



## Wisconsin Singers Alumni Spotlight Josh Gohlke

*Written by 21-22 troupe member Austin Gent*



Over the past 15 years, Singers alum Josh Gohlke has built quite an impressive resume. As a video editor, he's worked for Yahoo, Vice, and NBC, where he worked on Last Call with Carson Daly. Since 2019, he's worked as the Senior Video Editor for Coffee or Die, a

popular online news and lifestyle magazine that focuses on military, first responder, and veteran experiences.

In his most recent project for this site, Josh took on the role of Director/Producer in remembrance of 9/11, twenty years later. He pitched the project, which saw him travelling to New York with a small crew and conducting interviews with many firemen, policemen, and corrections officers who were there on that momentous day. While gathering and documenting their experiences, he recalled how each interview "snowballed into the next," as each successive story led him to the next interviewee. The result is a gripping and powerful video: ["20 Years Later: A Remembrance of our 9/11 Heroes."](#)

While this was Josh's first project as Director/Producer at Coffee or Die, his career is rich with varied roles in video, dating back all the way to his time as a Wisconsin Singer.

Growing up in Milton, Wisconsin, Josh always loved using video cameras. At the end of high school, he got his first personal camera, around the time he first auditioned for Singers in 2001. He had done show choir all through high school and was already eager to join the troupe after watching Singers perform in his hometown multiple times before. He made it into the troupe as a Singer/Dancer for his freshman year at UW-Madison and he used his new video camera to document much of the season. For this reason, he was asked to help put together the end-of-year video for the 2001-2002 season, and the project ended up being a turning point for Josh. He enjoyed the video work so much he promptly dropped his psychology major and spent the next four years earning his undergraduate degree in Communications. Starting his sophomore year, he also took on the role of Company Manager, a title he held for four straight years!



Singers allowed him to develop his passion for video editing, and in fact it was his idea to add the videos that now run in between the numbers in all Singers shows! Beyond honing his video and musical abilities, Josh thanks Singers and his role as Company Manager for instilling professionalism and communication skills he uses to this day. As he recalled, it “helped me come out of my shell... You’ve got to talk to directors, make phone calls!” He learned to “Just do it. Just get it done” and work “not just as a college kid, but actually in the adult world.” He remarked how few university groups really teach skills like Singers does. He also affectionately remembered his time in the group as the “best five years of my life” where he made some of his fondest memories and closest lifelong friends.

Even after graduating, the Singers network continued ushering Josh into his professional career, as he took his first job at Pulse Communications, the video company of Chris Novotny’s father, Tom. It was here that Josh said he learned the real craft of video editing, developing skills in editing software and audio work. From there, he moved to California where he spent a couple challenging months searching for work in Los Angeles’ very competitive job market. Before long however, a meeting with another former Singer in the area, Siri Pinter, helped land him a job as an assistant editor on NBC’s popular show, Last Call with Carson Daly, where Siri already worked. Josh worked there for five years, enjoying career highlights like playing a major role in two of NBC’s New Year’s Eve programs with Carson Daly, in 2009/10 and 2010/11. Still residing in LA, he then worked at Revolt TV, Yahoo, and Vice. Since getting married and taking his current position at Coffee or Die, he has moved back to the Midwest and now resides in the Chicago area.

Truly, Josh has seen an impressive and varied career, and he credits Singers for giving him the skills and opportunities that were crucial in forming it. When asked what advice he has for current Singers, many of whom hope to work a career involving the arts, he responded enthusiastically, “That’s easy. Keep your eye on the ball. Don’t sweat the small stuff. The small things will fade away and our world rewards that persistence.”

Poignant words indeed for all of us to pay attention to as we try to navigate the growing complexities in our lives during this nebulous period in history.

