

Craig Warmbold

Journalist | Producer | Talk Show Host

Greater Madison Area | CraigWarmbold.com

Professional Summary

Broadcast journalist, producer, editor, and newsroom leader with years of experience creating daily news and public affairs programming. Background includes hosting and producing live broadcast content, conducting news interviews, supervising journalists and support staff, and directing editorial coverage in fast-paced news environments. Recognized for strong news judgment, effective leadership, and the ability to balance competing priorities while maintaining high editorial standards. Deeply familiar with Wisconsin issues, communities, and the audiences served by public media.

Key Skills

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|-----------------------|---------------------|-----------------|--------------------------|
| ✓ Editorial Judgment | ✓ Election Coverage | ✓ Breaking News | ✓ Investigative Research |
| ✓ Political Reporting | ✓ Debate Moderation | ✓ Fact Checking | ✓ News Interviews |
| ✓ Digital Publishing | ✓ Staff Supervision | ✓ AP Style | ✓ Multimedia Production |

Professional Experience

News Director / Operations Director, Good Karma Brands, *Beaver Dam, WI* | 2006 - 2023

Oversaw newsroom operations and editorial decision-making for a multi-platform broadcast organization.

Responsibilities included supervising journalists and support staff, directing daily news coverage, producing live programming, and coordinating coverage during major news events.

- **Supervised reporters, announcers, producers, and support staff** while helping guide editorial coverage and daily newsroom operations.
- **Anchored and produced award-winning daily news programming** seven days per week, leading coverage and conducting live interviews on issues affecting local communities and Wisconsin audiences.
- **Led the integration of broadcast and digital content operations**, aligning daily news content across radio, podcast, streaming, and social platforms.
- **Planned and directed coverage of elections, live political debates, and breaking news** while coordinating reporters, regional affiliates, and in-studio staff.
- **Edited news stories, scripts, and digital content** while maintaining newsroom standards for accuracy, fairness, and clarity.
- **Identified newsmakers, booked guests, and produced interviews** that connected audiences with the people and issues shaping their communities.
- **Coordinated schedules, staffing, and production workflows** to ensure the successful execution of live and recorded news programming.
- **Led the buildout and launch of video streaming studio**, coordinating with engineers, evaluating equipment purchases, and implementing production systems that expanded audience outreach.

Election Reporter, Decision Desk HQ (*Remote*) | 2024 - Present

Election data specialist experienced in fast-paced reporting environments during federal, state, and local election cycles. Ensures reliable public-facing results through disciplined accuracy and calm execution under deadline pressure.

- **Support real-time national election coverage** by verifying and publishing certified county-level results under live reporting conditions used by major news organizations.
- **Cross-check official election sources**, reconcile discrepancies, and document updates to maintain data integrity and audit-ready accuracy throughout active reporting windows.

Professional Experience Continued

Developmental Editor, Thought Partner Group, Austin, TX (Remote) | 2024 - Present

Provide structural and narrative editorial support for long-form and multi-platform thought leadership content. Collaborate with senior editorial staff to refine manuscripts, speeches, and scripts for publication and broadcast.

- **Evaluate manuscript drafts for structural coherence**, narrative clarity, and logical flow, providing actionable revision guidance under deadline.
- **Shape narrative architecture for non-fiction manuscripts**, articles, and social media, strengthening clarity, argument flow, and audience impact.
- **Apply AP Style and Chicago Manual standards** alongside internal editorial guidelines to ensure consistency and publication readiness.
- **Deliver developmental edits and ghostwriting support to strengthen narrative structure**, clarity, and argument flow while preserving author voice and intent across long-form and digital formats.

Multimedia Producer (Freelance), Supper Club Radio Media LLC (Remote) | 2023 - Present

Produce video podcasts and digital content while supporting full-cycle production from concept development and interview preparation through recording, editing, and publication.

- **Edit long-form video podcasts**, overseeing recording, multi-camera editing, and post-production for publication-ready delivery.
- **Provide story development and interview preparation support** to strengthen narrative clarity and audience engagement.
- **Execute audio and video post-production** including dialogue cleanup, leveling, color grading, graphics integration, and platform optimization.
- **Collaborate on episode development**, helping shape interview strategy, segment structure, and audience-focused content.

Education

Bachelor of Science, Communications – Journalism | Southern Illinois University, Carbondale, IL

Technical Proficiencies

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|------------------------|-----------------|------------------|----------------------------------|
| ✓ Adobe Creative Suite | ✓ Audio Editing | ✓ Live Streaming | ✓ Broadcast Automation Systems |
| ✓ DaVinci Resolve | ✓ Video Editing | ✓ AI Workflows | ✓ Podcast Distribution Platforms |
| ✓ YouTube Studio | ✓ OBS Studio | ✓ WordPress | ✓ Social Media Production |

Awards

Newsroom recognized as **News Operation of the Year** four times by the Wisconsin Broadcasters Association.

Led a team that earned **Station of the Year** honors seven times, including three while serving as Operations Director.

Recipient of 59 First-Place Awards and 127 Nominations, including:

- Best Hard News / Investigative Reporting
- Best Online Breaking News Coverage
- Best Breaking News Coverage
- Best Live On-Scene Reporting
- Best Original Digital Content
- Best Election Coverage
- Best News Writing
- Best News Feature