

From: Trevino, John

Sent: Tuesday, May 6, 2025 2:37 PM

To: WKYC-All

Cc: Delia, Larry; Roark, Adrienne; Miller, Adam; jeff hoffman; McMahon, Molly

Subject: Please Welcome Our New News Director – Jeff Hoffman

Hi Team,

I wanted to take a quick moment—despite a busy moving week—to share some exciting news with all of you.

On Monday, May 19, we'll officially welcome Jeff Hoffman as our new News Director at WKYC Studios.

Jeff is a seasoned journalist and broadcast leader who brings not only an impressive career, but also a passion for building strong, innovative newsrooms. His experience spans both news and general management, and he's known for helping teams rise to their full potential. While he's most recently served as a GM, his roots are in journalism—and that shows in how he leads, how he collaborates, and how he champions strong storytelling.

Throughout his career, Jeff has consistently helped elevate news operations—from large-market stations in Los Angeles and Baltimore to turnarounds in Louisville and Orlando. He's led teams through major breaking stories, won some of the industry's highest honors, and never lost sight of the purpose behind what we do: serving our communities with integrity, empathy, and impact.

We're fortunate to have someone with his depth of experience—and his energy—joining us as we continue to grow and evolve across all platforms.

I also want to give a heartfelt thank you to Julie Flynn for stepping in and providing strong interim leadership. Her commitment and calm have helped carry us through the transition.

Apologies for the inbox ping during a hectic week on my end, but I didn't want to delay this important update. I'll share more details soon about how you'll get to meet and connect with Jeff in his first days.

Thanks for all that you do—and please join me in giving Jeff a warm WKYC welcome!

Best,
John