



5550 Highway 63S
Columbia, Missouri 65201

Contact(s):
Matt Garrett
Kendra Christians
(573) 884-3269

For Immediate Release

June 20, 2017

KOMU 8 Wins 2 National Edward R. Murrow Awards

COLUMBIA, MO – KOMU 8 has won two national Edward R. Murrow Awards for Excellence in Website and Excellence in Social Media. KOMU 8 previously won the regional Murrow Awards in these categories and went on to win the national awards, competing against hundreds of television stations from 160 other markets across the United States.

“Winning a national Murrow Award is among the highest honors for newsrooms across the country, and we are tremendously proud of this achievement because of our unique standing as an independently owned television station with both an academic and commercial mission. These awards showcase the hard work that our faculty, staff and students put in every day to serve our community,” said KOMU 8 General Manager Marty Siddall.

Awarded by the Radio Television Digital News Association, the Murrow Awards recognize outstanding achievements in electronic journalism. KOMU 8 was awarded Excellence in Website for general excellence for KOMU.com and Excellence in Social Media for team coverage of the GOP gubernatorial debate in March 2016.

“It’s a digital first world and we are a digital first newsroom. Almost 12 years ago, we decided to put our website and our social media on an even status with our television stories. To be recognized for both our website and use of our social media is so rewarding. This is the result of dozens and dozens of

-more-

people who focused their efforts on making our digital products the very best,” said KOMU 8 News Director Randy Reeves.

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.