

Kate Gannon

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Education

Master of Fine Arts, Bilingual Creative Writing, University of Texas at El Paso, Dec. 2005

Bachelors of Arts, Journalism, University of Texas at El Paso, May 1998

Experience

Academic

University of Texas at El Paso

Director, Dow Jones News Fund Multimedia Training Academy, 2017-present

Director, Borderzine, Jan. 2022 - present

Digital Content Manager, Borderzine, 2014 -Jan. 2022

Associate Professor of Practice, Jan. 2019 - present

- Teach required course Digital Audio and Video Production. Added AI tools and ethics module for content generation to reflect new industry demands.
- Teach required course News Gathering and Investigation. Added AI tools, ethics and verification module for using AI to help in data analysis and story planning. Added module on digital security for border journalists developed in collaboration with the Electronic Frontier Foundation and the Democracy Fund.
- Direct and co-teach in the capstone Digital News Bureau course where student work is published in Borderzine.com. Aired more student radio reporting on KTEP. Led student social media coverage of early voting and election day in the field.
- Pursue funding and development opportunities for the Borderzine program and student practical experience. Lead the annual NewsMatch campaign to support program equipment, student scholarships and training opportunities.
- During the pandemic, reached out to other members of the Institute for Nonprofit News to find remote internship placements for students after traditional outlets canceled internships.
- Serve as advisor for the UTEP student chapter of the National Association of Hispanic Journalists
- Project lead for Communication Department on construction plan for a new multimedia innovation studio in Cotton Memorial building completed in summer 2024 and started to use with Digital Media Production students.
- Participated as Borderzine Director in Solutions Journalism Collaborative of local media stations reporting project on food insecurity.
- Serve as a contact for NBCU Academy partnership. Provided content to showcase UTEP students and communicated training and internship opportunities to students. Attend NBCU Academy virtual summits.
- Administer internship scholarship project for giving out funding for multimedia journalism students. In 2024, helped students with internship stipends at KERA radio in Dallas, The Fort Worth Report and El Paso Inc.
- Conduct regular outreach efforts with media professionals to ensure our program is

providing the skills the industry is seeking.

- Connect students with freelancing opportunities from media outlets.

Assistant Professor of Practice, Dec. 2015 – Dec. 2018

- Teach required course Digital Audio and Video Production. Updated course to include requirement for a Wordpress web portfolio and introduced new media tools, including 360 video and animation
- Teach required course News Gathering and Investigation. Updated this course by introducing data journalism and data visualization to develop news stories of substance and depth for publication.
- Co-teach in the capstone Applied Magazine course where student work is published in Borderzine.com
- Manage computers and equipment in multimedia journalism lab
- Serve as digital content manager for Borderzine where I edit and code stories and multimedia, keep the website updated and publish the newsletter. Use search-engine optimization (SEO) and social media strategies to hit new traffic records on the website and expand the project's reach to a broader audience. In 2015 the site grew to an average of 42,615 monthly page views and 24,225 monthly unique visitors, a 28 and 31 percent increase, respectively, over the previous year.
- In 2015 built out three special web sections showcasing a range of special reporting projects produced by our program. One, by UTEP students in a special Maymester broadcasting class, and two others for Borderzine programs Journalism in July and the Dow Jones Multimedia Training Academy.
- Developed a Maymester course on broadcast journalism where students produced a live newscast and a [special web publication on El Paso's Creative Economy](#)
- Developed an elective course on Media Entrepreneurship
- Launched social social media accounts for the Communication Department to build community with alumni and update old classmates on jobs and projects. Created new Facebook group for current Communication Department students
- Lead effort to have Borderzine join the Institute for Nonprofit News organization of independent media outlets. This further established Borderzine as a professional media outlet to count as professional experience for students. It also enabled us to participate in NewsMatch, a matching donation program for journalism. The fundraising helped with infrastructure, equipment for student use and internship scholarships for students.

Lecturer, Aug. 2014 – Dec. 2015

- Teach required courses in multimedia media journalism program: Digital Audio and Video Production and multimedia writing
- Co-teach in the capstone Applied Magazine course where student work is published in Borderzine.com
- Serve as digital content manager for Borderzine where I edit and code stories and multimedia, keep the website updated and publish the newsletter
- Worked on redesign for the site

- Manage computers and equipment in multimedia journalism lab

Adjunct Faculty, Aug. 2013 - May 2014

- Teach required course in multimedia journalism writing and a video course for digital media production majors

Courses:

