

# **50 Crazy Years in Broadcasting by Bryan Norcross**

## **2010-2017 – The Weather Channel**

**The Weather Channel, Atlanta**

### **A BRIEF SYNOPSIS**

In 2008, I started a company called America's Emergency Network. The concept was to create a technical platform that would allow government agencies – emergency management, National Weather Service, cities, counties, etc. – to live stream news briefings for distribution by broadcast and digital media. Counties and cities were eager to sign up. And then the economy crashed in September.

I expanded the business to take on consulting clients, the biggest of which was NBC, who had teamed up with Bain Capital and Blackstone, both large private equity firms, to buy The Weather Channel. In late 2008 into 2009, I worked with NBC to help them understand the technical and meteorological aspects of operation.

In 2010, The Weather Channel management asked if I would be available to cover hurricanes on the network, along with Dr. Rick Knabb, who I had known from his time at the National Hurricane Center in Miami. The following year, my role expanded into management.

The Weather Channel is an unusual and wonderful place. Meteorologists there are on a mission to help people understand the weather and how it might affect them. They take it seriously in the way we in the news business used to, when the decisions we made and what we covered affected people's lives in significant ways. We were the public's main lifeline to the world at large. At The Weather Channel, people still believe in that mission.

Through all this time, I still lived in Miami. Flying to Atlanta for work. It was time to focus on my town.

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