Master of Ceremonies for the
7th Annual U-M Diabetes Health Fair

BRANDON ROUX
Weatherman for WDIV-TV, Channel 4 in Detroit and Type 1 Diabetes Patient

As a member of Detroit’s WDIV Local 4 newscast team, meteorologist Brandon Roux has been using his media role to help shed light on the difficulties all people with diabetes face — from health complications to the worry of how the disease impacts the family.

In just a few short years into his career in Detroit, Roux has already produced several special news pieces that have run on the station. In September 2013, a week-long series on type 1 diabetes, the fundraising done by the Juvenile Diabetes Research Foundation (JDRF), and the research done at the U-M Brehm Center for Diabetes Research, aired. He also produced a segment on diabetes that ran in September 2012.

Roux, who was diagnosed with type 1 diabetes in 1998 at the age of 26, can only imagine what it is like for children with diabetes (and their parents) to have the tough responsibility of checking their blood sugar and trying to keep their levels normal. Believing that we cannot let this disease stop anyone from becoming whoever they want to be, Roux hopes to be a role model to children with type 1, so that they can make their dreams come true. He is excited to see advancements in technology like the portable pancreas and pancreatic cell transplants that will make life a little easier for people with diabetes in the near future.

Before joining Local 4 News in June 2010, Roux was the weekend meteorologist and environmental reporter at WBNS-TV, the CBS affiliate in Columbus, Ohio with stops over his career at WFTC-TV in Minneapolis, Minnesota, KTNV-TV in Las Vegas, Nevada and KIVI-TV in Boise, Idaho. He is recognized with the Seal of Approval from the American Meteorological Society and the National Weather Association. He has received several awards for weather coverage, including the 2009 Associated Press award for Outstanding Weather Operation and the 2009 Society of Professional Journalists award for Best Weather Continuing Coverage.

Roux believes we all need to reveal our talents and support efforts to find a cure for diabetes. It is his goal to do more, do better, and never quit contributing to diabetes organizations, because it means so much to him and millions of people.

Roux lives in Metro Detroit with his wife, Antonietta, and children Christian (9) and Gianna (6).