- **RSRC 4033 Revenue and Engagement** - Co-created course with Prof. Sondra Jones for two advertising and marketing students to participate in the Google News Initiative Fundamental Lab in Spring 2024 for a creative project on designing a revenue-generating strategy for Borderzine.com
- **COMM 2344 Digital Audio and Video Production** - Required, core course reporting and editing stories for radio, TV and digital media. Students produce real news stories with real-world sources on deadline. Includes building Wordpress portfolio. Approved for the Community Engagement & Leadership certificate program in 2022. Over time developed and updated course tools and included animation for social media style storytelling. 2014 - present
- **COMM 3313 News Gathering and Investigation** - Updated this course by introducing computational journalism and data visualization to develop news stories of substance and depth for publication. Approved for the Community Engagement & Leadership certificate program in 2022. Fall 2015 - present
- **COMM 4313 Digital News Bureau (Borderzine)** - Manage course and serve as editor in the Borderzine digital news bureau capstone course. Students work as staff for the Borderzine online magazine. Got course approved for the Community Engagement & Leadership certificate program in 2022. Fall 2015 - present
- **RSRC 4033 Honors Independent Study** - Mentor for Multimedia Journalism student Elisha Nunez. Fall 2023
- **RSRC 4033 Audio Reporting and Podcasting** - mentored students on a creative project to develop a podcast for Borderzine.com and air their audio feature stories on KTEP and Texas public radio stations. Recruited Mallory Falk of KERA Dallas to assist. Fall 2019 - Spring 2021
- **COMM 2373 Intermediate Multimedia Writing** - Summer 2015
- **COMM 4350 New Media Tools and Social Journalism** - Created course on emerging tech and trending opportunities in media entrepreneurship, social media journalism and data visualization, Spring 2015
- **COMM 4350 Broadcast Journalism** - Created course where students learned how to produce a live, online news program. Featured guest coaches from local TV stations. Maymester 2015 and Summer 2016
- **COMM 2310 Basic Multimedia Writing** - Fall 2013 - Spring 2014
- **Film 2396 Video as Personal Expression** - Fall 2013 - Spring 2014

El Paso Community College

Adjunct faculty, Aug. 2013 - May 2014

Taught courses on Writing for Mass Communications.

Professional

Digitalegre

Owner, Digital Content Strategist, Jan. 2012 – present

Providing customized consulting, coaching, writing and editing services to help businesses and organizations manage and grow their brands through digital channels.

El Paso Matters

Web development, technical support, Sept. - Nov. 2021

Providing technical support on setting up and testing digital fund development (website and newsletter) for a non-profit community news startup El Paso Matters. Compensated for my time, but the work also benefits my students as I learn more about best practices for developing sustainable digital media platforms.

El Paso Times (Digital First Media)

Project Manager, May 2013 – Aug. 2013

Brought in as a contractor by Digital First Media to serve as project manager on a major operations update to install a new editorial content management system and consolidate newspaper page design operations for the El Paso Times and six New Mexico newspapers in the Texas-New Mexico Newspaper Partnership. This involved working with the Media News design corporate team, testing and developing workflows and conducting journalism staff training on the new systems at seven media outlets.

Coloradoan Media Group (Gannett)

New Media Development Manager of Content, Multimedia Editor Jan. 2006 – Dec. 2011

- Launched new digital news products, web tools, developed multimedia and data content and provided training to successfully grow newspaper company Coloradoan Media Group's digital operation into the leading news and information provider in Northern Colorado.
- Served as multimedia editor, leading the newsroom's multimedia department of photography and video. Led digital culture change initiatives and conducted training for newsroom reporters and editors.
- Project leader on the company's 2011 digital and social media immersion program.
- Served on the Coloradoan Media Group Operating Committee, managing company operations and initiatives.
- Supervised Online department staff in developing and implementing content and advertising initiatives to drive traffic for www.coloradoan.com and associated web products.
- Worked with Information Center staff and Advertising department managers to develop special sections and daily web coverage to attract target audiences and increase revenue. Consistently grew [Coloradoan.com](http://www.coloradoan.com) page views, unique visitors and depth of readership over a 6-year period.
- Launched rich media ads, reader interaction, photo galleries, advertising and news video, mobile, text alerts and newsletters as well as new niche sites for moms, prep sports, special reports and databases.

