



Norman Ross Jones

February 21, 1961 - April 16, 2020

Norman Ross Jones of Traverse City passed away on April 16th at the age of 59.

He is survived by his mother Grace, daughter Stephanie, prior wife and longtime friend Missy, former wife Kathy, and grandson Andrew. He is preceded in death by his father, Richard.

Norm was born on February 21, 1961 in Traverse City, Michigan to Grace (Ballard) and Richard Jones.

While attending Traverse City High School, Stormin' Norman discovered his love for broadcasting and was an active member of the radio club. After graduation, Norm turned his passion into a career and became a Disc Jockey for WNMC where he met fellow DJ and lifelong friend Jeff Richard. He then went on to make a name for himself under the alias of Scott Brandon at WTLR out of Bradenton, Florida and WCCW in Traverse City. Norm continued spinning records off the air as well for Scott Brandon Productions, which would later become Northern Michigan's biggest DJ company.

Norm continued to work in Northern Michigan radio throughout the 80s under his own name with WKLT and WTCM in Traverse City as well at WJML in Petoskey. In 1986, he began his television career with PM Magazine, a weekly lifestyle show on 29&8. He continued working with the local ABC station into the 2000s, co-hosting Good Morning Northern Michigan, broadcasting street-side coverage of the National Cherry Festival parades, and filming commercials for local businesses as Mr. Consumer.

Never happy to keep still, Norm was also a proud owner of three successful, local businesses: Mr. Music Disc Jockey Services, Screen Plus Screen printing, and Premier Flowers.

In his spare time, Norm enjoyed volunteering for the Special Olympics, fundraising for local projects such as Kids Kove, was active in his church and youth mentorship, and

volunteered with the Traverse City and Grand Traverse County Police Reserves for 20 years.

Most importantly, he was a wonderful friend, caring spouse, and loving father.

Norm's life will be celebrated at a later date with friends and family with assistance from the Reynolds-Jonkhoff Funeral Home.

Rest easy, Norm Bob. We love you.

Share a memory of Norm at www.reynolds-jonkhoff.com.

Tribute Wall

TT

“ I am lost for words. I remember talking to him about being in radio. He always said keep trying you would get there. I would see him during Cherry festival. I ended up working in radio at WKLT and WLDR and WNMC. It is like I owe my radio experience to Stormin Norman. I am going to miss you. Say hi to my brother and spin us some tunes up above. R.I.P. Norm You are always going to be missed

TC TUNA - May 25, 2020 at 01:16 PM

DJ

“ My condolences to cousin Norm's family and his mom! It's been too long since we last saw each other at my dad's funeral in 2008. I'll miss your warm smile and fun loving personality. We seemed to always have fun when we were together. Until we meet again, RIP!

Doug Jones

Doug Jones - May 02, 2020 at 06:36 PM

RM

“ Stormin' Norman, he took Northern MI. by storm!

His awesome voice, those smiling, kind, sometimes mischievous eyes, that shining personality that lit up the airwaves in radio and TV, he will be missed.

I was blessed and had the good fortune to have worked with Norm over the years at WTCM, WCCW including Front Row Ctr. days, TV 29&8 Cherry Fest. parades, GMM and going on shoots for Mr. & Mrs. Consumer, he was a true professional, we had many great laughs too!

Those were some of the best times of my life, Norm gave his best and brightened many lives both on and off air with his tireless energy, his giving spirit.

My heart is heavy about Norm but filled with appreciation, gratitude, for knowing him.

Rita Melotti

Rita Melotti - April 24, 2020 at 11:37 AM

DJ

“ Once you are in High School Band with someone, you get to know them well. Norm was such a great guy. Later I would run into him at Radio Centre, as I work in the same building. It was always good to catch up with him and always felt like no time went by. I will miss him.

Dianne Jurica - April 22, 2020 at 12:57 PM

DM

“ Missy,
May our loving Lord wrap His arms of comfort, love, and strength around you and Stephanie. I remember when back in the days, you and Normie dating, for he came into Downtown Charlie's to see you, then later seeing you married to him, walking Stephanie. Plus, over the years listening to Norm on the radio. PM Magazine, one can go on and on. Being a music lover myself, it was always great when Norm would go over those who worked w/him that influenced him in the business, like my brother in law, Phill Orth who he stated that on the radio many times. I know Phill enjoyed his friendship. Even though Norm has left his earthy world, his legacy will live on in his daughter and the music he loved. Gone but never forgotten. RIP- MR. MUSIC !!!



