

## CHAPTER 16

### SERVICES FOR THE PRESS, NON-MARKET SPECIFIC TELEPHONE AND VIEWDATA SYSTEMS

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## CHAPTER 16

### SERVICES FOR THE PRESS, NON-MARKET SPECIFIC TELEPHONE AND VIEWDATA SYSTEMS

#### 16.1 Introduction

16.1.1 This market sector covers non-specific services published via third parties or via distribution systems, such as press services, premium-rate telephone services, Videotex services and other screen-based services. In all cases the customer is not the end user of the information, rather it is the publisher or distributor.

16.1.2 A typical feature of such services is that they must cater for a large number of fairly generic users, with a wide variety of business or leisure interests. They will have little knowledge of meteorology and therefore information must be carefully and clearly presented. Typically the end user receives the information for a low price, but nevertheless this mass-market sector is one of the largest in terms of revenue.

16.1.3 Given the nature of such services the issue of copyright and resale of information is particularly relevant. All contracts with customers must state quite clearly what is permissible. If staff are in any doubt on this matter they should consult the Head of Press and Distribution Unit in the first stage.

16.1.4 This chapter discusses the organization of such services. The subject of enquiries, requests for interviews or visits from the Press is discussed in chapter 4, while news releases are discussed in section 3.3.

#### 16.2 Press services

16.2.1 The Office provides most press customers with some form of service, ranging from a complete colour page-ready panel via a distributor to a simple text forecast direct from the Weather Centre. Press services are managed by the Press Manager in Press and Distribution Unit, telephone 01344 854956 to whom all requests for information and guidance should be sent.

16.2.2 Services provided via the Press Association (PA) The PA is provided with a text weather service by LWC for inclusion in their news feed to subscriber newspapers. Not all newspapers subscribe to the PA news feed; there is a competitor news agency, UK News, who have recently emerged serving a small number of evening titles. PA purchase the forecast specifically for onward transmission to all their subscribers.

The PA account holder is the Press Manager in the Press and Distribution Unit; invoices are raised by LWC.

The PA service comprises a General Situation, UK Outlook, Area Forecasts, Sea Passage Forecasts and World Reports, issued twice a day. A map of the PA forecast areas is shown at Annex A. Full production details are held at LWC; the product manager is the Press Manager in the Press and Distribution Unit.

16.2.3 Services to Newspapers Services to newspapers vary from page-ready graphics to simple text forecasts, depending on the technical sophistication of the customer's press system and ability to pay. Most press services contain a selection of press products which include UK and/or regional graphical weather charts, surface charts, scripts, Health Resorts, World Reports, World City Forecasts, lights and tides, weather statistics and feature articles.

LWC has prime responsibility for servicing the National Press. MWC has prime responsibility for any European weather information. IFU has prime responsibility for any international weather information.

Enquiries from newspapers requiring electronic delivery of page-ready graphics should always be discussed with the Press Manager. Present policy is to route such work to PADD (see below) wherever possible.

16.2.4 Services provided via PA Data Design PA Data Design (PADD), formerly Computer Newspaper Services (CNS), is owned by the PA and specializes in the compilation and dissemination of page-ready information services (sport, finance, TV, weather) to newspapers. PADD act as distributors for us, under contract, in this area of business. PADD are located at Howden in North Humberside (tel. 01430 431100). At the time of writing those papers who subscribe to UK News seem unwilling to take weather services from us via PADD.

PADD are sent a daily package of weather information from several Weather Centres from which they can compile all

customer-required weather panels. PADD have a prime responsibility for the design, daily creation and quality control of press panels. They also have a major role in marketing and selling such service to customers. Any complaints or operational enquiries from customers should be passed immediately to PADD for action.

The PADD account holder is the Press Manager in the Press and Distribution Unit; invoices are raised centrally. Staff should not enter into any contract or provide any quote to a customer regarding a service via PADD without prior consultation with the Press Manager or PADD. Staff receiving enquiries of any sort from other press distributors or agencies should consult with the Press Manager.

**16.2.5 Service provided direct from Weather Centres** The account holder for such services is the Commercial Manager at the relevant WC; invoices are raised locally. Services direct from Weather Centres should be priced in accordance with the current B Order. Attention should also be paid to the press price list available from the Press Manager which details those items which may not require local production time but which should still be charged for.

In all cases the source of the service, from the Met. Office, should be acknowledged in the final layout.