El Paso Times (Gannett)

- *News Systems Editor, March 1996 – November 2005*
 - Established and managed the newspaper's New Media department, helping to transition the media organization into the digital age.
 - Served on the original operating committee responsible for developing and launching the newspaper's website, ElPasoTimes.com.
 - Led a staff of eight journalists who produced daily web updates, radio newscasts, television news spots and multimedia projects, a Spanish-language weekly newspaper and four weekly neighborhood news publications.
 - Oversaw technology research, training and workflow issues for a newsroom staff of 80 people, including staff in bureau offices in Austin, Texas, and Las Cruces, N.M.
 - Conducted computer-Assisted Reporting, Internet and pagination training for reporters and editors.
 - Supervised the implementation of the Quark Pagination System. Supervised newsroom conversion of the press to 50-inch Web. Participated in the conversion to a new press in August 1997 and in the consolidation of operations after the Oct. 1997 closing of the El Paso Herald-Post after a 60-year joint operating agreement with the Times. Was project manager for the newsroom conversion to digital photography in March, 1998.
- *Zones Editor, April 1995 - March 1996*, Planned, edited and directed weekly publication of three neighborhood newspaper editions (Northeast, West Side and East Side) covering local community issues. Directed a staff of four reporters and one assistant editor.
- *Assistant Zones Editor*, Jan. 1995 - April 1995
- *News Copy Editor*, March 1987 - Dec. 1994

El Paso Herald-Post (Scripps Howard)

News Copy Editor, May 1985 – Nov. 1985

Grants and Funding

- [Google News Initiative Fundamentals Lab](#) - \$20,000 funding for Borderzine.com for participating in the second cohort for this program that provides newsrooms with insights and training in audience development, reader revenue and sponsor advertising. This opportunity is open exclusively to members of the Institute for Nonprofit News.
- **NewsMatch 2024** \$7,675. Directed UTEP journalism program web magazine Borderzine's end-of-year fundraising campaign where NewsMatch, a program of the Miami Foundation, matches donations we raise. Borderzine qualifies for this opportunity through its membership in the Institute for Nonprofit News. The money raised supports the Borderzine project, equipment and training for students and provides funding for journalism internships and conferences.
- **NewsMatch 2023**, \$14,575 raised in end-of-year matching campaign for Borderzine program.
- **NewsMatch 2022**, \$15,500 raised in end-of-year matching campaign for Borderzine

program.

- **Anonymous family foundation grant Nov. 2023** (verified with UTEP development office), \$10,000. Directed to Borderzine for general operating support.
- **Dow Jones News Fund Multimedia Training Academy**
 - \$34,000 for 2023 1-week multimedia training project at UTEP for 12 college and university journalism professors from Hispanic Serving Institutions and Historically Black Colleges and Universities.
 - \$39,193 for 2022 for hands-on, one-week summer program at UTEP to provide new media skills training for 10 college and university journalism professors from Hispanic Serving Institutions and Historically Black Colleges and Universities.
 - \$16,779 for 2021 virtual 1-week workshop hosted by UTEP to train journalism professors and students from Hispanic-serving Institutions.
 - \$30,000 grant in 2019 for hands-on, one-week summer workshop at UTEP for 12 college and university journalism professors at Hispanic Serving Institutions to provide new media skills training in industry trends in order for journalism students of color to gain a competitive edge in their careers.
 - \$28,000 for 2018 one-week summer workshop at UTEP for college and university journalism professors at Hispanic Serving Institutions.
 - \$25,000 for 2017 training program.
- **IRE at UTEP**, \$11,000 worth of training and services from Investigative Reporters and Editors, 2020-2021 and again in spring 2023. I coordinated with IRE to provide a series of virtual training sessions for UTEP students and local professional journalists. Students were also given a one-year membership in IRE and scholarships to attend the organization's virtual conference.
- **National Association of Hispanic Journalists Borderland Narratives** grant, \$40,000, 2021-2022. PI for a national storytelling project featuring student work in Borderzine and NAHJ's Palabra magazine.
- **Microsoft Puente News Collaborative** grant, \$25,000, 2021-2022. Lead for UTEP Borderzine participation in the collaborative of El Paso and Juarez newsrooms working collectively on community impact journalism projects and providing professional experience to students.
- **Online News Association grant**, \$35,000. Co-PI along with Zita Arocha and Dino Chiecchi on a binational journalism multimedia project called "Engaging Community Across Borders Through Media." Developed the [Our Border Life](#) web section by students on Borderzine. 2018-2019.

Training, Invited Speaking and Other Presentations

[Dow Jones Multimedia Training Academy at UT El Paso](#)

- *Director, 2017 - present*, Secure funding and manage operations and conduct training for the annual weeklong Multimedia Journalism Training Academy that serves professors from Hispanic-Serving Institutions and Historically Black Colleges and Universities funded by the Dow Jones News Fund.

- *Trainer, 2008 - 2016*, Helped as part of the coaching team to develop and grow this hands-on, multimedia training program for journalism professors from HSI and HBCUs across the nation.

