

## DENNIS CARTER

Dennis Carter grew up in Danville, Virginia, enjoying both participating and watching sports. At an early age, he realized that the occupation of his dreams would be akin to those he observed through broadcasts of sports on radio and television – to actually make a living by talking about sports.

His own participation included youth sports, such as Little League baseball and recreation league basketball, and later individual sports, such as track in high school, and later tennis and golf. His competitive drive was fueled by accumulating trophies in Saturday morning Putt-Putt golf events. Qualifying for a state golf tournament was a sports highlight in his youth.



Memories of televised sports are associated with drinking chocolate milkshakes while he watched games with his father. As an Oakland Raiders fan in 1972, Carter agonized as Franco Harris made the “Immaculate Reception”, then suffered further insult as his friend who was a Steelers fan rubbed it in. While watching and listening, though, he was also developing a feel for talking about the game, and admired sportscasters such as Bob Costas, whose style Carter described as “always so professional and injecting just enough humor without being silly and going overboard.”

Following college at Virginia Tech and several early jobs in both print and broadcast media, he assumed the role as sports director for Lynchburg’s ABC affiliate, WSET, a position he has now held for three decades.

Even though, as Central Virginia’s sportscaster, he maintains objectivity and impartiality, Carter has enjoyed working with many of Amherst County’s players, coaches, administrators, and sports figures of the era, including Ernie Guill, Jim Bibby, Buddy Bailey, Gerald Thomas, and Scott Abell.

In his own words, “I can still remember the big celebrations at Liberty University winning the state football championships and some of the dominating performances during the season. Those kinds of days and experiences are what make my job so much fun and rewarding, to be able to share in those moments.”

Lewis Dennis Carter – April 4, 1957

### Career Highlights

- Special Olympics Volunteer
- Challenged Sports Exchange Activities
- Virginia Sports Hall of Fame: media committee member
- AP Awards: Year-round Sports Coverage Award for VA, Marshall Johnson Award, Outstanding High School Sports Coverage in VA
- Virginia Association of Broadcasters: Best Sportscast, George Bowles Award for Distinguished Performance
- Greater Lynchburg Sports Hall of Fame: Calvin Porter Award for Outstanding High School Coverage