



Joshua Kuhn

**BROADCAST PRODUCER
& DIGITAL MEDIA EXECUTIVE
CONTACT**

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CORE SKILLS



LIVE BROADCAST



FIELD PRODUCING



VIDEO EDITING



BREAKING NEWS



DIGITAL STRATEGY



SNG / ENG OPERATIONS

PLATFORMS & TOOLS

- Avid Media Composer, iNews, NewsCutter
- Adobe Creative Cloud Suite
- TVU, LiveU, SNG/ENG truck operation
- AP ENPS, News Connect, NBCNC Orbit, NBC DALi
- Canon DSLR, Sony XDCAM, Panasonic P2
- Panasonic DSLR and Mirrorless systems
- Zoom / Skype ingest, IFB management

EDUCATION

- B.S. Multimedia Communications
- Emphasis: Broadcast Journalism
- Virginia Tech · Blacksburg, VA

Joshua Kuhn

BROADCAST PRODUCER · DIGITAL EXECUTIVE · PHOTOJOURNALIST

Veteran broadcast professional with 20+ years spanning every level of television news — from network affiliate photojournalist to digital executive producer. Skilled at field and desk producing, breaking news coverage, satellite newsgathering, and leading digital teams at network and affiliate scale. Produced content distributed to 212+ NBC affiliates and international partners.

EXPERIENCE

Founder & CEO

2010 - Present

Sidestreet · Spartanburg, SC

- Founded and scaled a full-service digital agency providing marketing, web, media production, and communication services.
- Direct video production, studio operations, live events, drone work, and broadcast-level media for a wide range of clients.
- Provide live shots and interviews to news networks via file, LiveU, SNG, and Zoom at resolutions up to 1080p.
- Clients include nonprofits, political campaigns, enterprise organizations, ESPN, and Hearst Television.

Freelance Field & Live Desk Producer

Jan 2017 - Present

NBC News / NBC News Channel · Charlotte, NC

- Produce and edit news packages, live shots, and franchise content for 212+ NBC affiliates and dozens of international clients.
- Staff the Live Desk weekly; manage IFB lines, live shot bookings, and breaking news coordination.
- Collaborate with correspondents, photographers, and production staff under tight network deadlines.
- Field produce and shoot as assigned; fluent in News Connect, NBCNC Orbit, NBC DALi.

Digital Executive Producer

Aug 2021 - Jun 2022

WSPA-TV · Nexstar Media Group · Spartanburg, SC

- Led a team of 8 across all daily digital operations for WSPA's web, social, and streaming platforms.
- Achieved 150% social media audience growth within first month; closed 2021 up 23% ahead of corporate goals.
- Drove consistent 10-20% monthly audience growth across website and social platforms through Q4 2021 and into 2022.
- Participated in regular Nexstar corporate strategy meetings; ensured brand consistency across all digital touchpoints.

150% social growth · Month 1 | +23% vs. company goal · Full year 2021

Digital Content Specialist

Jan 2016 - Jan 2017

WYFF-TV · Hearst Television · Greenville, SC

- Oversaw digital content creation and distribution for wyff4.com; managed evening assignment desk operations.
- Collaborated with Hearst and NBC sister stations on coverage sharing via NNS, AP, and AFP feeds.
- Operated the Upstate's only HD news helicopter for aerial photography coverage.
- Routinely developed new newsgathering methods still in use by the station today.

Broadcast Operations Engineer

Sep 2013 - Jan 2016

WYFF-TV · Hearst Television · Greenville, SC

- Operated SNG truck for major planned events and breaking news; managed TVU and cellular newsgathering equipment.
- Field produced digital-first coverage and performed photojournalist duties alongside engineering responsibilities.
- Traveled to support Hearst sister station projects at corporate direction.

News Photographer (Shared)

2007 - 2009

WFXR-TV / WSLS-TV (Fox 21 / NBC 10) · Roanoke, VA

Photojournalist serving two Roanoke market stations; shot and edited daily news content across both affiliates.

News Photographer & Production

2004 - 2006

WSPA-TV · Spartanburg, SC | WBTW-TV · Myrtle Beach, SC

Began broadcast career in studio production and news photography across two Carolinas markets.