

Louis H. Peterson
Advertising Federation of Greater Hampton Roads
1967 Silver Medal Award Honoree



Louis. H. Peterson was the fifth recipient of the Silver Medal Award, presented in 1967 by the Advertising Federation of Greater Hampton Roads.

The former president of six corporations in addition to Norfolk Broadcasting, Co., which operated WNOR Radio, was a native of St. Louis and a graduate of Washington University.

Peterson started his career in advertising with D'Arcy Advertising Agency in St. Louis, and at one time handled the national advertising program for Coca-Cola.

He started WNOR in 1949 and before that operated a radio station in Petersburg, where he ran an outdoor advertising company for several years.

Colonial Outdoor Advertising became a Peterson holding in 1958 and soon afterward was expanded into North Carolina and Maryland as well as throughout Virginia.

Peterson later headed Petersburg Advertising Co. and Southside Virginia Telecasting Corp.-Petersburg in addition to serving as director of Petersburg Savings and American Trust Co. before retirement. He died on July 27, 1972 at the age of 62.