

50 Crazy Years in Broadcasting by Bryan Norcross

1981 – KGO Turbulence, Turner Calls, and Atlanta Weather

KGO-TV, Channel 7, San Francisco; TBS, Atlanta; WXIA-TV, Atlanta

THIS IS JUST A SYNOPSIS – MORE TO COME

About a year after I arrived in San Francisco, new management came to KGO-TV. They decided that the mainline talent had too much power, and set out to assert control. On a trip to Sun Valley, Idaho, the manager saw a weathercaster out of Idaho Falls named Lloyd Lindsay Young. If you don't know Lloyd's work, treat yourself on YouTube.

Lloyd Lindsay Young after KGO, but the same unique personality.

<https://www.youtube.com/watch?v=RaQW1j9iHJc>

The management thought that the main weather guy at KGO, weather powerhouse Pete Giddings, would hate Lloyd, so they should hire him. It was mean and unfair to Pete, who was indeed difficult, but usually right.

Lloyd was a gentleman and a super-star talent. He could power the whole station with his energy.

At the same time this was happening, I got a call asking me to come to New York and meet Bob Wussler, the President of Turner Broadcasting. Bob needed somebody to head up one of Ted's pet projects called *Portrait of America* – a documentary series about every U.S. state and territory. And coincidentally, WXIA-TV, where I had previously been an engineer and director, needed a weekend weathercaster.



Hal Holbrook on my Portrait of America set in Hollywood

It was a tough call because KGO was a magical place. But the turbulence at the station, the question of what shows I would do when Lloyd came on board, and more than double the money convinced me. I packed myself up, and headed to Atlanta.

Turbulent doesn't begin to describe Turner Broadcasting at that time. Chaotic comes closer. TBS was a lean organization that ran on Ted's bravado, brilliance, and power of personality. I was Executive Producer of Documentaries and Magazines – essentially EP of Ted's whims. Whims that were inspired and otherwise. There are stories.

MORE COMING SOON

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