

50 Crazy Years in Broadcasting by Bryan Norcross

2018 – Back to my Miami roots

WPLG, Channel 10, Miami

SYNOPSIS

When Hurricane Irma was threatening Florida in September 2017, I wrote a column every day on Facebook. I boiled down the threat, as I saw it, and tried to give practical advice on how to respond to the threat. I began posting columns more than a week before the storm hit.

Those posts reached almost nine million people. Most of the comments, and there were thousands, were from people in South Florida. Residents were hungry for a bottom-line message from somebody they trusted. I had been on TV in Miami for 25 years, and had built up a good following over those years.

I realized that I could do the most good by talking to local people about local issues. The Weather Channel is a great platform for talking about the storm itself. Local television is the best platform for talking to residents about handling the threat. All disasters are local, so local television and radio can connect at a different level.

WPLG offered the opportunity to go back to my Miami, and to work with Max Mayfield, who has been a Hurricane Specialist on the station since he retired from the National Hurricane Center in 2007. The Hurricane Irma experience told me this was the place to be.

Thanks for getting this far in my saga. It's been a trip.

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