To Lead or Not To Lead

Bryan Norcross
The Weather Channel
Senior Hurricane Specialist

AMS Conference on Broadcast Meteorology
Conference on Weather Warnings and Communications
June 11, 2015
Who is going to decide?
Is there an official plan?

- It is time to get serious.
- It is time to put up the shutters.
- It is time to prepare your boat.
- It is time to move grandma out of the condo in Boca.
- It is time for private businesses to close down.
- It is the last chance to take action.
- It is the last chance to evacuate.
- It is better to stay home than to try to move.
- It is time to worry less about the meteorology and more about what people should do.
IF IT HAPPENED AGAIN

Wednesday – September 21, 2005

5 PM ET/4 PM CT Advisory
Wednesday – September 21, 2005

5 PM ET/4 PM CT Advisory
Wednesday – September 21, 2005

5 PM ET/4 PM CT Advisory

IF IT HAPPENED AGAIN

Friday 1 PM CT Forecast

145 mph – Cat 4
Wednesday – September 21, 2005

Given the construction standards in Metro Houston
Given the construction standards in Metro Houston

WHICH IS WORSE?
Wednesday – September 21, 2005

Given the construction standards in Metro Houston
Given the construction standards in Metro Houston

Riding it out at home
What do you advise?

Who makes the call?
Thursday – September 22, 2005

10 AM CT Advisory
Track shifts a bit east
Message change?
What do you advise?

Who makes the call?
Does the equation change as odds lower?
Communication Dilemmas

Is there anybody to decide?
Thank You.

bryan.norcross@weather.com

HurricaneAndrew.info