

## The Coordination Workshop for Representatives of Awareness and Media Programs Concludes its Work Emphasizing Media Integration in Disseminating Weather and Climate Information



The National Center of Meteorology (NCM) concluded today in Jeddah the coordination workshop organized for representatives of awareness and information programs in government agencies concerned with serving the pilgrims, in implementation of the directives of the Supreme Hajj Committee, with the aim of raising the level of readiness and enhancing integration in media awareness of weather and climate information during this year's Hajj season 1446 AH.

In his opening speech, the General Supervisor of Hajj and Umrah works at the center, Dr. Turki bin Habiballah, stressed that the media constitutes the essential link between the competent authorities and the pilgrims, through the timely delivery of meteorological information, in an accurate and balanced language that promotes preventive interaction, adding that the integration of roles between the authorities and the National Center of Meteorology goes beyond the mere exchange of information to building a climate-conscious culture that contributes to raising readiness and enhancing public safety.

He explained that the approval to have the Unified Media Center, under the supervision of His Excellency the Minister of Information, be the reference for all media messages related to Hajj, represents an important step towards enhancing the unification of messages and ensuring their credibility. He also stressed the importance of early coordination, unification of media messages, and limitation of information to the competent authorities, in order to achieve the aspirations of the wise leadership in providing a media awareness model to be followed globally in the service and reassurance of the pilgrims of the Holy House of God.

The workshop discussed a number of important topics, including mechanisms for joint awareness dissemination, ways to enhance partnership between the authorities in broadcasting warning and climatic messages during the Hajj season, and emphasizing the importance of adopting the National Center of Meteorology as an official source of meteorological and climatic information, in addition to reviewing the climatic forecasts of the holy sites and coordination mechanisms in managing media content related to weather and climate.

The workshop concluded on the importance of unifying media efforts to ensure the consistency of messages addressed to pilgrims and workers, adherence to the legal procedures in disseminating climate information, and intensifying cooperation between the relevant authorities and the National Center of Meteorology, in a way that contributes to protecting lives and ensuring the safety of pilgrims, and achieving the highest levels of readiness and preventive awareness during the Hajj season 1446 AH.