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Media Mogul Hugh Pemberton, Owner of Reef Broadcasting, Has Died

Reef Broadcasting's founder leaves behind a legacy of influential journalism and community engagement

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USVI media mogul and businessman, Hugh Pemberton. By. V.I. CONSORTIUM

Hugh Pemberton, the USVI media proprietor who owns [Reef Broadcasting](#), died on Saturday. He had recently celebrated his 76th birthday on January 28.

Mr. Pemberton's radio stations — including WDHP 1620 AM / WAXJ 103.5 FM — have been home to many popular programming and personalities, including Mario Moorhead and shows hosted by Mr. Pemberton himself. These programs held wide sway in the community and have helped shape election outcomes.

Former Senator Kurt Violet posted condolences on social media to the family of "Mr. P", as the media mogul was called. "His commitment to St. Croix was always at the forefront of all his actions," Mr. Violet said on Saturday. "The journalistic world has lost a giant. He provided fair and impartial reporting. Just imagine an election without his voice. Today is a sad day. May he rest in peace."

Mr. Pemberton was also a well-known and successful businessman with multiple ventures spanning construction and communications.

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