

# Weather information for coastal media audiences in Tanzania



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# Who needs weather information? - Fishermen

- Wind and waves affect safety at sea
- Wind, waves and visibility affect navigation
- Cloud cover and rain affect quality of fishing



# Who needs weather information?

## Seaweed farmers in Zanzibar

- High waves affect safety in the water
- Rough seas affect harvesting
- Rain affects seaweed drying





# Who needs weather information? - Farmers

- Rainfall affects crop growth
- Heavy rain damages crops and causes flooding
- Strong wind damages crops and buildings



# Who needs weather information?

## Urban commuters

- Heavy rain causes flooding
- Heavy rain causes traffic delays





# Who needs weather information – General population

- Severe weather warnings – especially heavy rain/flood
- Comfort and safety of ferry passengers



# When do people tune in to radio and TV?

## Radio

Day fishermen

early evening

Night fishermen

early afternoon

Seaweed farmers

early evening

Farmers

early morning

early evening

Urban commuters

drive time

**General population**

early morning

early evening

## Television

early evening

-

early evening

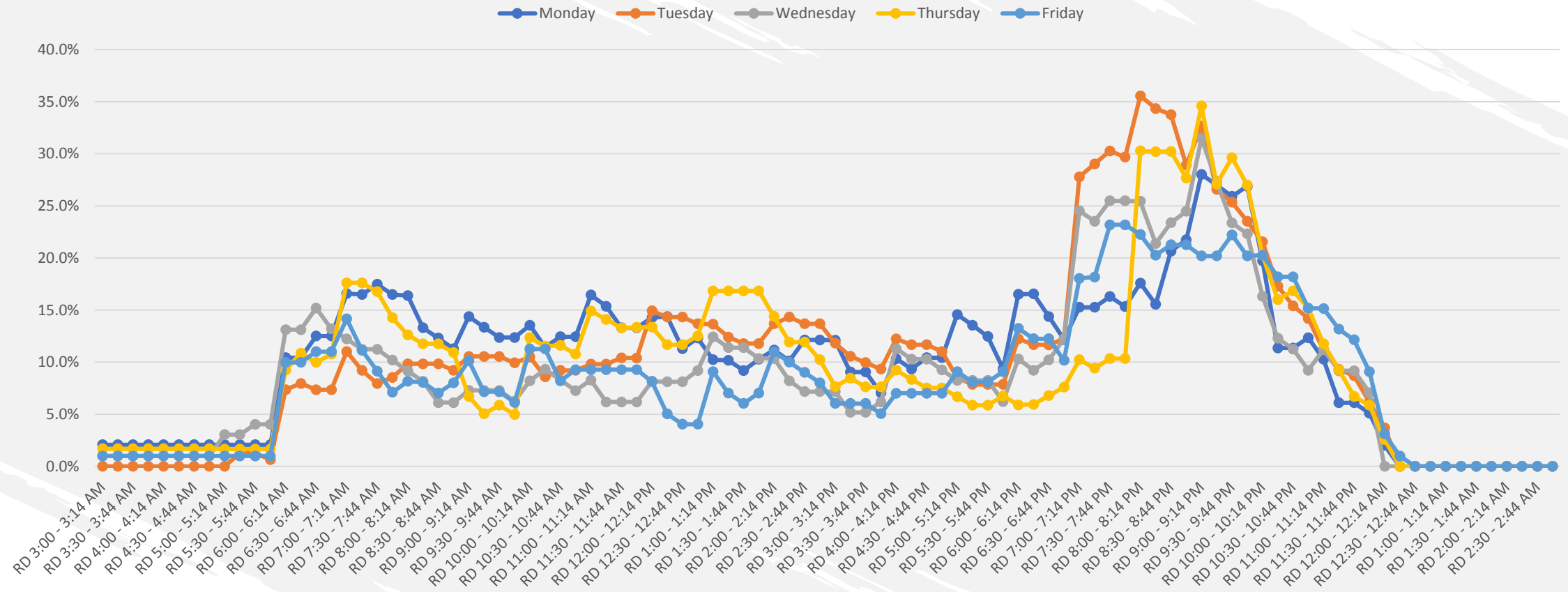
early evening

Early evening

Early evening



# COASTAL WEEKDAYS RADIO PERFORMANCE

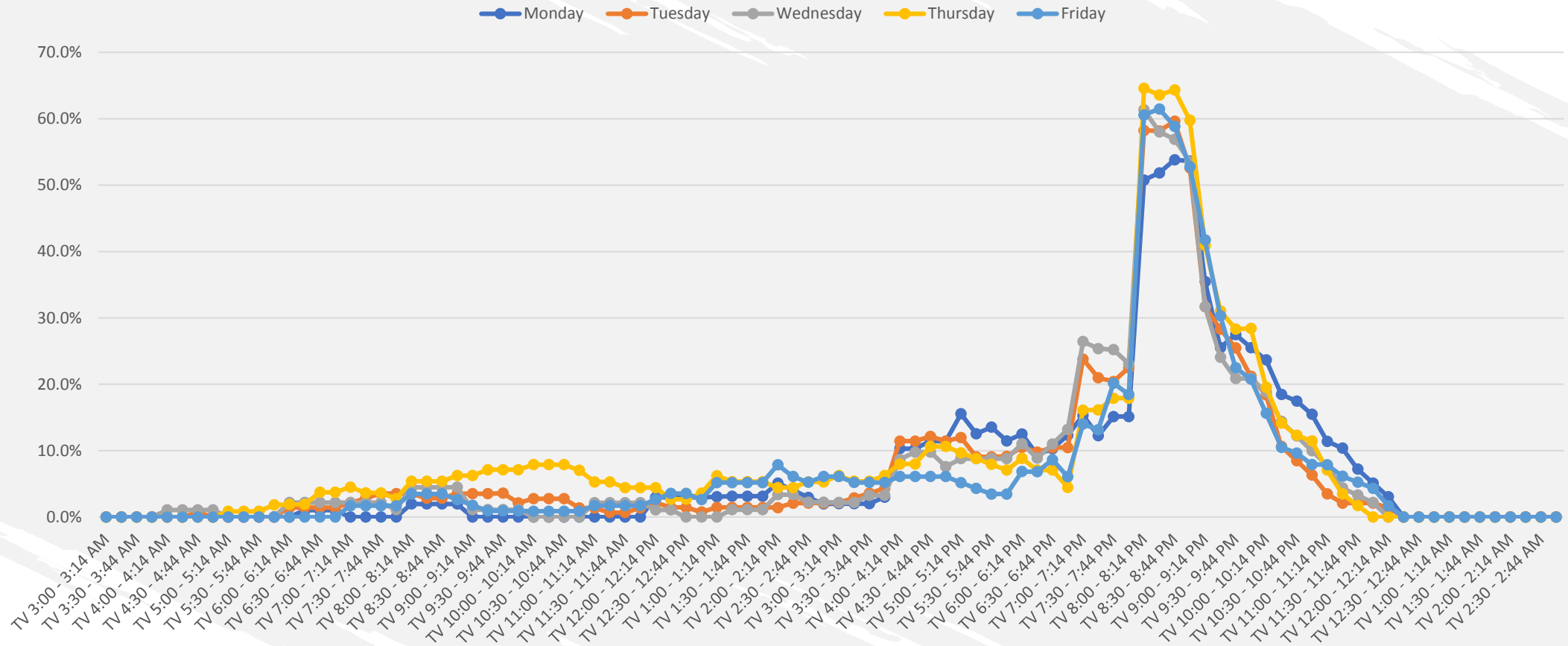


Base 678,243 Radio listeners.