**16.2.6 Health Resort information** Health Resort readings are 6 p.m. readings of maximum temperature, rain and sun over the last 24 hours, and a weather code for the day, from a variety of sources ranging from Met. Office sites to voluntary observers from local authorities. Such information, which used to be collected manually by telephone is now collected by TIS using a telephone entry system, from where a combined bulletin is sent to LWC. The bulletin may be sent by post to contributing resorts if requested.

**16.2.7 Air quality information** The collection and dissemination of air quality information is the responsibility of the Department of the Environment (DoE) and their contractors. LWC and PADD receive a copy of the bulletin for incorporation into press panels. Customers may be charged for the provision of air quality data as part of a Met. Office service, although they are able to arrange direct reception of the bulletin from the DoE contractor if required.

### **16.3 Other services**

**16.3.1** When recent or current weather becomes newsworthy, Weather Centres may issue news releases containing factual information about weather and climate to local press. LWC act similarly for national newspapers. This subject is discussed in more detail in section 3.3.

**16.3.2** Certain newspaper may request the services of a member of staff to act on request as a 'meteorological correspondent', e.g. by providing authoritative answers for Letters to the Editor or commenting on news items. Retaining fees for this type of service should be agreed with the Press Officer at Headquarters. Similarly, requests may be received for the contribution of a series of articles on meteorological topics on a regular basis as part of a newspaper's weather service: *Met O OM* para. 3.6.3 refers. Individual articles need not be submitted for approval, but prior approval for a series is required and the advice of the parent Branch is sought. The topics covered in section 4.4 must be avoided. Care should be taken to seek appropriate guidance in dealing with those discussed in sections 19.2 and 19.3 of this Handbook.

**16.3.3** Casual requests for weather or climatological information for editorial purposes should be answered free provided no special work is required to prepare a reply. Repeated requests, or requests for information required for a weather service, should be refused and the paper invited to take a repayment service.

**16.3.4** Any complaints or reader enquiries received by staff should be dealt with locally if possible, otherwise they should be passed to the Press Manager.

### **16.4 Premium-rate telephone services**

**16.4.1** All Met. Office premium-rate telephone services are managed by Telephone Information Services (TIS) with whom we have an exclusive specific commercial contract. TIS are located at Scrutton Street, London (Tel. 0171 613 5000). TIS have prime responsibility for all aspects of the end service (recording equipment, facilities, etc.) and marketing (advertising, card production and distribution, etc.). Any complaints from customers regarding telephone services should be passed to TIS, unless they are meteorological in nature. Staff should be aware that premium-rate services are the largest earning Met. Office product and TIS the largest customer. It is important that at all levels of service the highest standards are maintained.

The TIS telephone services are Weathercall, Marinecall, Mountaincall, Weathercall International and Overseas

Weatherline. Skicall and Snowline are services where we have a part contribution. Note that many newspapers carry 'branded' Weathercall numbers for which they receive a royalty share.

The TIS account holder is the Audiotex and Videotex Manager in the Press and Distribution Unit, telephone 01344 856614. Invoices are raised centrally. Information on call statistics is available and distributed routinely. Staff receiving any enquiries from other premium-rate service providers should pass details to the Audiotex and Videotex Manager, and should on no account provide any form of service or commitment or quotation for service.

Premium-rate telephone services are provided on the 0891 and 0839 dialling code and charged at 39p per minute cheap rate, 49p per minute at all other times. Note that the premium-rate dial codes will not be altered on Phone day.

Staff taking general enquiries for weather information from the public should refer callers to premium-rate services if no direct payment service is appropriate. However, in all cases the customer must be informed that such services are premium rate, with the current price quoted if needed. Note that the promotion of premium-rate services is governed by a Code of Practice issued by ICSTIS (Independent Committee for the Supervision of Telephone Information Services). For this reason, and because the copyright and brand names of such services are not owned by the Met. Office, there should be no local production of promotional literature without prior consultation with Audiotex and Videotex Manager.

Weather Centres are encouraged to hold a stock of TIS cards and distribute these on request. Cards are supplied direct from TIS to whom requests for stock should be made. Local initiatives to distribute cards in shops, hotels and other public places are to be applauded.