Invited to be on panel for the National Association of Hispanic Journalists conference in Aug. 2022. Discussed the special series, "Borderland Life Amid the Pandemic," as part of a panel of partner organizations that participated in NAHJ's project on Reclaiming the Border Narrative: Storytelling and Cultural Power for Migrant Justice.

<https://borderzine.com/2022/10/round-up-of-borderzine-alumni-and-student-staff-making-headlines/> Discussed the work of the UTEP student staff of Borderzine reporting on life on the U.S., Mexico border during the pandemic that was highlighted at the joint National Association of Hispanic Journalists and National Association of Black Journalists conference in August 2022 in Las Vegas.

First Draft News Misinformation and Disinformation training - Feb. 21, 2020 - Worked with First Draft News to bring a one-day immersive training workshop to UTEP to prepare regional professional journalists and college journalism students to mitigate the threat of disinformation online. First Draft is a global non-profit that supports journalists, academics and technologists working to address challenges relating to trust and truth in the digital age. UTEP was one of only 14 university campuses in the country to be asked to host the training.

Associated Press NewsTrain, Albuquerque - Data coach for weekend training of professional journalists and students during the Associated Press NewsTrain conference in Albuquerque. Oct. 2019. Brought six UTEP students to attend the training on scholarship. One of those students, Bryan Mena, was hired by the Wall Street Journal after graduating and now covers the U.S. economy for CNN.

Youth Radio Media Border Reporting Project, 2018 - Coordinated a three-week summer project with UTEP students and YR Media covering the perspectives of young people on the border. Our students, Kenia Guerrero and Antonio Villaseñor-Baca, were featured in pieces on National Public Radio.

Digital Security for Journalists training, April 2018 - Coordinated and facilitated training for members of the El Paso Press Club with a cyber security expert and trainer from the Google News Initiative.

Routledge textbook chapter review, Nov. 2017 - Paid to provide feedback on a manuscript: [Reporting Inequality](#), edited by Sally Lehrman and Venise Wagner.

Business Journalism Professors Seminar, Jan. 2017 - Fellowship with Donald W. Reynolds National Center for Business Journalism at Walter Cronkite School of Journalism and Mass Communication. Completed intensive business journalism training.

Public Relations Association of the Southwest, Oct. 2016 - Speaker on mobile and social media trends.

Designing for Creativity Bootcamp, April 2016 - Participated in two-day bootcamp on lateral thinking for creativity led by Iaian Kerr of the design firm SPURSE and the Director of Creative Practices at the Feliciano Center for Entrepreneurship at Montclair State University. Sponsored by the Mike Loya Center for Innovation and Commerce at UTEP.

National Association of Hispanic Journalists regional conference in El Paso: Trainer for basic data journalism hands-on session. March 2016

[Journalism in July](#), at UT El Paso

- Trainer / Webmaster for 9-day high school journalism workshop, 2018
- Co-director, 2015-2016

[Osher Lifelong Learning Institute](#) at **Colorado State University**: Fort Collins, Colorado. Co-taught course with Colorado Press Association president on The Fate of Traditional Media, Spring 2011.

[A Free Press, The Internet and Social Media in American Journalism](#), **Denver Friendship Force International**: Speaker on social media during training for journalists and bloggers from Krygyz Republic. Aug. 2011.

[Colorado Press Association](#) **Conference 2010 in Denver**: Speaker on New Media practices for newsrooms.

[Suburban Newspapers of America Interactive Media Symposium](#), **Miami**: Panelist on Video Opportunities – News & Advertising , May 2007.

[Professional Development Workshop](#), **Colorado Press Women, Denver**: Speaker on how technology is reshaping news gathering and distribution. March 2007.

News Assistant program coordinator 1996-1998 - Conducted in-house training program to groom El Paso Times newsroom assistants for full-time positions on staff.

Professional Development

Jan. 2024 - ongoing: Online News Association AI Innovator Collaborative - Monthly small-group gatherings for [ONA members](#) who are already experimenting with AI tools

Google News Initiative Fundamentals Lab - Spring 2024 - Participated in the second cohort for this program that provides newsrooms with insights and training in audience development, reader revenue and sponsor advertising.

Part 107 Airman Certificate - Dec. 2023 - FAA remote pilot certification to fly drones (uas, unmanned aerial systems) and to supervise students flying a drone

UTEP Teaching Online Academy - April 2020

Poynter Institute TEACHAPALOOZA 2020 - Attended virtual conference on front-edge teaching tools for college educators

Reynold's Institute, Visualizing the Pandemic 2020 - 2-day training on computational journalism, coding and data visualization

AIR Media Training, Dec. 2020 – Funded by the Microsoft collaborative project, a 2-day online audio training workshop by the Association of Independents in Radio.

