

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

The
Weather
Channel

Who is going to decide?

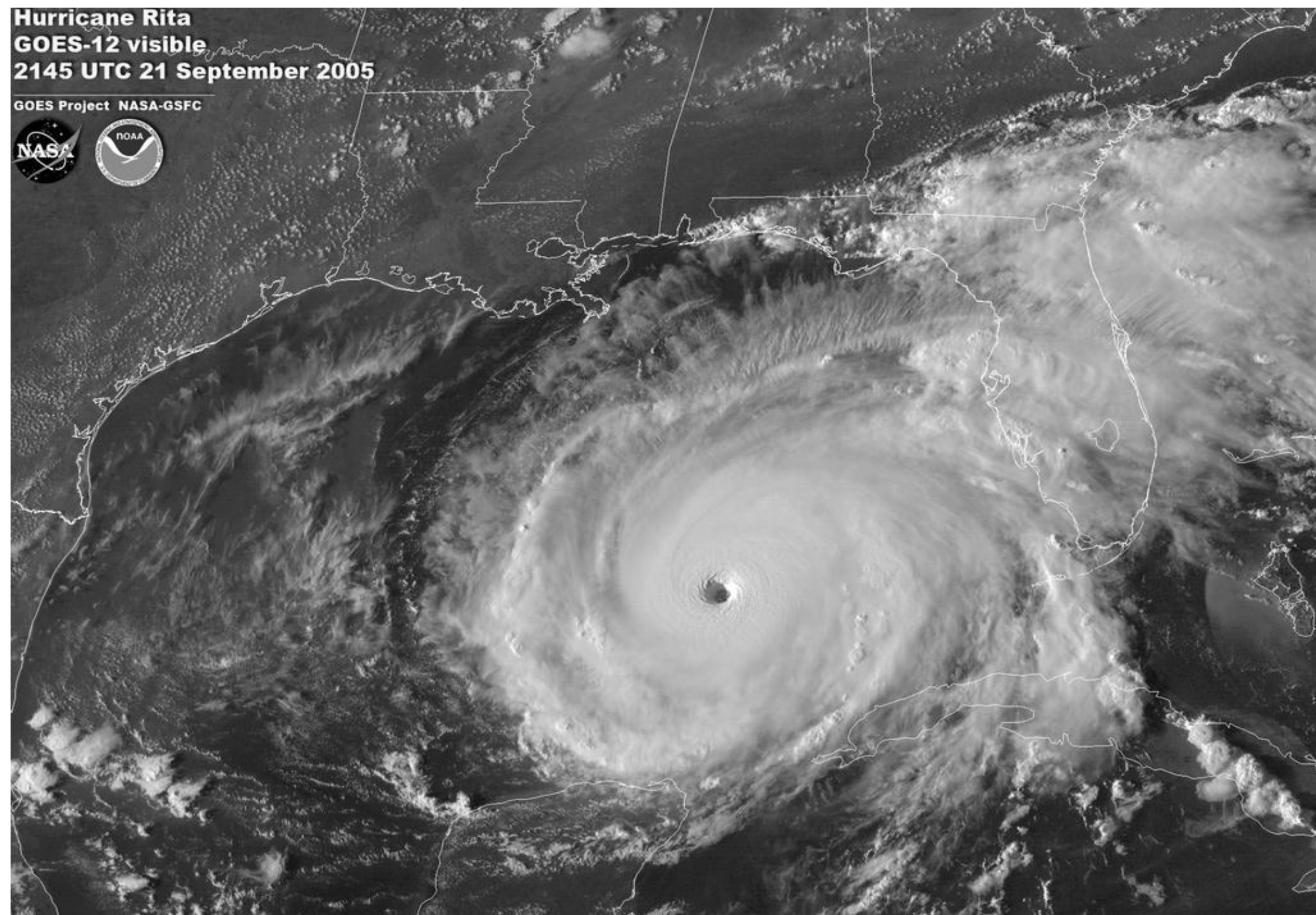
Is there an official plan?

- 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.



