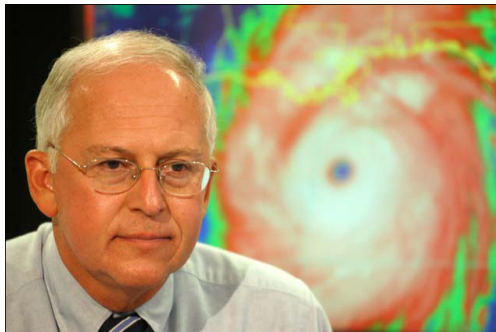


Lessons Learned on Hurricane Forecasting and Emergency Messaging

Max Mayfield
Hurricane Specialist, WPLG-TV 10 – Miami, FL
Former Director of National Hurricane Center

Bryan Norcross
Hurricane Specialist, The Weather Channel – Atlanta, GA
President/CEO of America's Emergency Network



Max Mayfield



Bryan Norcross

Our Nation's Hurricane Program has always been a team effort. The effectiveness of this team depends, in large part, on interactions between meteorologists, emergency managers and the media. While we have seen tremendous improvements in observing and forecasting hurricanes, there are still weaknesses that could contribute to a large loss of life in a single hurricane event and meteorologists are still struggling with the age old issue of how to deal with forecast uncertainty. The critical role of emergency managers and the need to effectively communicate emergency messages are discussed.

In the United States, the messages from the meteorologists at the National Hurricane Center (NHC) as well as from federal, state and local emergency managers are typically filtered through the media. Behind-the-scenes stories during Hurricane Katrina provide examples of successes and failures in the way we communicate.

The status of a new emergency network that provides an improved way of communicating from the NHC, local National Weather Service Weather Forecast Offices, and Emergency Operations Centers is shared.

Presenters' Bios

Max Mayfield

Title: WPLG-TV Hurricane Specialist

Education: B.S. in Mathematics 1970, University of Oklahoma
M.S. in Meteorology 1987, Florida State University

Professional Societies: American Meteorological Society
National Weather Association

Positions Held: 2007-Present: WPLG-TV Hurricane Specialist
2000-2007: Director, National Hurricane Center (NHC)
1998-2000: Deputy Director, NHC
1988-1998: Hurricane Specialist, NHC
1972-1988: Satellite Meteorologist, NHC
1970-1972: Forecaster, Air Weather Service, U.S. Air Force

Career Highlights:

Max Mayfield is a Fellow of the American Meteorological Society (AMS) who has presented invited papers at national and international scientific meetings, lectured in United Nations' World Meteorological Organization (WMO) sponsored training sessions, and provided numerous interviews to electronic and print media worldwide.

In 2010, Mr. Mayfield was named to Florida State University's list of 100 Distinguished Graduates and received the Regents' Alumni Award from the University of Oklahoma.

After a distinguished career of service at the National Oceanic and Atmospheric Administration's (NOAA) National Hurricane Center, Mr. Mayfield has been the on-air Hurricane Specialist for WPLG-TV in Miami, FL. The National Academy of Television Arts and Sciences' Suncoast Chapter recently recognized Mr. Mayfield with an Emmy for the station's 2009 Hurricane Special.

In 2006 he received the Government Communicator of the Year Award from the National Association of Government Communicators, as well as the prestigious Neil Frank Award from the 2006 National Hurricane Conference "for...efforts to significantly improve the accuracy of hurricane forecasting...as Director of the National Hurricane Center, a factor which has undoubtedly helped save countless lives and property."

In 2005 he received a Presidential Rank Award for Meritorious Service from President George W. Bush. He was named ABC Television Network's "Person of the Week" after 2005 Hurricane Katrina.

In 2004 the Federal Coordinator for Meteorological Services and Supporting Research sponsored Interdepartmental Hurricane Conference presented its Richard Hagemeyer Award to Mr. Mayfield for his contributions to the nation's hurricane warning program. Also in 2004, Mr. Mayfield received the Governor's Award, an "Emmy", for extraordinary contributions to television

by an individual not otherwise eligible for an Emmy from the Suncoast Chapter of the National Academy of Television Arts and Sciences.

In 2000 he received an Outstanding Achievement Award at the 2000 National Hurricane Conference for developing and expanding educational opportunities for state and local emergency management officials.

In 1996 the AMS honored him with the Francis W. Reichelderfer Award for exemplary performance as coordinator of the National Hurricane Center's hurricane preparedness training for emergency preparedness officials and the general public.

Max Mayfield has been recognized by the Department of Commerce with Gold Medals for his work during 1992 Hurricane Andrew, 2003 Hurricane Isabel, 2004 U.S. landfalling hurricanes, and the 2005 U.S. landfalling major hurricanes including Katrina, and a Silver Medal during 1988 Hurricane Gilbert. He was also awarded a NOAA Bronze Medal for creating a public-private partnership to support the nation's disaster preparedness. He is the former Chairman of the WMO's Regional Association-IV Hurricane Committee which supports 26 members from Atlantic and eastern Pacific countries. As former director of NOAA's National Hurricane Center he has played a key role in forecast and service improvements over a 34 year career.

Mr. Mayfield is married, has three children, and resides in Miami, Florida.

Bryan Norcross

Bryan Norcross is a Hurricane Specialist at The Weather Channel, based in Atlanta. He joined the channel in the summer of 2010, bringing his extensive experience covering tropical storms and hurricanes to The Weather Channel's round-the-clock coverage.

In addition, Bryan is President and CEO of America's Emergency Network, Inc. (AEN), an emergency-communications networking company based in Miami. The system allows local governments and other agencies to stream live news briefings to the public and the media without news crews or other conventional video-transmission systems. AEN is in use at the National Hurricane Center, the Florida Division of Emergency Management, and other agencies in the state.

Bryan became nationally known after he "talked South Florida through" Hurricane Andrew in 1992. From 1996 through 2008 he was the in-house hurricane analyst for CBS News in New York and anchored the coverage of numerous hurricanes for WFOR-TV/CBS in Miami. Prior to that time, he worked for NBC in Miami and New York. Bryan appeared frequently on CBS News programs including the CBS Evening News with Dan Rather and Katie Couric. Bryan also appeared frequently as the primary fill-in weatherman on the CBS Early Show with Bryant Gumbel.

After Hurricane Andrew, Bryan was named Expert Advisor to the Academic Task Force on Hurricane Catastrophe Insurance by Florida State Treasurer and Insurance Commissioner Bill Nelson. Bryan was a member of the Governor's Committee to evaluate state response and recommend changes to the state emergency management system by Governor Lawton Chiles. In appreciation for his work before, during and after Hurricane Andrew, Bryan received the 1993 David Brinkley Award for Excellence in Communication. He was also publicly recognized with designations of Bryan Norcross Days in Miami, Miami Beach, and Ft. Lauderdale, among other

cities. In addition, he's the recipient of an Emmy Award from the southeast chapter of the National Association of Arts and Sciences, and the DuPont and Peabody awards, the highest awards given in broadcasting.

Bryan's comprehensive hurricane guide called "Hurricane Almanac" was released by St. Martin's Press in July 2006. The book covers hurricane science, history, preparedness and more. A follow-up edition was released in the spring of 2007. Bryan has a Bachelor of Science degree in Math and Physics and a Master of Science degree in Communications and Meteorology from Florida State University. In addition Bryan received an Honorary Doctor of Public Service degree from Florida International University. Bryan is a resident of Miami and New York City.