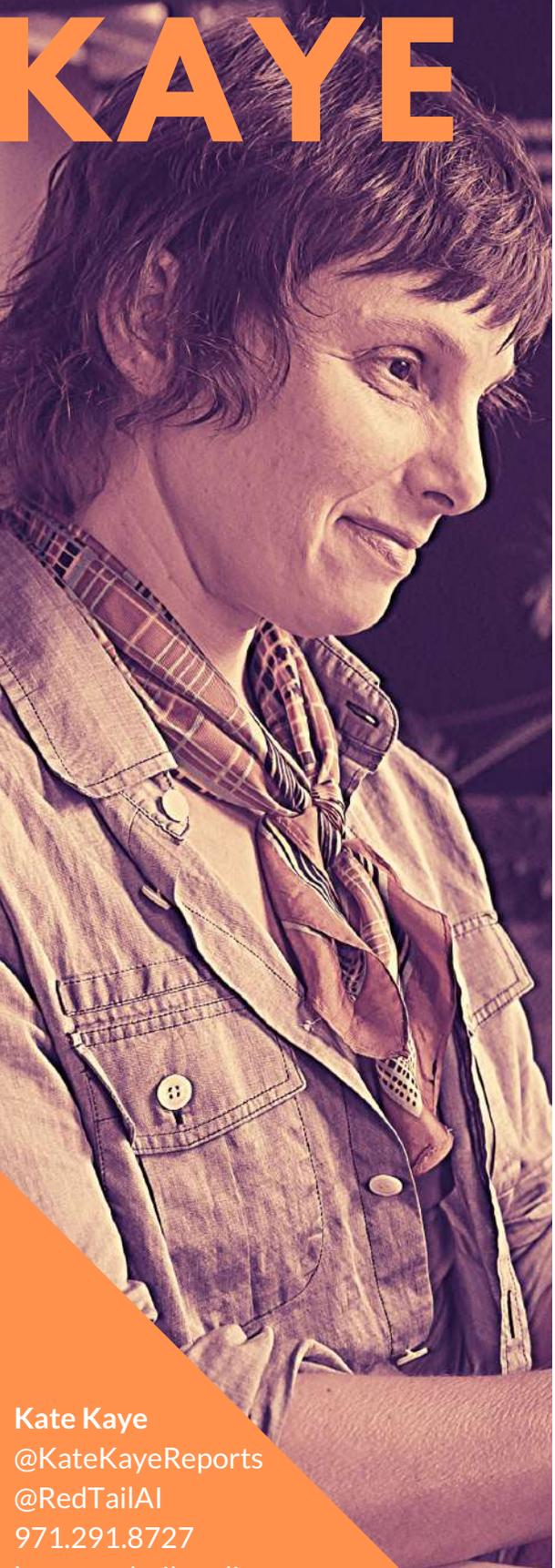


# KATE KAYE



## A CAREER OF BEAT, ENTERPRISE AND INVESTIGATIVE REPORTING

I am an award-winning journalist, podcast and radio reporter and producer, book author and builder of reporting beats in business, tech, politics and more.

### **Freelance Journalist**

**Various | August 2018-Present**

My freelance enterprise and investigative reporting work has appeared on NPR and in publications such as MIT Technology Review and CityLab. In 2019, I investigated a proposal to convert coal-fired power plants to data centers, explored the emerging world of fair-trade data labor and introduced National Public Radio listeners to Western New York's meat raffle craze.

Since 2018, I have built a new AI and tech ethics beat illuminating the dynamics and tensions at play as corporate tech drives government policy and alters our interactions with the world around us. RedTailMedia.org is my home base for some of this original reporting.

### **Staff Reporter**

**Advertising Age | 2012-2017**

At the start of the big data era, this premier publication brought me on board to craft a new beat covering the consumer data industry. I talked daily to insiders at data brokers, software firms and scrappy analytics upstarts while continuing my longtime focus on privacy and political campaigns. Throughout the 2016 election, I exposed concerns around Cambridge Analytica long before the scandal broke.

### **Managing Editor and Reporter**

**ClickZ | 2006-2012**

In my time at this digital marketing news outlet, my award-winning coverage of digital political campaigns and watchful reporting on the industry's privacy self-regulation helped ClickZ become a must-read publication. As a reporter and editor, I delegated work to staff and freelance writers, editing stories, handling CMS publishing, managing email newsletters and authoring special reports.

### **Freelance Journalist and Writer**

**Various | 2000-2006**

Just in time for the dot-com bust, I began my reporting and freelance writing career. I tackled an array of topics, from profiling a TV ad music composer to a writing a weekly newsletter about behavioral data-based ad targeting. In these years, I served as one of the earliest editors of Personal Democracy Forum, covering the impact of technology and the Internet on politics, advocacy and government.

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# WRITING, PODCASTING... AND COOKIES

## Strategic Writing Partner and Podcast Host SalientMG | 2017-2018

In this content marketing role, I developed and implemented content strategies, wrote reports, video scripts, blog posts, columns and more. I also managed and co-produced *The Credentialed*, a podcast interview series focused on talks with women and underrepresented minorities in tech. I hosted the show from a professional radio studio, curated, booked and interviewed guests, wrote show scripts, coordinated with our recording studio engineer and videographer and assisted in editing show episodes.

## Book Author

### Campaign '08: A Turning Point for Digital Media | 2009

Campaign '08 was published in January 2009 after months of early weekend mornings writing at home, kitty cat by my heels. The book covered the use of digital media by the 2008 presidential campaigns, tracing the early days of voter data targeting before Facebook advertising and long before Cambridge Analytica. This book still sells!

## Cookbook Creator

### The Punk Rock Kitchen Presents Cookie Chaos! | 2004

Over 800 of this punk rock-themed cookie cook-booklet were sold. Written and designed under pseudonym Connie Sewer, this mini cookbook featured six original music-inspired cookie recipes and came with a copper electric guitar cookie cutter.

## Humor and Opinion Columnist

### The Lowbrow Lowdown | 2000-2007

The Lowbrow Lowdown was an irreverent, and highly-stylized opinion column analyzing the effects of marketing and advertising on culture and society. It was syndicated in publications including ClickZ and the UK's Revolution Magazine.

[Linkedin.com/in/KateMcGuireKaye72/](https://www.linkedin.com/in/KateMcGuireKaye72/)  
[RedTailMedia.org/Kate/](http://RedTailMedia.org/Kate/)

## AWARDS

- Society of American Business Editors and Writers Finalist | 2014
- American Society of Business Publication Editors Silver Award Winner for ClickZ's Politics | 2011
- Incisive Media Journalist of the Year Award Finalist | 2009-2011
- Incisive Media Journalist of the Year Award Winner | 2008

## EDUCATION

Buffalo State College  
BS in Textile Design  
1994

## MEDIA APPEARANCES

- WNYC's *Brian Lehrer Show* and *On the Media*
- NPR's *Weekend Edition Sunday*
- Fox's *Stossel Show*
- Radio including CBC, OPB and Sirius Radio's *POTUS*
- Canada's Business News Network

## VOLUNTEERING

- Audubon Society of Portland Wildlife Care Center Volunteer and Blog Reporter, Dec 2017-Aug 2019
- Northstar Clubhouse Board Member, Aug 2017-Jan 2018
- UN Hive Data Advisory Board Member, 2017

## ARTICLE CLIPS

Find Kate's article clips, radio reports, interviews and podcast links at [RedTailMedia.org/kate/](http://RedTailMedia.org/kate/)