**16.4.2 Weathercall** Weathercall is a general forecast service covering areas of the UK up to 5 days ahead. The Weathercall areas are shown at Annex B. An index of all Weathercall and Weathercall Fax numbers is shown at Annex C. A 2-day forecast for each area is followed by a 3- to 5-day regional forecast; forecasts for the whole of the UK are also available. Area 2-day forecasts are updated 3 times a day, the regional 3- to 5-day forecasts are issued daily in the morning. A detailed schedule of forecast updates is attached at Annex D.

Detailed instructions for Weathercall script writing and transmission are held locally at Weather Centres. The Weathercall product manager is the Audiotex and Videotex Manager, from whom a style guide is available.

**16.4.3** Each area forecast starts with a standard preamble added by TIS which gives the area covered and period of the forecast plus the name of the office of issue. The preamble also includes a statement to the nearest minute of the time of the call. Forecasters should include the area number and date/time of issue on their message to avoid errors at TIS. Area forecasts should be a minimum of 200 words, dealing in detail with the spatial and temporal variations of the weather over the area and period. The message should include maximum and minimum temperatures in degrees Celsius (not converted) with wind strength and direction in qualitative and quantitative terms. Jargon should be avoided, forecasts being written, just like local radio scripts, as if one was talking to a friend or relative using a natural, colloquial style with the emphasis on clarity. Local interest can be heightened by the use of local place names where appropriate. Forecasts for areas with coastline or extensive high ground should emphasize resulting weather variations where confidence permits.

**16.4.4** Messages should also contain recent actual information (i.e. the most recent available at time of issue) relevant to our major population centre in the area. For an area such as area 16, it may be necessary to indicate major differences, if any, between in that case, Merseyside and Greater Manchester. The variables covered should include mean-sea-level pressure, temperature, relative humidity, wind speed and direction. Reference to extremes for the previous 24 hours or past month should be included if noteworthy. If possible these items of information should be linked into the main part of the forecast by way of a comparison.

## **16.5 Premium-rate fax services**

**16.5.1** Premium-rate fax services allow customers to access weather products on demand from their fax machine using a feature called polling. Such fax services are provided by TIS (e.g. Weathercall Fax) and Vodata (MetFAX). At Annex E is a top-level index of fax services. More-detailed cards for each service are available from the MetFAX Helpline on 01344 854435 which also answers general enquiries and handles operational matters. Staff receiving enquiries from customers should refer to the MetFAX Helpline if in any doubt.

Customers receiving the unobtainable tone when they dial premium-rate services are normally call-barred and should contact BT for further information.

The Vodata account manager is the Head of the Press and Distribution Unit, telephone 01344 856681. Invoices are raised centrally.

#### **16.6 Videotext services**

**16.6.1 Viewdata services (Prestel)** The Met. Office provides a small amount of data to New Prestel. Customers interested in weather services by this method should be referred to the New Prestel account manager (Audiotelex and Videotex Manager) for further details.

**16.6.2 Teletext services** The Met. Office does not currently provide services to Ceefax or Teletext. Enquiries regarding teletext services should be routed to Audiotelex and Videotex Manager.

**16.6.3 Screen-based services** Customers running screen-based or display services can be provided with information either direct from a Weather Centre or from COSMOS. Requests for small amounts of local information for small-scale services are best dealt with at Weather Centre level; requests for more information for national or large-scale services should be routed through to the Audiotelex and Videotex Manager.

