

Robert J. Bettencourt
Advertising Federation of Greater Hampton Roads
1982 Silver Medal Award Honoree



The 1982 Silver Medal Award from the Advertising Federation of Greater Hampton Roads was presented to Robert J. Bettencourt.

Before joining *The Virginian-Pilot's* Portsmouth retail staff in 1967, he was public relations director for four years with the old Government Exchange (GEX) retail stores.

He stayed with the *Pilot's* Portsmouth office for a year and a half and then transferred to the Norfolk retail staff to primarily handle financial classification accounts.

In 1971, he left the newspaper division of Landmark Communications to become the assistant to the president of TeleCable, Landmark's then-cable television business.

After holding various sales and management positions with the company, he resigned from Landmark in August 1983.

A native of Lowell, Massachusetts, Bettencourt graduated from Boston University.