Darlene Miller

Darlene A. Miller - April 21, 2020 at 11:53 PM



Darlene... you're still a good soul. Thank you for your kind words.

Missy Crow - April 22, 2020 at 04:08 PM

MA

I lived in Northern Michigan for 40 plus years & heard Norm on WTCM for many many years. A personable man I never met, also saw him doing reporting from the National Cherry Festival. He had a great broadcaster's voice and I always liked him, I could feel his warmth. My condolences and prayer for support and comfort from the Lord for his family.

Mary - May 19, 2020 at 11:15 AM

LO

“ Norm and I met through Special Olympics, when he would DJ the dances. He always treated our athletes with respect and was so much fun to be around. He will be greatly missed in our community.

Lorraine Laird

LorraineLaird - April 21, 2020 at 10:55 PM

JB

“ I knew Norm as a gifted broadcaster and entertaining figure. I loved to hear his booming voice and sharp wit. We chatted, casually, downtown Traverse City years ago. Somehow, the subject of bicycle safety came up. I mentioned I had lost my Dad in a bicycle accident near Bear Lake (September 13, 2002).



He asked if I would be his guest on air to talk about this. I agreed and my sister, Melissa, an attorney in Lansing, joined me. He guided us through this painful subject with professionalism, kindness and compassion. I will remember him always for what he contributed to our community as a voice of the people, business owner and volunteer. Over the years, I would see Norm. He remembered me and I of course, always thanked him for opportunity to speak about my wonderful Dad and bring awareness about addressing the responsibility of stopping visually impaired individuals from driving. May he rest peacefully now, restored in Paradise in His arms. Our condolences to his family.

Sincerely,
Joe and Rasa Baker
Lake Ann

Joe & Rasa Baker - April 21, 2020 at 02:30 PM

CW

“ I met Norm while I worked at 29&8 in the 90's. I remember taking Norm to the Stereo Shoppe to shoot a Mr. Consumer commercial. The shoot went well and Norm asked me if I thought the Mr. Consumer style commercials would be well received. I said, I don't know Norm, I think it might take off, I guess we will see. 29&8 did over 100 Mr Consumer commercials in about a 3 year time period. To say we had fun doing these with Norm would be a understatement. Norm was so good with the clients and the production staff. He was a pleasure to work with. My best memories of my time at 29&8 were highlighted by knowing and working with Norm.

We'll miss you Mr.Consumer! Rest in Peace.

Chris Webb

Christopher R Webb - April 21, 2020 at 12:33 PM

RD

“ Norm and I worked together at WTCM for 22 years and my son Darren worked for Mr. Music for quite a few years. There are so many funny stories to tell! The one that is embedded in my mind for all time is when Norm showed up at 8 am, at my front door on Valentine's Day dressed as Cupid! White tights, red bow and arrow, and a pretty blonde sidekick dressed as Cupid's elf!!!! They were delivering flowers that day to contest winners and wanted to show my kids and me how good they looked!!! Norm was definitely an original and we are all heartbroken to hear of his passing. Our heartfelt condolences to his entire family and friends. You will truly be missed Stormin.

Ryan Dobry-Hunt - April 21, 2020 at 12:15 PM

LL

“ I could write a book about Norm. He was a student of mine at TCHS and I will never forget the day I walked into class and taped to a poster of Cesar Chavez was a big cigarette. It was Norm's work! Everyone had a good laugh, me included.

Later when he was on WTCM and I was chair of the Democratic party, he would invite me to come talk about "the otherside of the story". He always played, "I Am Woman" as he keyed up the interview. We seldom agreed, but it was such a brave thing to invite me onto a very conservative radio station, and I applauded him for being willing to air a different point of view.

He was always fun and funny. I can't wrap my head around the fact he's gone. He will be greatly missed.

Lynn Larson - April 21, 2020 at 12:07 PM



Lynn... You were a favorite. He loved trying to get under your skin.

