



No: 22

Date: 3/1/1983

Name: Arnold Peterson

Arnold Peterson joined WOW Radio and WOW-TV in 1952 as associate farm director and was there for 30 years, the last 23 years as farm director. He had just retired shortly before his Face unveiling. The colorful personality made an impression on viewers and listeners with his relaxed reporting and hog reports. He and his wife, Fern, hosted Farm Study tours to Europe, South America, Japan, Alaska, New Zealand and Australia. His weekly garden feature on WOWT, "Arnold's Garden," was a big hit with gardeners. Peterson was also synonymous with the "Farm Family of the week" feature he hosted. The broadcast farm director actually owned a received the Creighton University Professional Achievement in Journalism Award in 1980 and a Peabody award for his 1956 documentary, "Regimented Raindrops." He was named Mr. Radio and TV by the Nebraska Pork Council. Peterson died in March 2000.