** – Radio 2AP, Radio Polynesia, Power FM, Samoa FM, Kingdom Radio, Showers of Blessing
- **Television (5)** - Samoa Quality Broadcasting (TV1) Apia Broadcasting (TV3) Kingdom TV, Kingdom TV, EFKS TV, Catholic TV
- **Newspaper (5)** – Samoa Observer, Savali Newspaper, Iniini Samoa, Samoa Today, Newslane.
- Online and Social Media, Mobile Phones.

- **Way Forward**
- For the media to further developed is to continue networking with not just one institute but all appropriate institutes on the national and international level and for institute to include the media in all activities, including your promotion and awareness programmes.