Investigative Reporters and Editor Data Journalism for Educators boot camp: Attended online training for university data journalism educators. Aug. 2020.

Solutions Journalism, Feb. 2019 - Coordinated workshop for UTEP students led by Sarah Gustavus, regional manager for the Solutions Journalism Network.

Solutions Journalism, Oct. 2014 - Training at UTEP led by Keith Hammonds, president of Solutions Journalism Network.

Committees and Service

- *College of Liberal Arts non-tenure track promotion committee member - Fall 2024*
- *Communication Department non-tenure track promotion committee member - Fall 2024*

- *Leadership Studies Program non-tenure track promotion committee member - Fall 2024*
- *Faculty Advisor, UTEP student chapter of National Association of Hispanic Journalists, 2021 - present. Led group of three UTEP multimedia journalism students to national conference in Miami in 2023.*
- *UTEP Student Media and Publications Committee member. Feb. 2022 - present.*
- *Drone Journalism faculty training Oct. 2023 - Coordinated a 3-day bootcamp at UTEP with Jay Seidel of the Fullerton Drone Lab to train myself and UTEP Communication prof. Corrie Boudreaux to become Part 107 remote uas (drone) certified pilots in order to launch a drone photography program in the Communication Department in spring 2024.*
- *Communication Department Student Success Committee, Committee Chair - 2018 - 2020*
- *Communication Dept. SACSCOC Assessment committee - 2021*
- *UTEP Loving Kindness community of practice, 2019 - present*
- *Admin on LinkedIn and Facebook groups for the Communication Department to nurture and maintain relationships with current students, alumni and faculty.*
- *A Smoke Free Paso del Norte, 2015-2017 - Media consultant on this initiative of the Paso del Norte Health Foundation, whose goal is to eliminate smoking in the Paso del Norte region. UTEP served as the Backbone Organization (BBO) to the initiative.*
- *UTEP School of Pharmacy, 2018 - Volunteer advising on digital advertising for recruiting PhD candidates.*
- *Search committee for Multimedia Journalism tenure-track professor, 2016*
- *Department of Communication 5-year plan committee member, 2016-2017*
- *Committee for revising Digital Media Production course sequence, 2015.*
- *Hiring committee for Digital Media Production tenure-track professor, 2015*

Awards and Honors

- **Dr. Ann and Charles Horak III Teaching Excellence Endowment Award - 2023**
- **Colorado Press Association**
 - First Place Website Interactivity (among all Colorado pubs), 2010
 - Third Place Colorado Website (among all Colorado pubs), 2010
 - Second Place Colorado Website (among all Colorado pubs), 2009
- **Colorado Associated Press Editors and Reporters Association**
 - Second Place Online Special Package 2010
 - First Place Online Special Package 2008
 - First Place Online Breaking News, 2007
 - First Place Online Special Package, 2007
- **El Paso Times**
 - Manager of the Year, 2004
 - Community Service Award, 2003
 - Community Service Award, 2002
 - Manager of the Year, 1999
- **Texas Headliners Association, Charles E. Green Award, Headline writing - 1989 winner in the mid-size newspaper category in the statewide contest of the Texas Headliners Foundation.**
- **Texas Associated Press Managing Editors**

- First Place page one makeup in Class AAA, 1994
- First Place page one makeup in Class AAA, 1993
- Second Place page design in Class AAA, 1992

Community and professional involvement

- Served as judge for the Institute for Nonprofit News 2024 awards in the Community Champion Award category in the Small Division. June-Aug. 2024.
- McCall Center high school journalism camp, Oct. 2023. Working with the McCall Neighborhood Center and the El Paso Museum of History, helped coordinate a student project to produce a special edition of the Good Neighbor Reporter of Black El Paso news. The stories produced by students were published in a print newspaper and [online at Borderzine](#).
- Socorro Independent School District Audio and Video Advisory Committee, Nov. 2019 - present - Serve as an advisor to audio and video instructors network for SISD. Meet quarterly to discuss the latest tools and trends in the industry. Volunteer judge for high school student competitions.
- Journalism and Women Symposium, regional captain for JAWS Borderland, 2011-2018
- Womens Fund of El Paso, board member, 2015 - 2021
- Borderland Bloggers, organizer, 2012 - present
- Investigative Reporters and Editors, member
- Online News Association, member
- Southwest Public Relations Association (PRSW), member
- National Association of Hispanic Journalists, member
- El Paso Executive Forum, member