

Irvine B. Hill

Advertising Federation of Greater Hampton Roads

2003 Silver Medal Award Honoree



If Hampton Roads had an icon, it might be the 2003 recipient of the Advertising Federation of Greater Hampton Roads' 40th Silver Medal Award, the Honorable Irvine B. Hill.

During a storied career that included stints as general manager for WCMS AM-FM, mayor of the City of Norfolk, owner of his own advertising agency, and 20 years as vice president of public affairs for Cox Communications, Irvine B. Hill branded one product better than anyone else.

The product? Hampton Roads itself.

Hill's leadership and personal commitment to his hometown of Norfolk, and to the entire Hampton Roads region, is well documented. Partnering with numerous community organizations through WCOX Channel 11, Hill built the region's most effective and popular public service medium. Featuring hundreds of organizations, WCOX and Hill are credited for helping to raise hundreds of thousands of charitable dollars and recruit much-needed volunteers – all for the benefit of Hampton Roads.

Outside his professional life, Hill served as president and as a board member to numerous organizations, including the American Heart Association; Chesapeake Bay Commission; Chrysler Museum Library; Crime Line; Kiwanis Club of Norfolk/Princess Anne; Nauticus National Maritime Museum; Navy League National Board; Old Dominion University's Intercollegiate Foundation, Board of Visitors and Economics Club of Hampton Roads; Southside Boys and Girls Club of Norfolk; United Nations Association; Urban League of Hampton Roads; and the Virginia State Guard.

Before retiring in July 2002, Hill did an exemplary job of helping to brand Cox as a "good corporate citizen." With the company's vision and mission always in focus, Hill was able to negotiate partnerships of high-profile events and work closely with area leaders on key community projects.

Hill's dedication to his work not only benefited Cox's image, community standing and business growth, but it benefited Cox's business and community partners as well.

Hill spent 20 years at Cox building a solid company image to the general public, area business and local and state government. He achieved this through television interviews, personal appearances, joining the boards of many area companies,

becoming involved in government legislation pertaining to the cable industry and forming community partnerships. As a result, Cox came to be known as a valuable community partner and leader, and a well-established and focused business that continuously offers new and innovative technology to the home and business.

In building and enhancing Cox's image, Hill built and enhanced the image of the businesses within Cox, including Cox Business and Cox Media (formerly CableRep Advertising). Hill was an advocate of the benefits of advertising on cable, particularly cable's unique ability to offer targeted, geographically-specific, cable television advertising, which over Hill's years with Cox grew and continues to grow more and more targeted, allowing him to offer lucrative partnerships with area businesses focusing on their specific trade area.

Hill received an extensive and distinguished resume of awards, including the 2000 Distinguished Service Medal as Norfolk's First Citizen; the Virginia Cable Telecommunications Association's (VCTA) Outstanding Community Relations Award; Eastern Virginia Medical School's President's Medallion; FBI Director's Community Leadership Award; Knights of Columbus Man of the Year; Norfolk Police Department Man of the Year; Old Dominion University Certificate of Achievement; and the Tidewater Builder's Association's Irvine B. Hill Media Excellence Award.

After a full life of dedicated service, Irv Hill died on May 27, 2015 at the age of 87.