

50 Crazy Years in Broadcasting by Bryan Norcross

1996-2008 – WFOR and CBS News

WFOR-TV, Channel 4, Miami

HERE'S A QUICK SYNOPSIS – MUCH MORE COMING

WFOR-TV, Channel 4, was a brand new TV station in September of 1995 – new anchors, new set, new call letters. They were trying to make a mark. Coincidentally, my contract was up toward the end of 1995. Even though I needed a rest, CBS popped up with an offer I couldn't refuse.

They offered good money to do the weather on Channel 4 in Miami, but they also brought a separate deal to be Hurricane Analyst for CBS network news programs, including the CBS Evening News with Dan Rather. I would have the opportunity to build a weather department from scratch in Miami, and take network weather coverage to another level. I couldn't turn it down.

So in February of 1996 I took over as Director of Meteorology for WFOR-TV and Hurricane/Weather Analyst for the network. I went to CBS headquarters in New York to meet Dan Rather – as kind and generous a man as there ever was in the news business. At first, I think, Dan was wary, but over time we handled hurricane after hurricane with ease, including the great hurricanes of the mid 2000's.



When I first came to WFOR/NEWS4 in 1996, we built the *4CAST Center*, on the left. In 1998, we built a much-expanded weather office I called *Weather Control*. It was designed to be able to switch back and forth from local Miami coverage to CBS network coverage instantly.

When Katie Couric took over the CBS Evening News in 2006, the transition was easy. Katie and I had worked together at NBC in the early 90s when she was filling in as anchor on the Today Show, and I was filling in for Willard Scott.

The 12 years went by quickly. Looking back, it's hard to believe I was at WFOR and CBS for almost 20% of my life.

By 2008, the television business was changing in ways I didn't like. Corporatization was rampant, which was bad for the TV station and bad for the public. The iPhone had just come on the scene. Digital communications was clearly the way of the future. I decided to quit TV and try my hand at that.

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