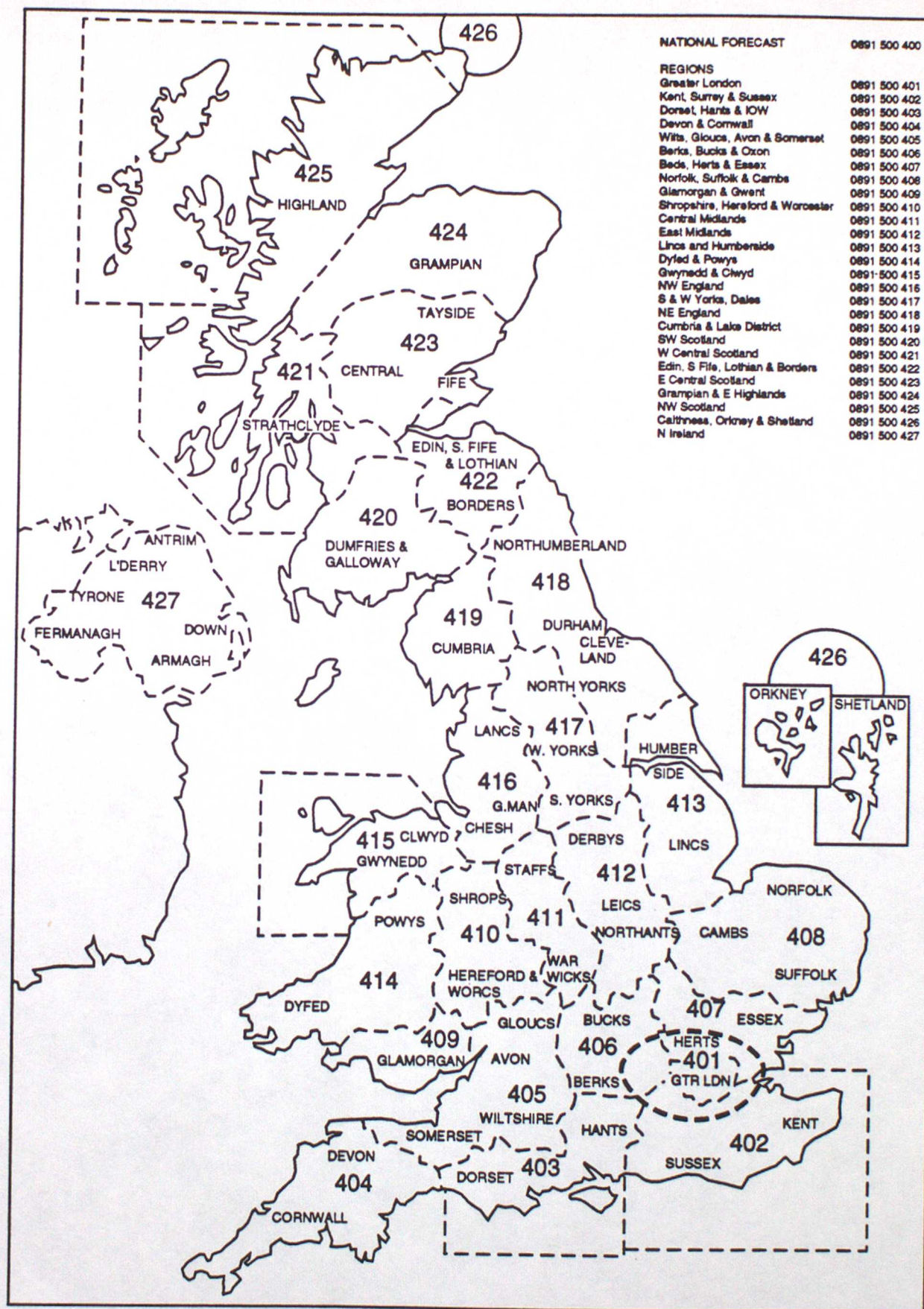
## GEOGRAPHICAL AREAS FOR NATIONAL PRESS FORECASTS



