FOR IMMEDIATE RELEASE
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WKYC Studios Names Jeff Hoffman News Director

CLEVELAND, OH (May 6, 2025) — WKYC Studios, TEGNA's NBC affiliate serving Northeast Ohio, today announced that veteran broadcast executive Jeff Hoffman has been named news director, effective May 19, 2025. Hoffman will be responsible for overseeing the station's news content across all platforms, including streaming, broadcast, and digital.

Hoffman brings more than three decades of award-winning news and station leadership experience to the role, most recently serving as vice president and general manager of WKMG-TV in Orlando, where he led a dramatic turnaround of the station's brand and performance, guiding the newsroom to #1 in late news and overseeing award-winning coverage.

Before joining WKMG, Hoffman held news leadership roles in several top markets, including WAVE-TV in Louisville and WJZ-TV in Baltimore, WIS-TV in Columbia, and KNBC-TV in Los Angeles. He is a multiple Edward R. Murrow Award and National Association of Broadcasters' Service to America Award recipient, known for his focus on investigative journalism, team development, and community-driven storytelling.

"Jeff is a newsroom leader who understands the power of local journalism to inform, reflect, and uplift a community," said John Trevino, president and general manager of WKYC Studios. "His editorial instincts, proven leadership, and passion for storytelling make him the ideal person to guide WKYC's news team into its next chapter. We are thrilled to welcome him to Cleveland."

"I'm honored to join WKYC Studios to lead a newsroom with an impressive legacy of delivering meaningful journalism," added Hoffman. "Cleveland is a dynamic city with a rich media landscape, and I'm excited to work alongside this talented team to deliver engaging, impactful news coverage to our audience."

Hoffman is a graduate of the University of Maryland with a degree in Broadcast Communications.

About WKYC:
WKYC is a multimedia news organization and the NBC affiliate in Cleveland, Ohio serving Northeast Ohio. The station is owned by TEGNA Inc. (NYSE: TGNA). Learn more at WKYC.com.

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