

LaVerne Watson
Advertising Federation of Greater Hampton Roads
1977 Silver Medal Award Honoree



The Advertising Federation of Greater Hampton Roads presented its 1977 the Silver Medal Award to advertising agency head and former television personality LaVerne Watson.

During his television days, Watson was well-known for his portrayal of the comic Cousin Tibble. He created the role for the country music show "Hometown Hoedown" on WTAR-TV (now WTKR-TV). He also was a member of the news department of WTAR-TV and WTAR Radio.

He later became skipper of the "WeeTAR," WTAR Radio's summer Water Patrol boat. Watson gave weekend reports from the water through the summer of 1978.

A Navy veteran of World War II, Watson began his 15-year career with WTAR as a radio announcer. He then anchored WTAR-TV's 6pm newscast for over 12 years.

From 1972 until his death on January 14, 1979, he headed LaVerne Watson Associates, an advertising agency in Virginia Beach.