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'Mizzou Live!' returns for second season, while the inaugural season of 'Mizzou: Final Whistle' kicks off this month.

Starting with Thursday's "Kickoff in CoMo" Mizzou football season opener, Matrix Midwest, St. Louis' only free and independent sports and entertainment network, will begin the second season of "Mizzou Live!" as well as the inaugural season of "Mizzou: Final Whistle." Both shows are presented by Paytient.

"Mizzou Live!" is an exclusive SEC pre- and postgame show produced in conjunction with Mizzou Athletics and Learfield, the media and technology company powering college athletics. This is the only show of its kind in the Midwest, giving viewers exclusive access to their favorite team with special analysis from former player and NFL wide receiver **Justin Gage**. The Tigers kick off the 2025 season at 6:30 p.m. Thursday against Central Arkansas at Memorial Stadium.

"We are thrilled to kick off Season 2 of 'Mizzou Live!' on Matrix Midwest as we head into the 2025 football season," Mizzou Director of Athletics **Laird Veatch** said. "This partnership allows us to bring Tiger fans even closer to the action and give them a behind-the-scenes look at our program, our student-athletes and the unmatched energy of Mizzou Football. We look forward to building on the success our program has achieved and make this season's coverage bigger and better."

"Mizzou: Final Whistle" is a weekly recap of all things Mizzou Football. Airing Sundays at 9:30 am on Matrix Midwest - channel 32 and Spectrum channel 6 - viewers will get post-game insight from coach Mizzou coach **Eli Drinkwitz**, player reactions and elite analysis from Gage, a standout receiver for the Tigers from 1999-2002.

"Viewer excitement around Mizzou Football is tremendous. Fan enthusiasm and feedback have prompted us to add more Mizzou content to Matrix Midwest. We're proud to provide our community what they want," said **JD Sosnoff**, Vice President & General Manager of Matrix Midwest & KMOV-TV.

Both shows are carried state-wide, available in six markets throughout Missouri: St. Louis, Kansas City, Cape Girardeau, Springfield, Hannibal and Columbia. After the first show on Thursday, "Mizzou Live!" will move to its regular weekly spot on Saturdays from 10-11 a.m.

"Tiger Talk," Mizzou's weekly show featuring Coach Drinkwitz, has also joined the network at 9 p.m. every Tuesday through Nov. 25, setting the stage for an unstoppable season where fans can get a first look every week only on Matrix Midwest and affiliate stations throughout Missouri.

ABOUT GRAY MEDIA

Gray Media, or Gray, is a multimedia company headquartered in Atlanta, Georgia, formally known as Gray Television, Inc. The company is the nation's largest owner of top-rated local television stations and digital assets serving 113 television markets that collectively reach approximately 36 percent of US television households. The portfolio includes 77 markets with the top-rated television station and 100 markets with the first and/or second highest rated television station, as well as the largest Telemundo Affiliate group with 43 markets totaling nearly 1.5 million Hispanic TV Households. The company also owns Gray Digital Media, a full-service digital agency offering national and local clients digital marketing strategies with the most advanced digital products and services. Gray's additional media properties include video production companies Raycom Sports, Tupelo Media Group, and PowerNation Studios, and studio production facilities Assembly Atlanta and Third Rail Studios. Gray owns a majority interest in Swirl Films. For more information, please visit www.graymedia.com.

ABOUT MATRIX MIDWEST

Matrix Midwest is a provider of sports, lifestyle and entertainment programming for the St. Louis region. Matrix Midwest is a Gray Media company. available now over-the-air on channel 32 and channel 186 on Spectrum/Charter. Based out of St. Louis, Matrix Midwest operates alongside sister station, First Alert 4 (KMOV-TV).

ABOUT FIRST ALERT 4

First Alert 4 (KMOV-TV) is a local media organization in St. Louis, MO. Serving the Midwest since 1954, KMOV is an award-winning provider of local news, weather, sports and entertainment content on multiple broadcast and digital platforms. First Alert 4 is a Gray Media company.

ABOUT LEARFIELD

Learfield is the leading media and technology company powering college athletics. Through its digital and physical platforms, Learfield owns and leverages a deep data set and relationships in the industry to drive revenue, growth, brand awareness, and fan engagement for brands, sports, and entertainment properties. With ties to over 1,200 collegiate institutions and over 12,000 local and national brand partners, Learfield's presence in college sports and live events delivers influence and maximizes reach to target audiences. With solutions for a 365-day, 24/7 fan experience, Learfield enables schools and brands to connect with fans through licensed merchandise, game ticketing, donor identification for athletic programs, exclusive custom content, innovative marketing initiatives, NIL solutions, and advanced digital platforms. Since 2008, it has served as title sponsor for the acclaimed Learfield Directors' Cup, supporting athletic departments across all divisions.

ABOUT MIZZOU ATHLETICS

Mizzou Athletics is dedicated to providing a top-tier collegiate athletic experience to its student-athletes and fans. Supporting 20 varsity teams and 450 student-athletes, Mizzou Athletics is committed to excellence on and off the field, fostering a culture of integrity, perseverance, and community engagement. With a proud history and a passionate fan base, Mizzou continues to build a legacy of success in the Southeastern Conference (SEC) and beyond.

FOLLOW THE TIGERS

For all the latest information on Mizzou Athletics, please visit MUTigers.com. For up-to-the-minute updates, follow [@MizzouAthletics](#) on X. You can also find the Tigers on [Instagram](#) and [Facebook](#).



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