Proclamation

Jane Castor, Mayor

WHEREAS, the City of Tampa takes pride in recognizing those individuals whose commitment and dedication have made a lasting impact on our community and its citizens. **Rod Carter**, a popular award-winning Journalist, News Anchor and General Assignment Reporter with WFLA News Channel 8 Television and active community leader is one such person; and

WHEREAS, born and raised in Tallahassee, Florida, Rod graduated from Amos P. Godby High School and thereafter attended Florida A&M University (FAMU) where he majored in Communications and enhanced his natural talents, and he is a valued Life Member of the FAMU National Alumni Association, is the Lead Teacher for the National Association of Black Journalist (NABJ) FAMU Journalism Short Course, and serves on the FAMU School of Journalism's Board of Visitors; and

WHEREAS, Rod made Tampa, Florida his home over twenty years ago where he began his stellar career with WFLA-TV News Channel 8, On Your Side and he has been an integral part of the organization and vastly contributed to the station's popularity, and he goes above and beyond his role as an anchor and journalist by mentoring, encouraging, and assisting others in the broadcasting industry, and serving as a member of its Diversity and Inclusion Committee; and

WHEREAS, throughout his career, Rod connected with his audience through his professionalism, charm and genuineness, and he developed a strong and loyal viewing audience with his high standards, likeable personality, compassion, and ethical, factual and interesting reporting, and he makes those he is interviewing or speaking with feel comfortable with his warm and easy-going nature, and he has greatly endeared himself to the Tampa Bay community not only for his skills as a first-rated journalist, but for his willingness to give of his time and talents contributing to his industry and within the Tampa Bay community including as a popular moderator and speaker at many community events; and

WHEREAS, Rod willingly serves in leadership positions with many organizations such as the NABJ where he serves as its Regional III Director, the Community Leadership Board of the American Diabetes Association, the Crisis Center of Tampa Bay, Gentleman's Quest of Tampa, Inc.'s mentoring program, Tampa Bay Junteenth Coalition, Swope Rodante Vanguard Award Selection Board, Hillsborough Community College Digital TV and Media Production Advisory Board, as Past President and current Treasurer of the Tampa Bay Association of Black Journalist, he is a life member of Phi Beta Sigma Fraternity and a charter member and Second Vice President of its Tampa Sigma Xi Sigma Chapter, he is a member of the National Association for the Advancement of Colored People (NAACP), a member of Beulah Baptist Institutional Church, and he has been honored with the *Kappa Tau Alpha Hall of Fame Award* from the University of South Florida, Zimmerman School of Advertising and Mass Communications; and

WHEREAS, as one of the most well-known television personalities in the Tampa Bay area and respected by his peers, the media, and the viewing audience for his professionalism and credibility, the City of Tampa is honored to congratulate Rod Carter on his relocation to Raleigh, North Carolina to share his experience and expertise with WNCN-TV serving as its Evening News Program Anchor, and to wish him continued success in his new endeavor and thank him for the many contributions he has made to our community and its citizens.

NOW, THEREFORE, I, Jane Castor, by virtue of the authority vested in me as Mayor of the city of Tampa, Florida, do hereby proclaim Friday, March 12, 2021 as

"ROD CARTER DAY"

in the city of Tampa, Florida and urge all citizens to join me in wishing him continued success and happiness in his future and in thanking him for his positive and lasting impact on our community.

Dated in Tampa, Florida this 12th day of March 2021.

Jane Castor

Mayor