



Sarykarmen Rivas: Dedicated Broadcaster with a Passion for Connecting Communities

Sarykarmen Rivas is a seasoned broadcasting professional with a career spanning over 7 years, characterized by her unwavering dedication to the industry and her remarkable ability to connect with diverse audiences. Born and raised in Guayama, Puerto Rico, Sarykarmen's childhood aspirations of being a part of the broadcasting world laid the foundation for her inspiring journey.

Her educational pursuit led her to the University of South Florida in Tampa, where she obtained a degree in Mass Communication Broadcasting in 2004. Fuelled by her ambition, she swiftly embarked on her broadcasting career by securing her first role at the local Univision affiliate in Tampa Bay. This marked the inception of her prolific career, setting the stage for her to leave an indelible mark on the industry.

Sarykarmen's pivotal moment arrived when she became a founding member of WYUU, La Nueva 92.5, the pioneering Spanish FM station in Tampa. Commencing with the graveyard shift, she swiftly worked her way up, earning a coveted spot within the morning show team. Undeterred by challenges, she capitalized on diverse opportunities in both Tampa and Orlando, further solidifying her reputation as a talented broadcaster.

Her journey took an exciting turn when she decided to venture to Austin, Texas. Here, Sarykarmen achieved a significant milestone by becoming the first Puerto Rican woman to anchor the local Spanish newscast at Telemundo. Additionally, she showcased her versatility by stepping in as an anchor/reporter for the CBS affiliate KEYE TV, now known as CBS Austin.

In a heartwarming twist, Sarykarmen's journey led her back to her broadcasting roots at Univision in the Tampa Bay area. This time, she assumed the role of a senior reporter, gradually ascending to become the anchor for the nightly news. Her exceptional storytelling skills, combined with her innate ability to connect with viewers, solidified her as a trusted source of news and information.

However, life's profound moments often lead to introspection and change. Motherhood became a pivotal juncture for Sarykarmen, prompting her to seek new horizons beyond television. In 2016, she found herself embracing a fresh challenge as part of the launch team at iHeart Radio's Rumba 106.5. This marked a transition from visual storytelling to engaging audiences through the auditory medium.

Beyond her professional accomplishments, Sarykarmen Rivas's commitment to her community is both noteworthy and commendable. Her involvement with the Mayor's Hispanic Heritage Committee as an emcee for the Hispanic Heritage Celebration at the Historic Tampa Theater exemplifies her dedication to showcasing and preserving cultural diversity.

In her role as a broadcaster, Sarykarmen Rivas has consistently demonstrated an innate ability to adapt, connect, and contribute. Her journey, marked by passion, perseverance, and a strong sense of community, has left an enduring impact on the broadcasting landscape. As she continues to evolve and inspire, Sarykarmen remains a beacon of excellence in the world of media.