

## Dick Lamb

### Advertising Federation of Greater Hampton Roads 1995 Silver Medal Award Honoree



The 1995 Advertising Federation of Greater Hampton Roads' Silver Medal Award was bestowed to a local broadcasting legend, Dick Lamb.

A radio announcer, TV talk show and beauty pageant host, television booth announcer, sports announcer, kids' show host, live TV pitchman, and radio station program director and owner, he has seen (and done) it all.

He began his radio career in 1955 as an announcer for WAYE in Baltimore, Maryland while still in junior high school (and holding down a job as a bag boy in a local grocery store). Since that first broadcasting job, he has worked in radio and television in numerous capacities including announcing for the 1980 Miss Universe pageant on CBS Network.

He moved to Hampton Roads in 1958 and became Dick Lamb – popular radio DJ at WGH-AM when AM radio was king in Hampton Roads. He and fellow WGH-er (and future Silver Medal Award honoree) Gene Loving eventually hosted a local version of "American Bandstand" called "Disc-o-Ten" on WAVY-TV.

He did a morning talk show, sports, news at WAVY from 1967-1970. He moved across the water to WTAR-TV 3 (now WTKR-TV) for eight years where, among other things, he hosted "The Dick Lamb Show," a live daily talk and variety program. At the time when both stations were in the same building, he became program director for WTAR-AM radio while still doing his TV show for Channel 3.

With an investment of \$5,000 each, Lamb and his partner, Larry Saunders (also a future Silver Medal Award honoree), founded Golden East Broadcasting and purchased WVHR-FM and WVEC-AM from Tom Chisman (another Silver Medal Award honoree), president of WVEC-TV. They changed the FM station to WWDE-FM (2WD) in 1978 and rode the rise of FM radio. For many years, Lamb hosted 2WD's Morning Show: "Dick Lamb and the Breakfast Bunch."

Though they both owned and sold that station and the other three in the Norfolk cluster off and on through the decades, Lamb and Saunders stayed with the stations regardless of ownership until they were sold to Entercom.

A native of Baltimore, Lamb continues working every weekday morning as the host of Max Media's WVBW-FM 92.9's "Dick Lamb and the Morning Wave" show.