

# BIO SHEET

## Robert J. Winsler, Ph.D.

Robert Winsler is the Managing Fellow of the West Central Alliance, an advocacy group committed to fighting dark money in local elections. The Alliance raises awareness when money expended from a political committee that is funded by other political committees, making the source nearly untraceable, is used in municipal or countywide elections.



It does so through the Allied Media Network, a multi-outlet approach to digital and traditional forms of outreach. The Alliance also advocates for a statewide law prohibiting committees from contributing to other committees, which has been filed by Republican Party of Florida Chairman Senator Joe Gruters.

Dr. Winsler is a conservative political consultant and media academic. For over a decade, he has worked in all aspects of public affairs including for candidate campaigns, for issue-based advocacy organizations, and for a state government agency. This work has been the product of his own company, Winsler Consulting & Advocacy, since 2017.

In 2018, he graduated with a Ph.D. in mass communication from the University of Florida and has taught since then as a professor in the University of Tampa advertising and public relations program. He has presented academic papers around the country and as a former freelance journalist he has been published in the *Tampa Bay Times*, the *Sarasota Herald-Tribune*, and *Creative Loafing*.

A Florida native, he was born and raised in Sarasota and lived for several years in both Tampa and Gainesville before settling in Citrus County in 2016. He and his wife Rachel live in Crystal River.

## RESUME AT-A-GLANCE

- **President; Winsler Consulting - Has Managed over a Dozen Campaigns**
- **Visiting Asst. Professor; University of Tampa - Teaches about Media**
- **Ph.D.; University of Florida - Presented Academic Works around Country**

