



***Who is the WBA Digital Consultant?** Even if you already know me, you might be wondering who the WBA Digital Consultant is and what I'll be doing in this new non-paid position. Let's start with helping out those who don't know me:*

Introducing the WBA's Digital Consultant: Kyle Geissler



Who am I?

I started my career in broadcasting at KFIZ in Fond Du Lac when I was in my final years of college at UW-Oshkosh. I moved to Janesville in 2001 to take my first full time job in radio at WCLO/WJVL. I worked for those stations, and their parent company, the Janesville Gazette, for 11 years.

During those 11 years, I got a graduate degree in mass communication from UW-Whitewater and started teaching broadcast writing for the university part time while I was working in broadcasting.

Also in those 11 years, I transitioned into a position at the radio station and newspaper where I worked in both newsrooms and for all of their digital properties. I learned a lot.

In 2012, I took a job as managing editor for Channel3000.com at WISC-TV in Madison. Before I left UW-Whitewater, I created a class titled "Journalism for the Web," which I still teach as an online course.

What do I have to do with the WBA?

My first connection with the WBA was when I was nominated to be on the awards committee while I was in Janesville. I still serve on that committee, but have also served on what used to be the Social Media Committee and have helped out with other projects here and there through the years.

What will I do as the digital consultant?

As the digital consultant, I'll help the WBA on a few different projects, all of them focused on digital and social media:

- I'll remain on the awards committee and continue my effort to focus on keeping the social and digital media categories relevant.
- I'll join the convention committee and assist that group with identifying and booking speakers and panels who can address timely social and digital media topics broadcasters are facing.
- I'll join the sales committee to help it with keeping social and digital media topics included in WBA educational offerings.
- I'll be available to the WBA Board to address, research and potentially assist in execution of WBA initiatives involving digital and social media.
- I'll be available to WBA staff to consult on management of WBA digital properties, including the website and social media accounts.
- I'll help coordinate production of columns for use on the WBA website on topics related to digital and social media to help educate members.
- I'll work with Jacobs Media on the WBA Digital Hotline.

I'm not an expert, but I've got a good idea of where to look when I don't have the answers. Joe Daguanno, from Mid-West Family Broadcasting, and Tom Swigert, from WISN-TV will assist me and make sure my perspective isn't too narrowed. It's important to have a wide view when it comes to these topics.

I hope I can be of service to the WBA in this new role. I welcome your feedback. KGeissler@WISCTV.com | [@KyleGeissler](https://twitter.com/KyleGeissler)