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KOMU 8 Wins Regional Murrow Award for Multimedia

COLUMBIA, MO – For the third consecutive year, KOMU 8 won the Regional Edward R. Murrow Award for Multimedia (formerly Website). Given out by the Radio Television Digital News Association, the Murrow Awards recognize outstanding achievements in electronic journalism.

KOMU 8's submission for Multimedia included a compilation of innovative, interactive storytelling on KOMU.com and social media throughout 2018.

“Our job is to bring people the news and that job is changing. Our mission is to figure out those changes and lead the way. I am so proud that the Murrow judges have given us this award for multimedia reporting three straight years. We remain focused on bringing the people the news in every way possible,” said KOMU 8 News Director Randy Reeves.

The Murrow Awards recognize outstanding achievements in broadcast and digital journalism. To win the regional award, KOMU 8 competed against small-market television stations in Iowa, Kansas, Missouri and Nebraska. KOMU 8 is now under consideration for a National Murrow Award for Multimedia.

“KOMU 8's reporters and digital producers consistently create engaging interactive experiences that allow the audience to dive deep into a story. The fact they are students makes their accomplishments all the more impressive. For three years in a row, the industry has

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recognized KOMU 8's digital work as the best in small market television, a division with more than 150 competitors nationally. Our students are why," said Interactive Director Annie Hammock.

The RTDNA represents local and network news professionals in broadcasting, cable and other electronic media in more than 30 countries. The award, named after broadcast pioneer Edward R. Murrow, is one of the highest achievements in broadcast journalism.

"Winning a Regional Murrow Award is a fantastic honor for broadcast journalist and newsrooms. This award is the result of the teamwork we accomplish every day among our faculty, staff and students benefitting our viewers and visitors," said KOMU 8 General Manager Matt Garrett.

KOMU 8 is an auxiliary enterprise of the University of Missouri and is expected to generate all revenues for station operations. Its operations and investments in broadcast technology are funded entirely by advertising and retransmission revenues. The station receives no funding from the university or state.