Missy Crow - April 21, 2020 at 04:31 PM

JL

“ I got to sit across from Normie and play radio with him for 15 years and over 800 shows. He was as genuine a character as I've ever met. Always the same -- blustery, sweet, a whirlwind, self-deprecating, emotional and mostly on point with whatever he wanted to talk about that day. In all those years, like our listeners, I never knew what was going to come out of his mouth in the next minute. It was fantastic radio. He had a razor quick sense of humor that could wash away anything floating in the grey area. The only thing he didn't talk loudly about was his charity work. Big Brothers/Big Sisters, his church and a whole lot more. He leaned forward, never back. I grew to love him dearly. I'll miss him -- but the Normie stories will be told for years and years to come.

Jack Lane - April 21, 2020 at 09:13 AM

MB

“ I so enjoyed listening to Norm on the radio, especially ask the real estate guy on Saturday mornings. I like many always hoped he would be back on because there was no one like him. RIP Norm, you were one in a million!

Margaret Byar - April 21, 2020 at 08:56 AM

KH

“ Norm and I were great friends in high school. He and I were also in band. He lived south of town those days then they moved out near the peninsula I recall. What a great friend and person. Wish I would've seen more of him in the later years. Rest In Peace my friend. And prayers to the family. Kerstan (Stan) Hermann.

Kerstan hermann - April 20, 2020 at 11:00 PM



Kerstan... Hello! Been thinking of you. Thanks for your kind words.

Missy Crow - April 21, 2020 at 04:33 PM

MJ

“ Norm and I were lab partners in Life Science class at NMC. We became friends and our friendship lasted almost 40 years. I will miss his zest for life, generosity and positive attitude. He was so loved by so many.

Marti Johnson - April 20, 2020 at 10:38 PM

SS

“ Listened to Norm play the drums every Sunday morning as he was part of the worship team at Peninsula Bible Church, served with him on the board also, loved this man

Steven Sisco - April 20, 2020 at 10:23 PM

SS

“ Norm was a School mate from The way way back days. Years would go by without seeing each other but when we did, if there was time, we would talk about whatever was going on in our life. Norm was always open and honest, without airs or trying to Impress. He was open about the hard times he had and always seemed to be looking for the joy in today or tomorrow if today was not so good!

Susan Onan Swartz - April 20, 2020 at 10:20 PM

JG

“ I first met Norm in Petoskey at WJML. He was the bright voice playing all the hits for you.
Norm left Petoskey and headed for Traverse City. I was hired away from TC by the TV 9&10 news bureau.
With very little savings and no where to live as I began my TV career, Norm welcomed me into a small antiquated 750 sq ft beach cabin we both called home. Having grown up in Detroit I was a fish out of water.
I spent many wonderful years in TC.
While I was developing my career as a 6:pm and 11:pm TV anchor, Norm continued to enjoy his radio show and Disc Jockey business.
In the early 80's Kim Hall and I were honored to have Norm D.J. and entertain at our wedding.
Norm, you touched so many lives in a positive way.
You'll always be remembered and will always hold a spot in my heart. Rest peacefully my friend.
Jeff Grayson

Jeff Grayson - April 20, 2020 at 09:17 PM

GS

“ I remember driving one Christmas morning a few years ago had 580 on and norm was doing a Christmas story about one family giving to a family in need his delivery was great not what you would think he would do. Have always remember that, just a long time listener.

Greg smith - April 20, 2020 at 08:32 PM

BB

“ Such as sad day and a loss for Traverse City. I looked forward every day to tune into Norm on the radio and sit back and laugh along with his guests. He interviewed several celebrities who really enjoyed his show. I met him once at a Tea Party rally. Such a nice man who genuinely cared about his "18" listeners. Godspeed Norm. You will be missed.

Bill Burdette - April 20, 2020 at 08:07 PM



“ Stanley Olson is following this tribute.

Stanley Olson - April 20, 2020 at 05:43 PM

SO

“ *Our community has lost a beautiful man, a beautiful voice.
Peace and love to Norm’s family,
Susan Odgers and Tom Mair*

susan odgers - April 20, 2020 at 05:31 PM

JC

“ *As President of ABC 29&8 from 2002-2008, I had the fortune to get to know and work with Norm. A true Broadcaster in all good senses of the world. He loved what he did, and made everyone around him love him back. He always had a big smile on his face, and really made it fun to be a frequent guest on his show. Norm will be sorely missed by everyone who knew him. God Bless this wonderful person. Jeff Cash*

Jeff Cash - April 20, 2020 at 04:17 PM