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**For Immediate Release**

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## **KOMU 8 Named MBA Station of the Year**

**COLUMBIA, MO** – KOMU 8 has been named the 2017 Missouri Broadcasters Association Station of the Year for broadcasting excellence. KOMU 8 was recognized above 35 other television stations in Missouri for its quality of journalism, overall programming, community involvement and industry leadership.

“It is very gratifying to have our work recognized on a statewide level, above larger stations in St. Louis, Kansas City and Springfield. This award means so much to us because KOMU 8 does not receive the benefit of a large broadcast group or guidance from corporate staff. This award is a testament to the fine work that everyone inside our building contributes every day to our news, community service and academic missions,” said KOMU 8 General Manager Marty Siddall.

Some hallmarks of KOMU 8’s commitment to quality journalism, community service and industry leadership include:

- The Target 8 investigative team, which serves as a watchdog for public agencies and helps solve problems for people in our community.
- Storm Mode severe weather coverage, which keeps you informed and safe on every platform, wherever you are.

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- The live primetime broadcast of the 2016 GOP gubernatorial debate, which was a significant endeavor and investment for the benefit of our community.
- Our unique Town Square public affairs programming, which allows viewers to ask the questions from our sources. We have hosted recent dialogues on issues such as marijuana legalization, minimum wage and gun control.
- KOMU 8's Fan Club, which helps to distribute fans to Mid-Missourians without air conditioning. In 2016, more than 400 fans were donated.
- Extensive support of community organizations through event partnerships and donations.
- Outreach to all Mid-Missouri communities through our Friday Night Fever football programming and KOMU 8's Holiday Concert featuring more than 60 schools.
- Investments in cutting-edge broadcast technology to allow us to better share stories and inform our community. Recent investments include a news-gathering drone, an augmented reality 3-D weather set, real-time traffic, and updates to our website, news app and weather app.
- Serving as the premiere training ground for broadcast journalists at the prestigious Missouri School of Journalism. KOMU 8 is the only major-network affiliate in the United States that serves both an academic and commercial mission.

In addition to the Station of the Year honor, Target 8 Chief Investigator Jamie Grey and former KOMU 8 News reporter Stephanie Sierra won an honorable mention for investigative reporting from the MBA for reporting on sex offenders living near schools.

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.