

## Christopher V. “Chris” Xenakis Advertising Federation of Greater Hampton Roads 1997 Silver Medal Award Honoree



In 1997, the Advertising Federation of Greater Hampton Roads posthumously honored Christopher Vincent Xenakis, formerly general sales manager of WWDE-FM (2WD) with the Silver Medal Award.

Xenakis began his advertising and marketing career while a student at Norfolk State University. After graduation, he became a full-time cameraman and producer with WTKR-TV, and worked for some time on WTKR's *PM Magazine*. Later, he joined WTKR's sales staff and became a vendor sales specialist.

From there he joined WNOR-FM/AM as vendor sales manager. He was responsible for setting up the complete program, preparing major sales presentations that created new sources of revenue. Under his direction, FM99's Vendor Sales Program flourished. Later he earned the position of general sales manager at WNOR.

Several years later he put WVAB-AM back on the air with the 24-hour CNN Radio News Network.

During the summer of 1995, Xenakis became general sales manager for WWDE-FM (2WD). Under his direction, 2WD continued its successful performance. He was the station's general sales manager until his untimely death on September 17, 1996.

Xenakis' creative ability was a strong part of the production of successful television commercials for many businesses in Hampton Roads.

He was involved in fundraising for his parish, Church of the Resurrection in Portsmouth, Big Brothers and Big Sisters, United Way, March of Dimes and many other charitable organizations in Hampton Roads. Xenakis was an avid golfer and was, with his widow Jeanette, a strong supporter of their son Ryan's interest and ability as a premier golfer.