

Proclamation



Bob Buckhorn, 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. **Ken A. Lucas**, WMOR-TV President and General Manager, is one such person; and

WHEREAS, upon receiving his Bachelor of Science Degree from Indiana State University, Mr. Lucas embarked on his illustrious career in broadcasting, serving as Vice President of Sales for Bahakel Broadcasting in Charlotte, North Carolina, and thereafter he held senior positions with television stations including WPMI-TV in Mobile, Alabama, WBAK-TV in Terre Haute, Indiana, and WKAB-TV in Montgomery, Alabama; and

WHEREAS, bringing his experience and expertise to Tampa, Mr. Lucas served as Local Sales Manager with television stations WTSP-TV and WTVT-TV prior to joining independent station WMOR-TV, then known as WWWB-TV, as General Sales Manager; and

WHEREAS, his dedication, insight and expertise led to his being named President and General Manager Of WMOR-TV by Hearst Television in 1998, and under his leadership and creativity, WMOR-TV experienced tremendous growth and a loyal viewing audience, and it became the leading independent, non-network affiliated television station with adults ages 25-54 in the 6:00 p.m. to 9:00 p.m. time slot, and the popular station features Syndicated Programming, Sports, Weather, Community Programs including The Mayor's Hour, Pet Connection and Healthy Kids, and it has grown to include *Estrella TV*, a Spanish-language network, and *This TV Tampa*, prime programming focusing on movies; and

WHEREAS, actively involved in the Tampa Bay community, Mr. Lucas devotes his time and skills to many civic and charitable organizations including serving on the boards of the David A. Straz, Jr. Center for the Performing Arts, Visit Tampa Bay, Ronald McDonald House, Florida Association of Broadcasters, and the Advisory Board of the Tampa/Hillsborough Film Commission, and in recognition of his service to the area, he was named one of the *13 Magnetic Men* by the Pinellas Association for Retarded Children (PARC); and

WHEREAS, Ken Lucas is respected by his peers in broadcasting and the media and is known as an industry leader with high standards, intelligent, and as a superior marketer, and the City of Tampa is honored to congratulate him on his retirement from WMOR-TV after 17 years of leadership and success, and grateful for the many contributions he has made to our community and its citizens.

NOW, THEREFORE, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida, do hereby proclaim Tuesday, May 26, 2015 as

“KEN A. LUCAS DAY”

in the City of Tampa, Florida and urge all citizens to join me in wishing him continued success and happiness in his future.

Dated in Tampa, Florida this 26th day of May, 2015.



Bob Buckhorn

Mayor