

50 Crazy Years in Broadcasting by Bryan Norcross

1983-1989 – Miami and Neighborhood Weather

WPLG-TV, Channel 10, Miami

HERE'S A SYNOPSIS – LOTS MORE COMING

In the spring of 1983, I was still talking to news managers about joining my consortium of TV stations so they could cover the primaries, conventions, or the Los Angeles Olympics coming up the following year. It was nearly impossible for an individual station to get access on their own. I was providing the engineering and production set up, and also the credentials.

One of last stations I pitched was WTVJ, then the CBS affiliate in Miami. The station's pioneering anchorman Ralph Renick was also the News Director, but no decisions were made at WTVJ News without going through Ralph's do-everything number two, Ruth Sperling.

While Ruth and I were talking, she offhandedly asked me if I knew any meteorologists. Their weekend guy was leaving. I said, "I'm a meteorologist". She said, "Oh, send me your tape". I said, "I have one right here". She looked at it and said, "Good, but you have to meet with Ralph."

I left WTVJ and called up the News Director at WPLG-TV, the up and coming Miami station. They were part of my group of stations covering the Olympics. We met the next day and he hired me.

For the next year and a half, I ran around the country during the week working on the myriad issues involved with covering the big events of 1984, and came back to Miami to do the weekend weather.

Finally, the 1984 Republican Convention was over at the end of August, and by the middle of September I was looking for something new to take on.

During my consulting phase in 1982, I was visiting Los Angeles quite often, and had become friendly with the News Director at KNBC. I had worked up an idea for a new way to do weather in Southern California. My pitch was to put sliding weather maps on the side of a KNBC mobile unit, put a weather station on a pole above the truck, and drive to a different location every day to report the weather. I called it, *Neighborhood Weather*. The LA guy didn't bite, but along the way I had given it to News Director Steve Wasserman. He kept it in mind.

One day Steve called and asked if I'd like to do Neighborhood Weather at 5:30 Monday through Friday. And thus started an adventure lasting more than five years. I produced a live feature

every day along with a brief weather report – maybe the most fun thing I ever did in broadcasting. That took me through the rest of the 1980s.

Here are some very fun Neighborhood Weather Teases from 1986-1989

<https://www.youtube.com/watch?v=cSp7EVdcSB4>

Meanwhile, the television landscape in South Florida had been rocked with change, affecting every station except for WPLG. It was a network-realignment convulsion that would set me in a new direction at the beginning of the new decade.

MORE COMING SOON

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