

CRAIG WARMBOLD

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EXPERIENCE

2023 – CURRENT

OWNER, CONTENT CREATOR SUPPER CLUB MEDIA NETWORK LLC – BEAVER DAM

Co-host of the Great Beaver Fiasco podcast and content creator for the YouTube channel Supper Club Media. Responsibilities include hosting, engineering, audio and video production, outreach management, content development, social media coordination, sales, promotions, marketing, and brand management.

2020 – 2023

DIRECTOR OF OPERATIONS GOOD KARMA BRANDS – BEAVER DAM

WBEV 95.3FM, 1430 ESPN Beaver Dam

Manage a team of up to 24 full-and-part time teammates in navigating the merger of traditional terrestrial radio with the burgeoning influx of new media platforms in an evolving workplace, executing short term and long-term content goals and marketing strategies at an award-winning radio station that is equal parts news talk, sports and music and an equally diverse, award-winning website that in many ways serves as a television station for Dodge County, Wisconsin.

2006 – 2023

NEWS DIRECTOR GOOD KARMA BRANDS – BEAVER DAM

WBEV 95.3FM, WBEV 1430AM, WXRO 95.3FM, WTTN 1580

Develop and announce original news content seven days a week, cover multiple news beats from municipal board rooms to county courtrooms, cultivate news contacts, host live daily community affairs call-in program, co-host morning show programming, coordinate election coverage, moderate political debates, collaborate with local affiliates, maintain website with news and related content, engage in multiple social media platforms, direct implementation of newsworthy video streamed content.

2002 – 2006

NEWS DIRECTOR WITHERS BROADCASTING - MOUNT VERNON, IL

WMIX 94.1 FM, WMIX 940AM, WDML 105.9FM, WRXX 95.3, WNSV 104.7

Developed original news content, co-hosted morning show, hosted community affairs programming, maintained online news page, coordinated election night coverage, moderated political debates.

1999 – 2002

NEWS REPORTER CLEARCHANNEL/CUMULUS BROADCASTING - MARION, IL

WDDD 107.3FM, WTAO 105.1FM, WQRL 97.7FM, WVZA 92.7FM, WFRX 1300AM, WDDD 810AM

Developed original news content, cultivated multiple news beats, announced news in a variety of formats including Country, Active Rock, Classic Rock, Hot Adult Contemporary, Oldies and Talk.

.1997 – 2006

ANNOUNCER HETERODYNE BROADCASTING - CARBONDALE, IL

WDBX 91.1FM Community Radio For Southern Illinois

Hosted a variety of unique shows in the block format schedule including community affairs programming with local leaders discussing topical issues, opinion pieces in a collaboration with the local newspaper of record, music programming and live in-studio musical performances and interviews with local artists and national touring acts.

EDUCATION

B.S. – JOURNALISM, SOUTHERN ILLINOIS UNIVERSITY, CARBONDALE

AWARDS

- WBA News Operation of the Year
2013, 2018, 2021, 2022
- WBA Digital Operation of the Year
2018, 2019, 2020, 2021
- WBA Best Online Breaking News Coverage
- WBA Best Hard News Reporting
- WBA Best Live On Scene Coverage
- WBA Best News Feature
- WBA Best News Writing
- WBA Best Newscast

SKILLS

- Professional and personal experience with social and streaming media including but not limited to: Facebook, YouTube, Twitter, Instagram, Tik Tok, ChatGPT, PodBean, YouTube
- Proficient in: Adobe Creative Suite, Audition, Photoshop, DaVinci Resolve, iMovie, ClipChamp, ProTools Artist, Ableton Live, FL Studio, Reaper, GoldWave, Audacity, Amperwave, Wide Orbit, Playlist Editor, Boxcast, WordPress, Wix, Microsoft Office Suite, Google Suite
- Trained in a variety of analogue and digital broadcast-related hardware including Comrex devices, video streaming equipment and more
- Moderator for dozens of broadcast and live audience political debates and discussions
- Emcee for hundreds of live community events
- Working knowledge of Associated Press Stylebook, quick to learn variations
- Lifelong student of the First Amendment and related case law
- Musician: guitarist, songwriter, producer
- Community-oriented: volunteer board member for multiple non-profits including the Beaver Dam Area Community Theatre, the Beaver Dam Area Arts Association and the Beaver Dam Scholarship Foundation

PORTFOLIO

- www.craigwarmbold.com