## FORECAST AREAS AND THE COUNTIES INCLUDED IN THEM

1. *Greater London*
2. *South-east England*  
Kent  
Surrey  
West Sussex  
East Sussex
3. *East Anglia*  
Norfolk  
Suffolk  
Cambridgeshire  
Bedfordshire  
Hertfordshire  
Essex
4. *Central Southern England*  
Berkshire  
Hampshire  
Wiltshire  
Isle of Wight
5. *Midlands East*  
Leicestershire  
Northamptonshire  
Oxfordshire  
Buckinghamshire
6. *East England*  
Lincolnshire  
Humberside
7. *Midlands West*  
Staffordshire  
Shropshire  
Hereford and Worcester  
Warwickshire  
West Midlands  
Gloucestershire
8. *Channel Islands*
9. *South-west England*  
Avon  
Dorset  
Somerset  
Devon  
Cornwall  
Isles of Scilly
10. *South Wales*  
Powys (Radnor and Brecknock)  
Dyfed  
Gwent  
West Glamorgan  
Mid Glamorgan  
South Glamorgan
11. *North Wales*  
Gwynedd  
Clwyd  
Powys (Montgomery)
12. *North-west England*  
Lancashire  
Greater Manchester  
Cheshire  
Merseyside
13. *Lake District*  
Cumbria
14. *Isle of Man*
15. *Central Northern England*  
West Yorkshire  
South Yorkshire  
Derbyshire  
Nottinghamshire
16. *North-east England*  
Northumberland  
Durham  
Tyne and Wear  
Cleveland  
North Yorkshire
17. *Borders*  
The Borders Region
18. *Edinburgh and Dundee Areas*  
The Lothian Region, the Fife Region and the Districts of Clackmannan and Falkirk. That part of the Tayside Region south and east of a line from Edzell to Dunkeld to Muckhart.
19. *Aberdeen Area*  
That part of the Grampian Region east of a line from Troup Head to Keith to Mount Battock thence following the regional, boundary to the coast.
20. *South-west Scotland*  
The Dumfries and Galloway Region and the Districts of Cunninghame, Kilmarnock and Loudoun, Kyle and Carrick, Cumnock and Doon Valley and Lanark.
21. *Glasgow Area*  
The Districts of the City of Glasgow, Clydebank, Bearsden and Milngavie, Bishopbriggs and Kirkintilloch, Cumbernauld, Eastwood, Monklands, Motherwell, Hamilton, East Kilbride, Renfrew and Inverclyde and those parts of the Districts of Dumbarton and Stirling on and south of a line from Helensburgh to Strathblane.
22. *Central Highlands*  
The Central Region except the Districts of Falkirk and Clackmannan. The Highland Region comprising the Great Glen and areas to the east, but excluding the area north of a line Urquhart Bay to Ferness. That part of the Grampian Region south of a line Ferness to Rothes to Keith and west of a line Keith to Mount Battock and that part of the Tayside Region west of a line Edzell to Dunkeld to Muckhart. Those parts of the Districts of Dumbarton and Stirling north of a line from Helensburgh to Strathblane.
23. *Moray Firth Area*  
Those parts of the District of Sutherland, Ross and Cromarty and Inverness east of a line from Brora to Invershin to Dalnavie to Garve to Urquhart Bay and those parts of the Districts of Inverness, Nairn, Moray and Banff and Buchan to the north of a line from Urquhart Bay to Ferness to Rothes to Keith to Troup Head.
24. *North-east Scotland*  
The District of Caithness and that part of the District of Sutherland north of a line from Brora to Invershin to Crask.
25. *Argyll*  
The District of Argyll.
26. *North-west Scotland*  
The Highland Region west of the Great Glen excluding the District of Caithness and those parts of the Districts of Sutherland, Ross and Cromarty and Inverness east of a line from Crask to Invershin to Dalnavie to Garve to Urquhart Bay. The Western Isles Islands Area.
27. *Orkney*  
The Orkney Islands Area.
28. *Shetland*  
The Shetland Islands Area.
29. *Northern Ireland*  
Londonderry, Antrim, Tyrone, Fermanagh, Armagh, Down.

## AREAS OF WEATHERCALL AND TELEPHONE NUMBERS





# INDEX

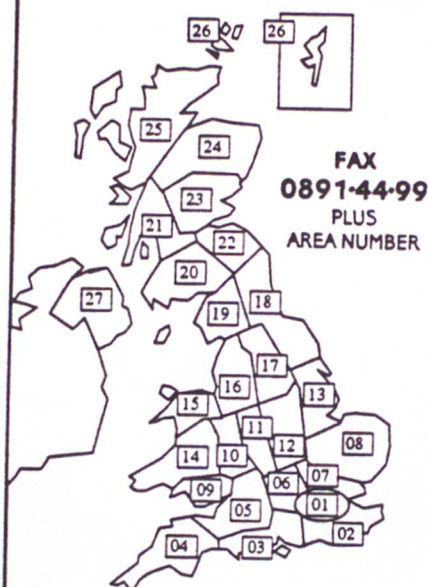
Information Supplied by  
The Met Office



