

## **A. Palmer Farley, Jr. Advertising Federation of Greater Hampton Roads 2009 Silver Medal Award Honoree**



The 2009 Silver Medal Award, presented by the Advertising Federation of Hampton Roads, was posthumously given to A. Palmer Farley, Jr.

He co-founded Barker Campbell & Farley – now known as BCF – in 1980, and later served as president and chairman before retiring in December 2005.

During that time, BCF grew to become the largest independent agency in Virginia. The agency handled (and still does) a varied account mix throughout the East. Key accounts included tourism for the City of Virginia Beach, the Commonwealth of Virginia, and U.S. Virgin Islands; and hospitals such as Obici Hospital, Sentara Health Systems, and Valley Health System in New Jersey.

Farley was a leading force in innovating economic development and tourism marketing. He pioneered the use of per-inquiry television (a truly new concept at the time) to promote economic development for the City of Virginia Beach. He also led the way in developing 30-minute advertorials promoting a tourism package approach — pooling funds of participating attractions to create a powerful single appeal for an area.

The son of a Beckley, West Virginia, newspaperman, Farley began working as a “go-fer” in his father’s advertising department at age 14. He attended West Virginia University where he earned undergraduate and graduate degrees in journalism and advertising. Prior to opening BC&F, Farley was Vice President and Director of New Business at Lawler Ballard Advertising in Norfolk.

Throughout his career, Farley was appreciated for his wit and perceptiveness. He often made clever insights during the development of campaigns that found their way into the final creative product. Yet he always showed appreciation and gave encouragement to the creative teams with which he worked.

Farley generously worked to accomplish good things for the community. He was particularly involved in the Virginia Aquarium Foundation board and served on the Visions Board of Directors and the Board of Governors for the Virginia State Chamber of Commerce.

Among his many volunteer posts, he was also a member of the Art of Glass Steering Committee for the Virginia Waterfront International Arts Festival and the advisory

boards for Old Dominion University's College of Business Administration and Norfolk State University's Department of Journalism.