

Edge Messaging: Dan Deibert Joins Edge Messaging

Posted on Monday, Apr 3, 2017

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Strategic Communications Company Adds Veteran Broadcaster

[BROOKFIELD, WISC...] Edge Messaging, LLC is expanding its strategic communications team with the addition of Dan Deibert as Director of Creative Services and Innovation. Deibert brings a quarter century of broadcasting experience to the firm. He has hosted radio shows in Chicago and St. Louis, as well as in Wisconsin's three largest media markets.

"Dan is one of the most creative individuals I've ever come across and luring him to leave broadcasting and come aboard our team is a huge coup for our clients," said Edge Messaging President Brian Fraley. "I created this job description with a Dan Deibert-type in mind, and then decided to make a play for the real deal."

Deibert comes to Edge Messaging from legendary WOC where he co-hosted the "AM Quad Cities" morning program on the iHeart Media-owned station. He previously hosted shows in Milwaukee at iHeart's NewsTalk 1130 WISN, on Madison's WTDY and WTAQ/WGEE/WNFL in Green Bay. Deibert has also served as a regular fill in on Westwood One's nationally-syndicated "Overnight America," and in various time slots on Chicago's WGN, St. Louis' KMOX, and Milwaukee's Scripps-owned AM620 WTMJ.

"I'm a storyteller at heart," said Deibert. "I'm excited to get to work on behalf of our clients and help them tell their stories and effectively communicate with the audiences they need to target."

As Director of Creative Services and Innovation, Deibert will immediately begin utilizing his podcasting, videography, graphic arts and multimedia production skills

to enhance the services already provided by Edge Messaging.

“Our business and our team both continue to grow because we are relentless and deliver results for our clients,” said Fraley. “Dan knows we not only work hard, we work smart and are committed to helping our clients win.”

Edge Messaging is a Strategic Communications and Public Relations firm located in Waukesha County, Wisconsin. Edge Messaging’s clients include corporations, political candidates and nonprofits that range in size from Fortune 100 companies to voluntary grassroots organizations.