

1 Introduced by Council Member Carlucci:  
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4 **RESOLUTION 2021-826**

5 A RESOLUTION COMMENDING KEN AMARO FOR HIS  
6 DECADES OF SERVICE TO OUR CITY UPON HIS  
7 RETIREMENT; PROVIDING AN EFFECTIVE DATE.  
8

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

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

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

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

1 them to act; and

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

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

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

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

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

28 **Section 1.** The City of Jacksonville hereby commends Ken  
29 Amaro upon his retirement and wishes him all the best in his next  
30 phase of life. Jacksonville City Council honors Mr. Amaro's esteemed  
31 career in local journalism, his community mental health advocacy and

1 his dedicated service to all the residents of our city.

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

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6 Form Approved:

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8           /s/ Paige H. Johnston          

9 Office of General Counsel

10 Legislation Prepared By: Colleen Hampsey, City Council Research

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