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Veteran journalist rejoins Morgan Murphy Media as anchor/reporter coach



MADISON, Wis. (September 12, 2023) – Accomplished and awarded journalist Toya Washington is joining Morgan Murphy Media to coach and mentor anchors and reporters across the company.

For Washington, this is a return to Morgan Murphy Media after interning, reporting and anchoring at WISC in Madison, Wisconsin, from 1997-2002. For the past 20 years, she’s been a fixture on Milwaukee’s top-rated newscasts before stepping back for more time with her family at the end of 2022.

In this newly created role, Washington will visit stations for in-person coaching and connect virtually with journalists each month.

“The goal here is to help grow the skills of our journalists – period,” said MMM VP of news Colin Benedict. “Our teams have been asking for more direct feedback and coaching, and Toya has done it all successfully for more than 25 years. She’ll make an impact on day one.”

Washington caught the television news bug during a high school internship at WCCO-TV in Minneapolis. She graduated from the University of Wisconsin-Madison with a degree in journalism and women’s studies and currently serves on the Board of Visitors at the university’s School of Journalism and Mass Communication.

“My goal is to assist those dedicated to strengthening the news industry and help create, foster and grow a deeper connection between journalists and the consumer,” said Washington. “I can’t think of a better way to support both journalists and the communities we are honored to serve.”

Washington will start in this new role immediately.

Contact:

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About Morgan Murphy Media:

Morgan Murphy Media has been family owned and operated since its founding in 1890. Headquartered in Madison, Wisconsin, operates television and radio stations, a print magazine, websites, apps and a digital marketing agency across its seven locations. To learn more, visit morganmurphymedia.com