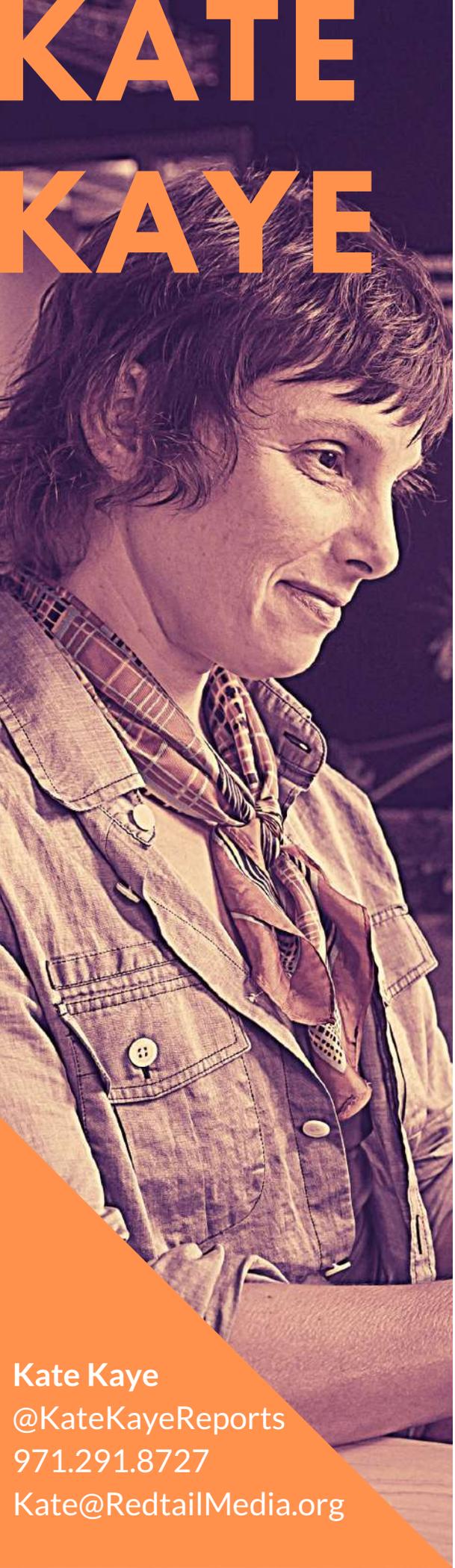


KATE KAYE



A CAREER OF BEAT, ENTERPRISE AND INVESTIGATIVE REPORTING

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

Freelance Journalist

Various | August 2018-Present

The majority of my freelance enterprise and investigative reporting work these days flows from a mission to build a beat exploring the ethical considerations associated with AI and tech use in general. My reporting has appeared in publications such as *CityLab*, *Fast Company*, *MIT Technology Review* and *OneZero*. I have evaluated the perils of surveillance tech and mobile location data use in response to the COVID-19 pandemic, explored the emerging world of "fair-trade" data labor, reported and produced a podcast series tracking Portland's facial recognition ban and analyzed NYC's flawed approach to creating policy for algorithmic tech. My work is not always so serious, though. For a little fun I introduced NPR's *Morning Edition* listeners to Western New York's meat raffle craze.

Staff Reporter

Advertising Age | 2012-2017

At the start of the big data era, *Ad Age* 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.

Kate Kaye

@KateKayeReports

971.291.8727

Kate@RedtailMedia.org

WRITING, PODCASTING... AND COOKIES

Strategic Writing Partner and Podcast Host SalientMG | 2017-2018

Like many journalists seeking work in a tough industry, I took on this content strategy role, leaving reporting behind for a short time. I learned a lot developing and implementing content strategies, writing reports, video scripts, blog posts and columns, but the work only reminded me that journalism is where my heart is. During this period, I did find fulfillment managing and co-producing *The Credentialed*, a podcast interview series focused on talks with women and underrepresented minorities in tech. I hosted the show from a radio studio, booked and interviewed guests, wrote scripts, coordinated with our studio engineer and more. Since I got the podcast and radio bug, I learned audio production, have produced several radio reports and produced a reported podcast series, *Banned in PDX*.

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. I enjoyed licking the beaters while producing this little labor of love.

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*. Some of it can still be found on the Wayback Machine.

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

AWARDS

- Society of Environmental Journalists, Grant recipient, 2020
- Society of Professional Journalists 2019 First Place Technology Award
- 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 and 2008 Winner

EDUCATION

Buffalo State College
BS in Textile Design
1994

MEDIA APPEARANCES

- Public Radio's *Science Friday*
- 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/