

By: Chris Moody – VAS Contributor

Dennis Carter could not stay away from sports. He loves to be around the games too much to let a little thing like retirement keep him from being close to the competition.

Carter recently joined the Virginia Amateur Sports Board of Directors, an obvious choice to fill a seat. He was able to accept the position on the board after retiring as sports director for WSET-TV13 in Lynchburg, a position he held for 37 years. That's right, 37 years at one station – something unheard of in the world of local television news. He is a member-elect of the Virginia Sports Hall of Fame. The induction was supposed to be this past April, but was postponed until 2021 because of COVID-19.

Carter was such an integral part of the sports landscape in the Roanoke-Lynchburg area – universally respected and well liked as a friendly, hard-working, positive and fair member of the local sports media – inviting him to take an active role with VAS was a no-brainer.

“I was really honored to be asked to be on the board,” Carter said. “I’ve always been impressed with the job Virginia Amateur Sports does with the Commonwealth Games.”

WSET-TV13 has been a presenting sponsor for most of the Games. Carter loved covering them, even before the bulk of competition was moved to Lynchburg from the Roanoke Valley. As one of the big dogs in the Roanoke/Lynchburg market, Carter became very familiar with U.S. 460 between the two cities.

“The main weekend, I would drive to Roanoke for opening ceremonies on Friday. Then back on Saturday, stay, shoot different sports, get as much as I could,” Carter said of those days covering the biggest events in Roanoke. “I’ve always enjoyed covering the Games. It’s neat the way they’ve been able to get the athletes to come from all over Virginia to this area of the state. Since the move to Liberty, having everything in our backyard makes it easy.”

This year, Carter and Spencer Tilus, the new sports director at WSET, co-hosted the Opening Ceremonies at Liberty in July.

As a board member, Carter wants to help keep the organization on the pathway of success.

“I want to keep the momentum going and hopefully things will get back to normal. The Games mean so much to me personally, from the fact I’ve been able to be involved since they began in 1990, to cover them all those years. That I can continue to work with them is an honor,” Carter said.

VAS is not the only way Carter is scratching the itch of being part of sports again. He will be the co-host of the soon-to-debut local radio show on WLNI (105.9 FM) in Lynchburg, from 5-7 p.m. weekdays.

If you want to see Dennis in person, just look around the tennis courts in the Lynchburg area. That's usually a good place to find him.