



**BROADCASTERS
FOUNDATION OF
AMERICA**

BROADCASTERS FOUNDATION OF AMERICA TO HONOR COX MEDIA GROUP'S BILL HOFFMAN WITH THE 2017 LIFETIME ACHIEVEMENT AWARD

The Award will be Presented to Hoffman at the Broadcasters Foundation of America's Golden Mike Award Fundraising Dinner in NYC on February 27, 2017



New York, New York – November 29, 2016 – Bill Hoffman, President of Cox Media Group (CMG), has been announced as the recipient of the **2017 Lifetime Achievement Award** from the **Broadcasters Foundation of America**. The prestigious award will be bestowed on Hoffman during the **Golden Mike Award** dinner on Monday, February 27, 2017, at the Plaza Hotel in New York City. The gala is a major fundraiser for the mission of the Broadcasters Foundation of America to help broadcasters in need.

As President of Cox Media Group, Hoffman leads the integrated broadcasting, publishing, and digital media subsidiary of Cox Enterprises, Inc., which consist of 14 television stations, more than 60 radio stations, six daily newspapers, more than a dozen non-daily publications, more than 100 digital services, and CoxReps.

"I am honored to be recognized by the Broadcasters Foundation of America," stated Hoffman. "I have always been proud of our industry for the generous donations from individual broadcasters, stations, and groups across the country. It is only with that kind of support that the Broadcasters Foundation can continue to help those in our business who need it most."

"Bill is a respected leader in broadcasting, and we are proud to recognize his accomplishments at Cox and his contributions to our industry," said **Dan Mason**, Chairman of the Broadcasters Foundation of America. "As a member of our Board for

several years, Bill has helped us advance our mission of helping every broadcaster who qualifies for help.”

Hoffman began his career at Cox in 1979 as an account executive with TeleRep in Detroit, now a division of CoxReps, moved into local radio and TV station and sales management in various markets across the country, and then was promoted to Executive Vice President of Broadcast before ascending to the Presidency of the entire media group.

His Board representation includes the Chattahoochee Riverkeeper, American Rivers, BMI, the Associated Press, the National Association of Broadcasters, the Broadcasters Foundation of America, and the ABC Board of Governors, where he was a former Chairman. Hoffman earned Bachelor's and Master's Degrees from Michigan State. He and his wife, Joan, have a son, Douglas, and a daughter, Teddie.

The two previous recipients of the Lifetime Achievement Award are Dick Clark and Charles Osgood.

The Broadcasters Foundation has distributed millions of dollars in aid to broadcasters who have lost their livelihood through a catastrophic event, debilitating disease or unforeseen tragedy. Personal donations can be made to the Foundation's Guardian Fund. Corporate contributions are accepted through the Angel Initiative, and bequests can be made through the Foundation's Legacy Society. For more information, please visit www.broadcastersfoundation.org, call 212-373-8250, or email info@thebfoa.org.

About the Broadcasters Foundation of America:



The mission of the Broadcasters Foundation of America is to improve the quality of life and maintain the personal dignity of men and women in the radio and television broadcast profession who find themselves in acute need. The Foundation reaches out across the country to identify and provide an anonymous safety net in cases of critical illness, advanced age, death of a spouse, accident and other serious misfortune. The Broadcasters Foundation of America is a 501(c)3 Public Charity.



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