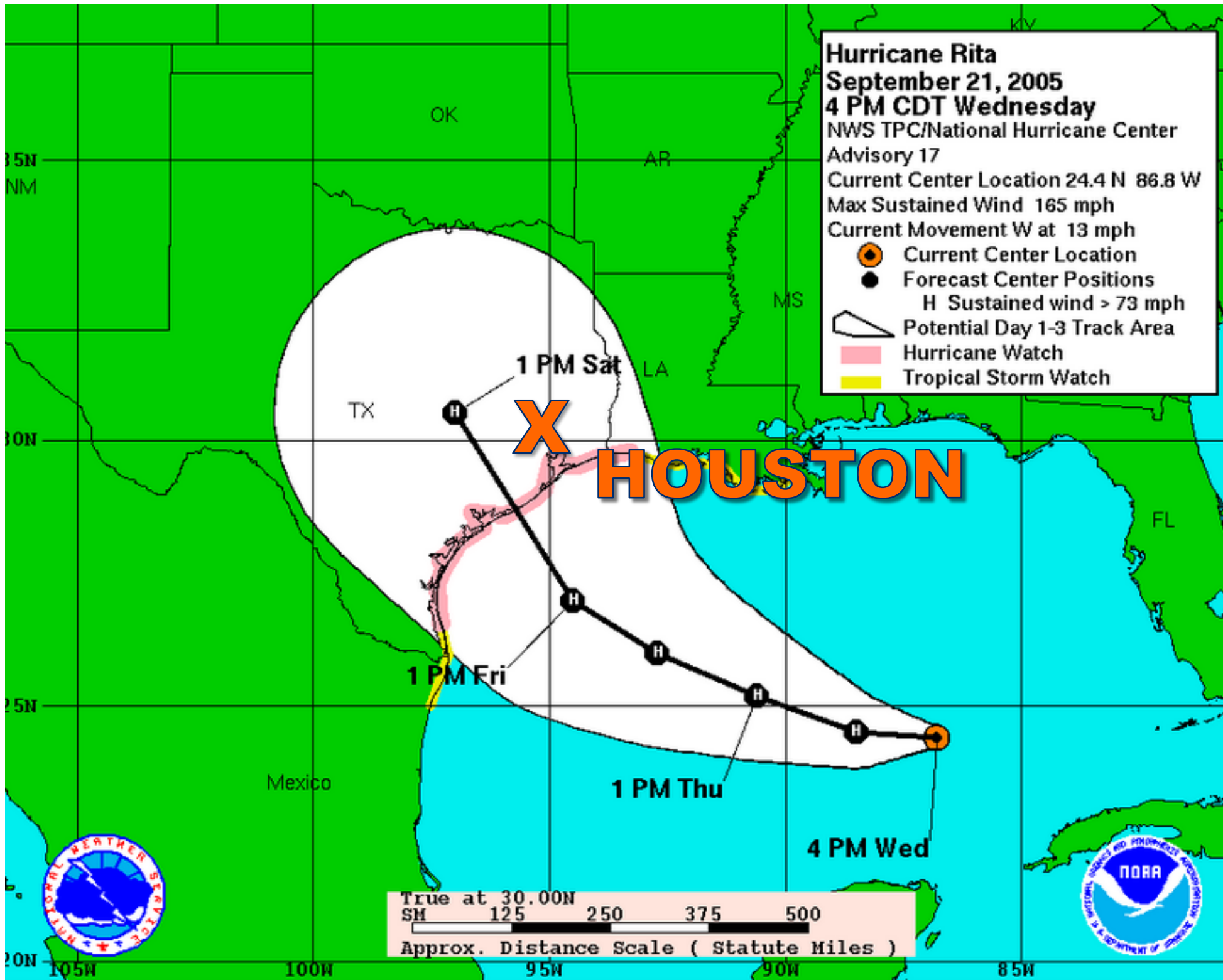
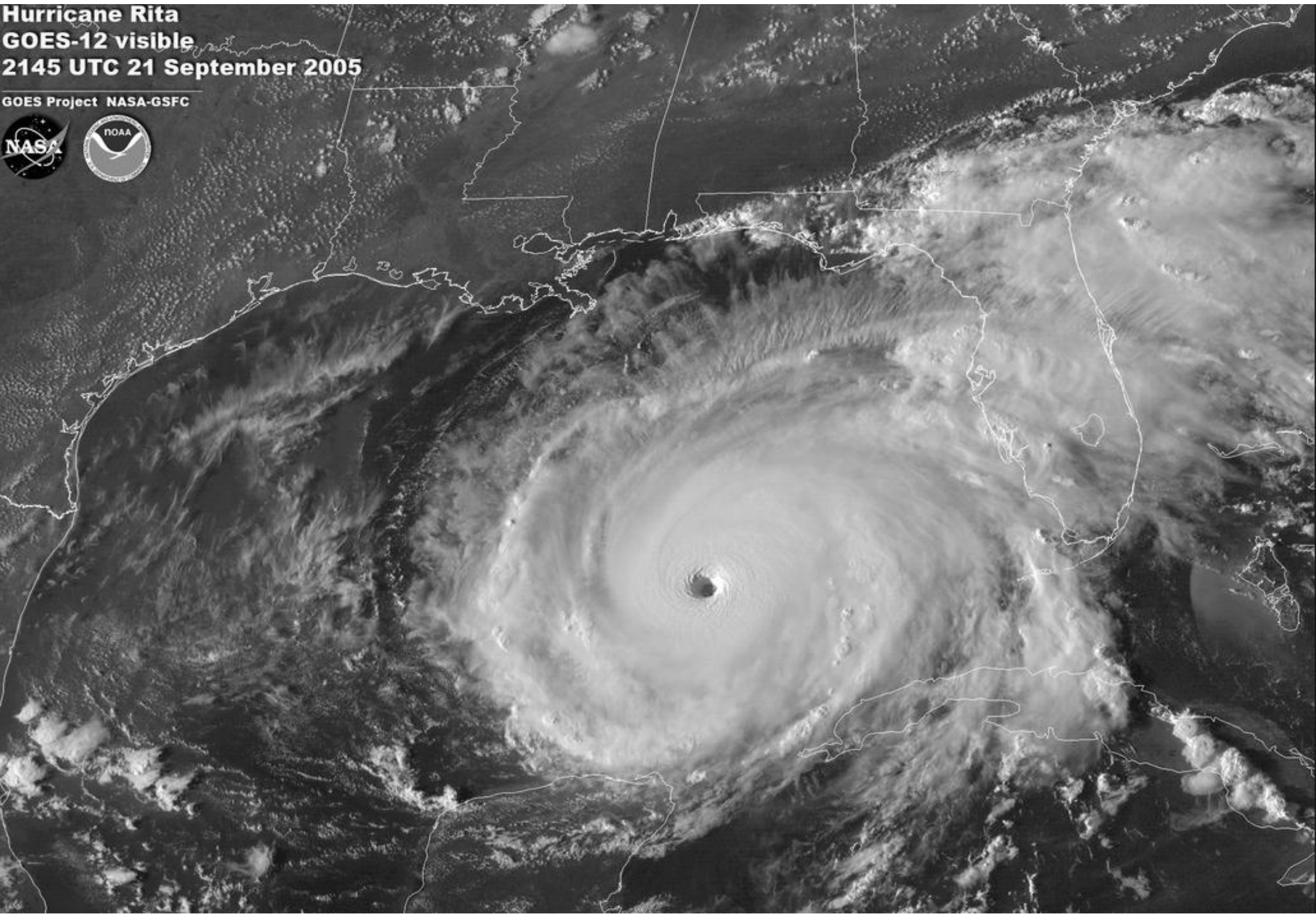
Wednesday – September 21, 2005