**WEATHER FORECASTS AVAILABLE BY PHONE & FAX**

## FAX FORECASTS FOR TODAY

LOCAL WEATHER FORECASTS FOR TODAY  
AVAILABLE NOW ON WEATHERCALL FAX



**FAX**

**INDEX PAGE**

**0891-44-99-49**

## NATIONAL FORECASTS

FAX FORECAST FOR TODAY  
AND TONIGHT  
**0891-44-99-00**

FAX FORECAST FOR  
TOMORROW & THE  
FOLLOWING 3 DAYS  
**0891-44-99-35**

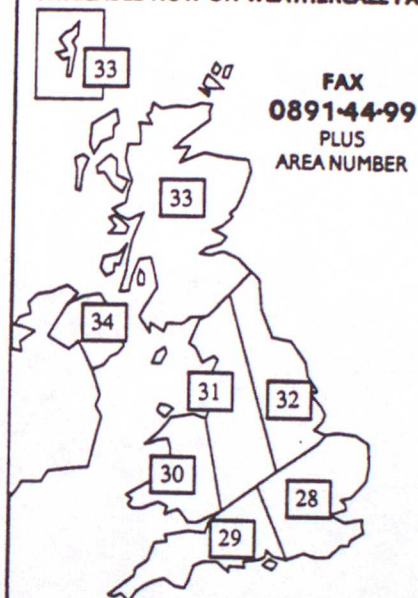
FAX PRODUCTS INCLUDE  
SYMBOL CHARTS,  
FORECAST SCRIPT AND  
PRESSURE CHARTS.  
TYPICAL DURATION 6 MIN

## SATELLITE IMAGE

LATEST SATELLITE WEATHER  
PICTURE OF UK & EUROPE  
**0891-44-99-36**

## FAX FORECAST FOR NEXT 4 DAYS

REGIONAL WEATHER FORECASTS FOR  
TOMORROW AND THE NEXT 3 DAYS  
AVAILABLE NOW ON WEATHERCALL FAX



## NATIONAL FORECAST

FORECAST FOR 5 DAYS AHEAD BY  
PHONE  
**0891-500-400**

## WORLD WEATHER NEWS

WEATHER INFORMATION FROM  
AROUND THE WORLD  
**0891-500-444**



telephone information services plc

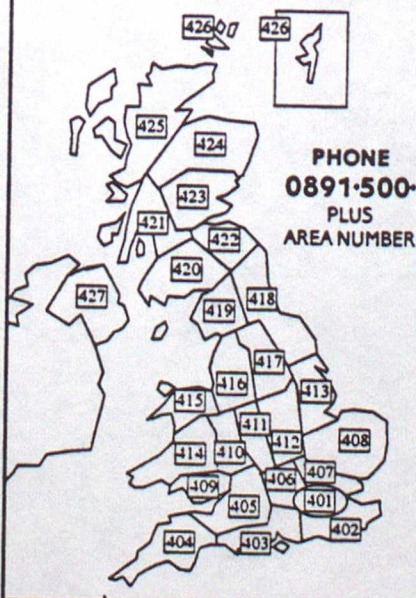
57-63 Scrutton Street  
LONDON  
EC2A 4PJ

Telephone: 071 975 9000  
0891 calls cost 39p/min  
cheap rate, 49p/min at all  
other times

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## FORECASTS BY PHONE

WEATHER FORECASTS FOR 5 DAYS AHEAD  
AVAILABLE NOW BY PHONE



TO OBTAIN A FAX PRODUCT,  
DIAL THE NUMBER FROM YOUR  
FAX MACHINE, EITHER USING  
THE HANDSET, OR DIALLING  
FROM THE KEYPAD. YOU MAY  
NEED TO SET YOUR FAX  
MACHINE TO POLLING MODE.

FOR HELP PLEASE TELEPHONE  
**071-975-9000**  
WITH DETAILS OF YOUR FAX  
MACHINE MAKE AND MODEL.

FOR INFORMATION ON OTHER  
MET OFFICE SERVICES PHONE  
THE MET OFFICE HELPLINE  
ON  
**0344-854435**

## WEATHERCALL

## AREA RESPONSIBILITIES AND SCHEDULES

<u>Issuing office</u>	<u>Areas</u>	<u>Issues times (LCT)</u>
LWC	National forecast 3-5 days	0400
LWC	Greater London, Kent, Surrey, Berks, Bucks, Oxon, Beds, Herts & Essex	0500, 1130 & 1700
Southampton WC	Dorset, Hants & IOW	"
Plymouth WC	Devon & Cornwall	"
Bristol WC	Wiltshire, Gloucester, Avon & Somerset	"
Norwich WC	Norfolk, Suffolk & Cambs	"
Cardiff WC	West, Mid & South Glamorgan, Gwent, Dyfed, Powys, Gwynedd & Clwyd	"
Birmingham WC	Shropshire, Hereford & Worcs & central Midlands	"
Nottingham WC	East Midlands, Lincs & Humberside	"
Manchester WC	North-west England	"
Leeds WC	West & South Yorkshire & Dales	"
Newcastle WC	North-east England, Cumbria & Lake District	"
Glasgow WC	South-west Scotland, west central Scotland, Edinburgh, south Fife, Lothian & Borders	"
Aberdeen WC	East central Scotland, Grampian & east Highland, north-west Scotland, Caithness, Orkney & Shetland (weekends & PHs)	"
Kirkwall WC	Caithness, Orkney & Shetland (weekdays only)	"
Belfast Met O	Northern Ireland	"

