

1 Introduced by Council Member Carlucci & Co-Sponsored by Council
2 Members Salem, Bowman, Becton, Freeman, DeFoor, Morgan, White,
3 Cumber, Dennis, Diamond, Pittman, Boylan, Carrico, Gaffney, Priestly
4 Jackson, Newby, and Ferraro and amended on the Floor of Council:
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7 **RESOLUTION 2021-826-A**

8 A RESOLUTION COMMENDING KEN AMARO FOR HIS
9 DECADES OF SERVICE TO OUR CITY UPON HIS
10 RETIREMENT; PROVIDING AN EFFECTIVE DATE.
11

12 **WHEREAS**, Ken Amaro grew up in the US Virgin Islands, and then
13 moved to Jacksonville, Florida to attend Jones College where he earned
14 a Bachelor of Science degree in Broadcast Management. Years later,
15 Mr. Amaro earned two academic certificates from The Poynter Institute,
16 and graduated from the FBI's Citizen's Academy, and received an
17 Honorary Doctorate of Humane Letters Degree from his Alma Mater,
18 Jones College; and

19 **WHEREAS**, Mr. Amaro began his journalism career at First Coast
20 News in 1979, became the region's "On Your Side Consumer Reporter"
21 in 1986, and has served the community as a consumer reporter, advocate
22 and anchor for First Coast News WTLV/WJXX for more than forty years;
23 and

24 **WHEREAS**, Ken Amaro has helped thousands of First Coast residents
25 avoid scams, assert their rights and reclaim their dignity through
26 decades of investigative consumer journalism. Mr. Amaro has helped
27 viewers find solutions to their most intractable problems. Despite
28 his formidable reputation as a consumer advocate, he is a beloved
29 figure throughout the First Coast community, greeted as a friend by
30 city leaders and strangers alike; and

1 **WHEREAS**, for years Ken Amaro's slogan has been "Don't get mad,
2 just say I'm Telling Ken"; it became a community refrain borne of
3 demonstrable impact. His reputation preceded him, so sometimes just
4 showing up at a business or government agency was enough to force
5 them to act; and

6 **WHEREAS**, Ken Amaro is widely recognized as a Jacksonville
7 institution, and as a consummate storyteller able to present difficult
8 stories with humanity and grace. Mr. Amaro is known to have a humble
9 disposition, with a character of enormous integrity. He has been a
10 model of thoughtful leadership and a mentor to generations of media
11 members; and

12 **WHEREAS**, Ken Amaro is a staunch advocate for community mental
13 health who recognized that mental health does not get the same level
14 of attention or focus as other health issues. As the host of the
15 annual Ken Amaro Bowtie Golf Classic for the past nine years, Mr.
16 Amaro partnered with Northwest Behavioral Health Services, a local
17 non-profit dedicated to providing mental health services to people
18 living in marginalized circumstances throughout our community;

19 **WHEREAS**, Ken Amaro has been honored numerous times throughout
20 his career, including awards from the Associated Press, Newsmaker and
21 the Florida Medical Association, as well as a National Gabriel Award
22 and two Florida Emmy awards for excellence. In 1998, he was named
23 Consumer Advocate of the Year, and in 2021 he was honored with a 2021
24 Silver Circle award by Suncoast Chapter of the National Academy of
25 Television Arts & Sciences; and

26 **WHEREAS**, the Jacksonville community will experience a profound
27 absence when Ken Amaro retires on November 30, 2021, after the many
28 years that Mr. Amaro and First Coast News have stood as sentries on
29 the watchtower on behalf of citizens seeking to be heard; now
30 therefore

31 **BE IT RESOLVED** by the Council of the City of Jacksonville:

1 **Section 1.** The City of Jacksonville hereby commends Ken
2 Amaro upon his retirement and wishes him all the best in his next
3 phase of life. Jacksonville City Council honors Mr. Amaro's esteemed
4 career in local journalism, his community mental health advocacy and
5 his dedicated service to all the residents of our city.

6 **Section 2. Effective Date.** This Resolution shall become
7 effective upon signature by the Mayor or upon becoming effective
8 without the Mayor's signature.

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10 Form Approved:

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12 /s/ Margaret M. Sidman

13 Office of General Counsel

14 Legislation Prepared By: Colleen Hampsey, City Council Research

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