Source: IPSOS Audience Report June 2016-May 2017



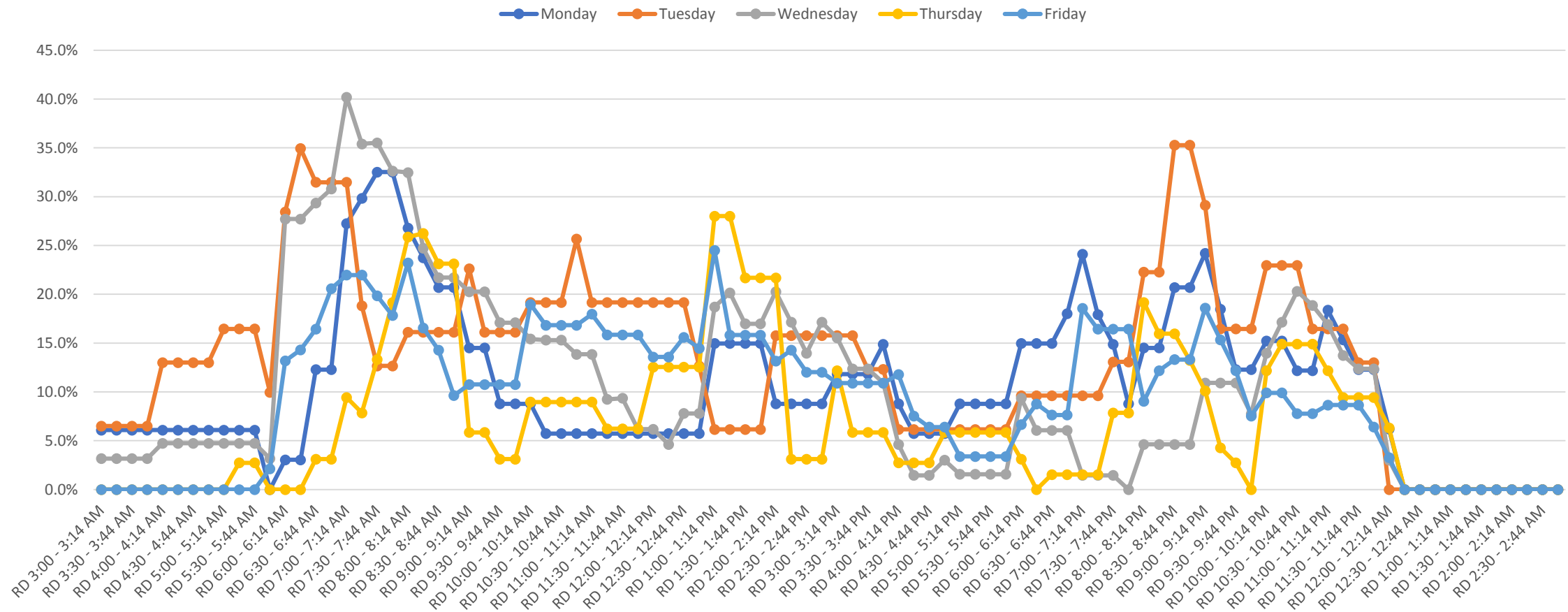
# COASTAL WEEKDAYS TV PERFORMANCE



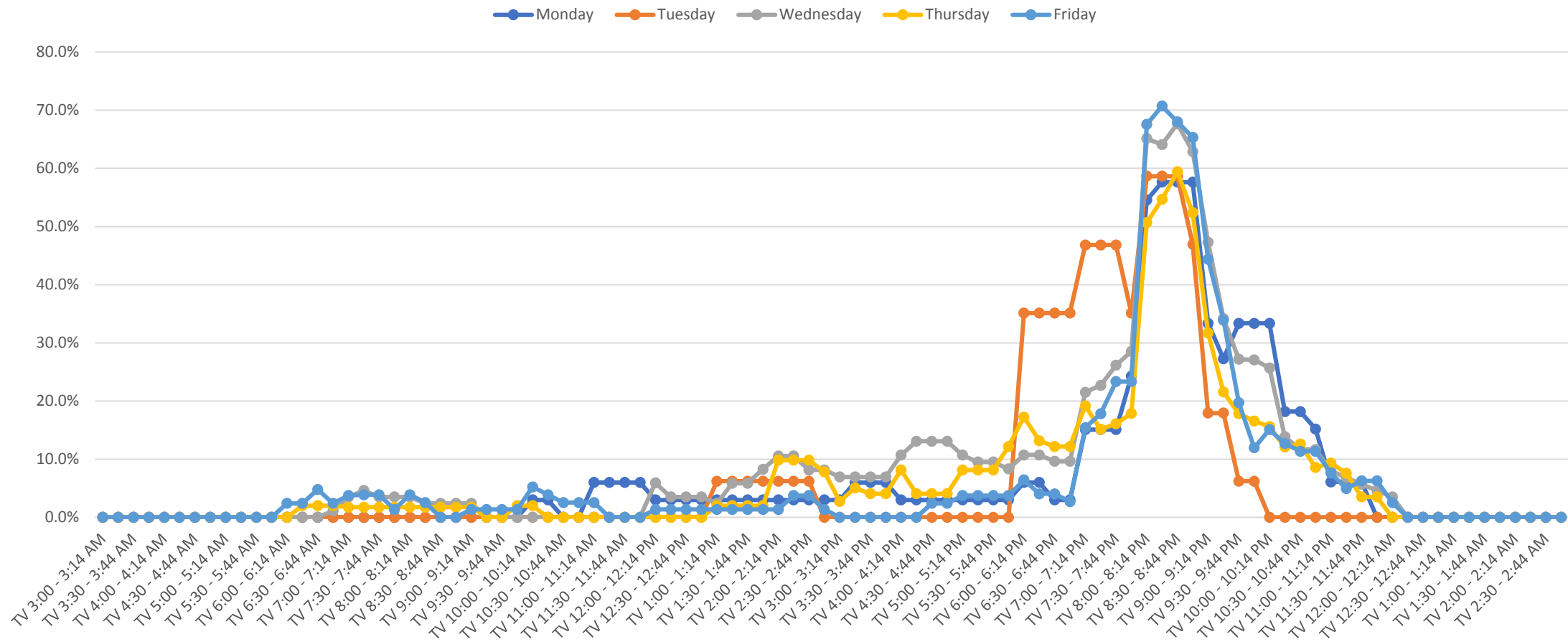
Base 649,584 TV Viewers.

Source: IPSOS Audience Report June 2016-May 2017

# Zanzibar Weekdays Radio Performance



# Zanzibar Weekdays TV Performance





# Best times to transmit weather information

- 05.00-07.00 Morning peak
  - Farmers, general population
- 06.00—08.00 Drive time
  - Urban commuters
- 13.00-15.00 Early afternoon
  - Night fishermen
- 16.00-18.00 Drive time
  - Urban commuters
- 19.00-21.00 Evening peak
  - Day fishermen, seaweed farmers, farmers, general population



# If you can only transmit weather forecasts.....

## Once a day

- In the evening between 19.00 and 21.00 – just before or after the main news programme



## Twice a day

- In the evening between 19.00 and 21.00 – just before or after the main news programme
- In the morning between 05.00 and 07.00 – ideally just before or just after a news bulletin

# Severe weather warnings

- Transmit as soon as possible after the warning is received
- Repeat regularly for as long as the warning remains in force on:
  - News bulletins
  - Regular weather forecasts





# Key information for the marine community

- Wind speed and direction
- Wave height
- Rainfall
- Visibility
- Colour coded warning (if applicable)
- Sky condition/cloud cover
- State of the sea



# Earning money from weather forecasts

- TMA will not pay for air time to broadcast regular weather forecasts
- **Accurate and useful weather forecasts broadcast at the appropriate times attract high audiences**
- Good opportunities for selling **advertising** and **sponsorship**
- Attractive sponsorship spot for companies whose business is affected by the weather eg
  - Transport companies
  - Drinks producers

# Just imagine.....

- *“You are listening to Chuchu FM. Here is the weather forecast for Zanzibar, brought to you by Azam Ferries - keeping you safe at sea whatever the weather.”*
- *“It is time for the weather forecast here on Tanga Kunani, brought to you Seven-Up – the drink that really quenches your thirst in Tanzania’s tropical heat”*





*Asante sana!*



*safiri salama bahari!*