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## The National Center for Meteorology achieved a media presence of 87.8% in 2024



The National Center for Meteorology (NCM) achieved another milestone in 2024 by increasing its media presence to 87.8%, compared to 65% in 2023. This accomplishment reflects significant progress in delivering visual and audio content across various media outlets and social media platforms, highlighting the center's success in effectively conveying its message to diverse community segments and stakeholders.

A study conducted by a specialized research and media studies institution monitored the center's activities, effectiveness, and prominent media presence across print, broadcast, visual, and digital media throughout the year, particularly during major seasons and events. This success was attributed to consistent planning and the implementation of innovative media strategies focusing on diversifying communication channels, enhancing the quality of visual and digital content, and developing social media accounts. The center also noted that strengthening media partnerships with national and regional entities significantly expanded its content reach and increased its media impact.

Statistics revealed that educational and awareness content related to climate change and weather phenomena ranked as the most impactful content among the audience, reflecting the public's interest in receiving accurate information on meteorological issues.

The center's efforts extended beyond content development to include intensive training programs targeting its media teams, aiming to improve media performance and develop skills in producing and managing digital content in line with global best practices.

Through its Media Production and Digital Communication Center, the NCM launched awareness programs and executed a media strategy aimed at ensuring the dissemination of information to all segments of society, including people with disabilities. This was achieved by forming partnerships that ensure sustainability and ongoing benefits. Additionally, the center leveraged its digital platforms to share weather-related awareness campaigns, educational materials, meteorological updates, and warnings, ensuring its message reached a broad audience effectively.