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

FORECAST POSITIONS AND MAX WINDS

| | | | | | |
|-----------|----------|-------|-------|----------------|--|
| INITIAL | 21/2100Z | 24.4N | 86.8W | 145 KT | |
| 12HR VT | 22/0600Z | 24.5N | 88.5W | 145 KT | |
| 24HR VT | 22/1800Z | 25.2N | 90.6W | 145 KT | |
| 36HR VT | 23/0600Z | 26.0N | 92.7W | 135 KT | |
| → 48HR VT | 23/1800Z | 27.0N | 94.5W | 125 KT | |
| 72HR VT | 24/1800Z | 30.5N | 97.0W | 65 KT...INLAND | |
| 96HR VT | 25/1800Z | 33.0N | 97.0W | 30 KT...INLAND | |
| 120HR VT | 26/1800Z | 36.0N | 96.0W | 25 KT...INLAND | |

Friday 1 PM CT Forecast
145 mph – Cat 4



Wednesday – September 21, 2005



Given the construction standards in Metro Houston

Wednesday – September 21, 2005



**WHICH
IS
WORSE?**

Given the construction standards in Metro Houston

Wednesday – September 21, 2005



12+ hours in a car

Given the construction standards in Metro Houston

Wednesday – September 21, 2005



Riding it out at home



Given the construction standards in Metro Houston

Wednesday – September 21, 2005

What do you advise?

Who makes the call?

Thursday – September 22, 2005



10 AM CT Advisory

Track shifts a bit east

Message change?

Thursday – September 22, 2005

What do you advise?

Who makes the call?

Thursday – September 22, 2005



Does the equation change as odds lower?

Communication Dilemmas

Is there anybody to decide?

Thank You.

bryan.norcross@weather.com

HurricaneAndrew.info