

**Larry Saunders**  
**Advertising Federation of Greater Hampton Roads**  
**1989 Silver Medal Award Honoree**



Larry Saunders, the 1989 Advertising Federation of Greater Hampton Roads' Silver Medal Award honoree, was the former general manager of WWDE-FM (2WD) and vice-president of Edens Broadcasting, Inc.

Saunders' selection was based on a lifetime of professional and personal achievement. He started the professional trek in 1957 after earning his BA degree in Radio / Television & Motion Pictures from the University of North Carolina at Chapel Hill.

After a brief stint as a newscaster for WTAR-TV (now WTKR-TV), Saunders made the switch to advertising sales at WTAR Radio. After nearly 20 years at WTAR, of which 11 were spent at the helm, he co-founded Golden East Broadcasting in 1978 with partner Dick Lamb.

Golden East owned WWDE-AM/FM and KKCI-AM/FM (Kansas City) when it was purchased by Edens Broadcasting in 1986. He later became Senior Radio Consultant with Max Media, based in Virginia Beach.

In addition to his professional achievements, Saunders has served his community in several capacities with the Virginia Peninsula Chamber of Commerce, Kiwanis Club and the Medical College of Hampton Roads (now EVMS).

He was inducted into the Virginia Communications Hall of Fame in 2005.