

Amber Stegall graduated Ropes High School in 1999. After high school, she continued her education at West Texas A&M University and South Plains College where she received her associates degree in Mass Communications.

She began her television career in 2002 at KCBD NewsChannel 11. In 2007 she became the Digital Content Manager at KCBD. She helped build the [kcbd.com](http://kcbd.com) website and realized how important those English and writing classes were in high school.

In 2011 she was given the opportunity to stay within the company Raycom Media and work for another television station in Cincinnati, Ohio, where they created a management position for her. She helped develop new ways to distribute news online, on mobile and on social media.

In 2012, she was asked to move to another Raycom station in Baton Rouge to work for WAFB, where they created the Digital Content Manager position for her. There she learned a lot about Cajun food, Mardi Gras, and humidity. She and her team grew their news app to be the best of all 40+ Raycom station news apps. She helped produce live stream content of political forums, partnering with Twitter and Louisiana State University.

She was in Louisiana until 2016, when she realized there is no place like home (Texas). There was an opportunity to come back to KCBD to help grow the digital and social media news footprint. She writes articles for [kcbd.com](http://kcbd.com) and the KCBD news app. She generates social media content for the station's Facebook and other social media pages. She manages the digital team and is a newsroom manager.

Within the past 10 years, she has been chosen to be on the Raycom Go-Team, which allows her to travel into areas that have been impacted by the worst Mother Nature had to offer or any disastrous event. She has helped stations all over the country when their journalists needed to tend to their own flooded homes, tornado damaged communities, or even when a plane crashed into a television tower. She has helped cover police shootings, funerals of fallen officers and riots that have stunned the nation. This is not a glorious task, but helping to get life-saving information to the masses is a public service she finds necessary.

Amber has been married to David Kite since 2013. She met him during her year in Cincinnati. He is from Northern Kentucky, but he loves Texas just as much as she does.

