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KOMU 8 Wins Three Edward R. Murrow Awards

COLUMBIA, MO – KOMU 8 won three regional Edward R. Murrow Awards this week.

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; Excellence in Social Media for team coverage of the GOP gubernatorial debate in March 2016; and Excellence in Innovation for KOMU 8's unique Target 8 Town Square programming, which combines viewer surveys, social media and investigative reporting into a single-issue newscast.

“These three awards all recognize our aggressive work in cutting-edge journalism, using digital and investigative skills to make a difference in the community,” KOMU 8 News Director Randy Reeves said. The Excellence in Innovation award “is especially sweet,” Reeves said, because it is awarded to legacy radio or television news organizations that innovate their product to enhance the quality of journalism and the audience’s understanding of news.

KOMU 8 competed against small-market television stations in Iowa, Kansas, Missouri and Nebraska. National winners will be announced in June.

“To win a Murrow Award is a tremendous accomplishment for newsrooms across the country, and we are particularly proud and honored to win three of them. These awards are a result of the

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extraordinary teamwork we accomplish every day among our faculty, staff and students,” said KOMU 8 General Manager Marty Siddall.

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.