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Matt Garrett Named KOMU 8 General Manager

COLUMBIA, MO – Matt Garrett has been named general manager of KOMU 8 and Mid-Missouri’s CW. He has served in the role on an interim basis since November 2017.

Garrett, a Columbia native, started his career at KOMU 8 in 1989. He was a production assistant, program manager and account executive before becoming the director of audience development in 2002. Since then, he has directed the station’s programming, marketing and community service initiatives.

“It is an honor to be named general manager of KOMU 8, a legacy television station that has been an integral part of our community for decades. This is a special place that all at once trains the next generation of journalists, makes community service the hallmark of everything we do, and is a leader in bringing broadcast enhancements to our market and our industry. There is no other television station like KOMU 8, and I am excited to lead this station during such an exciting time for broadcast television,” Garrett said.

Garrett is a graduate of Missouri State University and has completed numerous professional development programs including the National Association of Broadcasters Executive Development Seminar for Radio & Television, the University of Missouri President’s Administrative Leadership Development Program, the University of Missouri Chancellor’s Emerging Leadership Program and the Columbia Chamber of Commerce’s Leadership Columbia program.

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Garrett currently serves on the board of directors for Job Point, Crime Stoppers and the Columbia Chamber of Commerce, where he has served on numerous committees since 1998. He previously served on the board of directors for the Heart of Missouri United Way, the United Way of Central Missouri, YouZeum, Big Brothers Big Sisters and Daniel Boone Little League.

“Matt’s career, community involvement and industry leadership make him well-suited to take on the general manager role. His varied experiences at KOMU 8 give him a deep understanding of the station and its unique position as both a commercial operation and the premiere training ground for students at the Missouri School of Journalism. His involvement in the local community and the opportunities he has taken for professional development make him poised to lead KOMU 8 into the future of television and to keep the station on the cutting-edge of broadcast innovation,” said Gary L. Ward, MU Vice Chancellor for Operations and Chief Operating Officer.

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.