

# Proclamation



Bob Buckhorn, Mayor

**WHEREAS**, WMOR-TV is an independent television station licensed to Lakeland, Florida serving the Tampa Bay viewing area, and owns and operates two additional Tampa television stations, **Estrella**, a Spanish language station, and **This TV Tampa Bay**, a 24-hour free movie channel; and

**WHEREAS**, beginning broadcasting on April 24, 1986, as WTMV and known as V-32, it originally maintained an all music video format and began incorporating general entertainment programming two years later following its move to the city of Tampa, Florida located on Hillsborough Avenue; and

**WHEREAS**, Hearst Television, Inc., one of the largest television station groups in the United States, purchased WTMV in 1996 and several years thereafter the call letters were changed to WMOR-TV, rebranding itself to More TV-32, and through its slogan *Just Can't Get Enough*, it is currently known as **MOR**; and

**WHEREAS**, MOR has been a part of the Tampa Bay community for almost three decades and is dedicated to its viewing audience, committed to the growth and development of the Tampa Bay area, and believes in giving back to the community through supportive efforts to worthy causes including All Children's Hospital and the Ronald McDonald House; and

**WHEREAS**, recently rated by A.C. Nielsen as America's #1 Independent Television Station in the 6:00-8:00 P.M. time slot, MOR features entertainment, the best comedy shows on television, the City of Tampa's *The Mayor's Hour* program, and on September 23, 2013 from 6:00-7:00 P.M. it will proudly premiere the popular *Modern Family* comedy series.

**NOW, THEREFORE**, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida, do hereby proclaim September 23, 2013 as

## “WMOR-TV DAY”

in the City of Tampa, Florida, and urge all citizens to join me in thanking MOR for all they have contributed to our community and extending our best wishes for their continued success.

Dated in Tampa, Florida, this 12<sup>th</sup> day of September, 2013.



*Bob Buckhorn*

Mayor

City of  
**Tampa**  
Florida