Day 3 to 5 Extended Forecasts

<u>Issuing office</u>	<u>Areas</u>	<u>Issues times(LCT)</u>
Glasgow WC	Scotland	0700
Leeds WC	Eastern England & East Midlands	"
Manchester WC	Western England & West Midlands	"
London WC	London, Home Counties, S & SE England & East Anglia	"

<u>Issuing office</u>	<u>Areas</u>	<u>Issues times(LCT)</u>
Bristol WC	South-west England	0700
Cardiff WC	Wales	"
Aldergove WC	Northern Ireland	"

**The Met.Office**

HELPLINE  
(TEL) 0344-854435  
(FAX) 0344-854018



**MetFAX**

## INDEX OF DIAL-UP FAX SERVICES



A RANGE OF GENERAL WEATHER FORECASTS COVERING 27 AREAS OF THE UK FOR TODAY AND 7 AREAS FOR THE NEXT 4 DAYS.

PRODUCTS COMPRISE SYMBOL CHARTS, DETAILED FORECAST TEXT AND PRESSURE CHARTS

UK FORECAST FOR TODAY  
**0891-44-99-00**

UK FORECAST FOR NEXT 4 DAYS  
**0891-44-99-35**

INDEX PAGE OF PRODUCTS  
**0891-44-99-49**



**MetFAX**  
MARINE

A RANGE OF SPECIALIST WEATHER FORECASTS FOR SAILORS COVERING 15 COASTAL REGIONS FOR TODAY & TOMORROW AND 6 OFFSHORE AREAS FOR THE FOLLOWING 3 DAYS.

PRODUCTS COMPRISE DETAILED FORECAST TEXT AND PRESSURE CHARTS.

SHIPPING FORECAST  
**0336-400-441**

SATELLITE IMAGE  
**0336-400-499**

INDEX PAGE OF PRODUCTS  
**0336-400-401**



A RANGE OF SPECIALIST UK & EUROPEAN AVIATION FORECASTS FOR PILOTS PROVIDED IN CONJUNCTION WITH THE CAA.

PRODUCTS INCLUDE LOW-LEVEL CHARTS, SPOT WINDS, FORECAST TEXT, AIRMETS, TAFS & METARS.

AVIATION LOW-LEVEL WEATHER  
**0336-400-503**

PLANNING CHART & TEXT  
**0336-400-504**

INDEX PAGE OF PRODUCTS  
**0336-400-501**



A RANGE OF METEOROLOGICAL PRODUCTS FOR TEACHING IN SCHOOLS AND COLLEGES, AND FOR GENERAL WEATHER INTEREST.

PRODUCTS INCLUDE PRESSURE CHARTS, WEATHER REPORTS, WEATHER NEWS, STATISTICS & FACTSHEETS.

ATLANTIC PRESSURE ANALYSIS  
**0336-400-484**

WORLD WEATHER NEWS  
**0336-400-489**

INDEX PAGE OF PRODUCTS  
**0336-400-480**

TO USE THESE SERVICES DIAL THE NUMBER FROM THE HANDSET OF YOUR FAX MACHINE AND PRESS START WHEN YOU HEAR THE TONE. IF YOUR FAX MACHINE HAS NO HANDSET PRESS TEL/DIAL OR HOOK BEFORE DIALLING ON THE KEYPAD. IF THESE METHODS FAIL FOLLOW THE INSTRUCTIONS FOR POLL RECEIVE IN YOUR MACHINE HANDBOOK. FOR ANY PROBLEMS CALL OUR HELPLINE.

APPROXIMATE DURATION OF PRODUCTS 2-5 MINS. 0891 & 0336 CALLS ARE CHARGED AT 39P/MIN CHEAP RATE. 49P/MIN AT ALL OTHER TIMES. INDEX CARDS FOR EACH SERVICE AVAILABLE ON REQUEST FROM THE HELPLINE. © CROWN COPYRIGHT 1994.

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