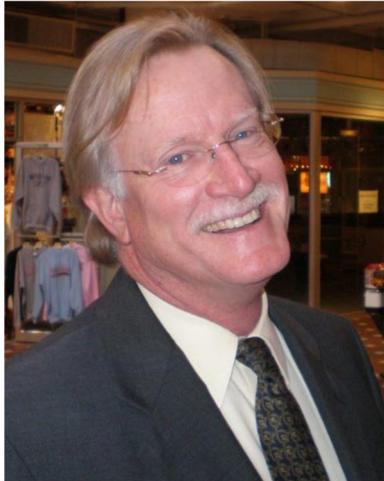


Philip M. “Cutch” Armstrong Advertising Federation of Greater Hampton Roads 2007 Silver Medal Award Honoree



The Advertising Federation of Greater Hampton Roads' Silver Medal Award honoree for 2007 was Philip M. “Cutch” Armstrong.

After getting a taste of the television business at WTAR-TV (now WTKR) while in high school as a Junior Achievement participant, Armstrong pursued a degree in the field at Madison College (now James Madison University). While in college, he worked at two television stations, two radio stations, and two newspapers, and met his future wife, all while taking a full course load. Like many college graduates, he was surprised to learn no one would hire him upon graduation.

Eventually, the same television station where he worked as a high school intern took a chance on him. Starting as a Television Production Assistant at WTAR-TV, he rose to producer for *PM Magazine* (which may be the only local show ever cancelled with a 22 household rating).

Cutch moved to then Cross Country Cable in Chesapeake, first as Production Manager, then Program Director, and finally as System General Manager. Two years after the system was sold to TCI and eventually Cox Communications (the third of seven times his employer has been sold), he moved back to broadcasting at WTKR for another tour. It was there he moved into the advertising facet of the business. During his 10 years there, he was Production Manager, Marketing Director, Local Programming Director, Special Projects Director, or some combination thereof.

A year after another station sale and some time producing for WHRO and WVEC as an independent, he and his family ventured to Indianapolis. At WTTV there, he served as Marketing Director for two years at one of the country's oldest television stations. During a four month period, he engineered two separate network affiliation switches at the same station. Afterward, given the opportunity to return to Norfolk, he landed at WTVZ, where he oversaw marketing and production as well as directing yet another affiliation switch. A year later, WTVZ was named The WB Network's outstanding affiliate for marketing

Four years later, he moved to Cox Media where, as Statewide Director of Client Services, he oversaw the marketing, research, and production operations in Hampton Roads, Northern Virginia, and Roanoke for several years.

Though he has won a number of industry and advertising awards, it is mostly for Armstrong's contributions as a volunteer to the advertising community and the community at large that he was honored with the Silver Medal Award.

After being convinced in 1999 to chair the ADDY Awards, he chaired the ADDYs twice more, created the content for two Ad Club websites, tripled its membership, devised and implemented consistent fiscal policies shared with other clubs in the district, rewrote the Club's bylaws, and created the *Ad Club Nooze* advertising newsletter. He later served two terms as President for AAF Hampton Roads.

More recently, Armstrong served terms as AAF Virginia Governor, AAF District 3 (VA/NC/SC) Lt. Governor, Governor and then Chairman. During his time at the district level, he rewrote the district's bylaws, judged the national Ad 2 Public Service competition, helped launch AAF student chapters at two colleges including his alma mater, fostered the launch of a new professional chapter in southwest Virginia, and extended the ADDY® Awards brand back into Richmond.

When not spending time with his wife and two children, Cutch has devoted countless hours to the community. After earning the Eagle Scout rank as a youth, much of his free time is spent as marketing vice president and executive committee member for Tidewater Council Boy Scouts of America, and training volunteer Scout leaders to help boys grow into responsible young men.