

# *kristen di fate*

associate professor

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## *academic appointments*

### **Webster University**

Adjunct Faculty, Interactive Digital Media  
Assistant Professor of Digital Advertising  
Associate Professor of Digital Advertising (with tenure)

**2007–**

2007–2009

2008–2014

2014–

- William T. Kemper Teaching Award for Excellence (2013)
- Emerson Excellence in Teaching Award (2013)
- Courses taught:
  - Visual Communication for Advertising and PR
  - Professional Development for Advertising
  - Advertising Production: Print
  - Advertising Production: Internet
  - Advertising Production: Packaging
  - Production Tools for Advertising and PR
  - Advanced Digital Design
  - New Media and Social Engagement (in collaboration with the Nine Network of Public Media)
  - Visual Ethics in the Media
  - Introduction to Interactive Media
  - Visual Design for Interactive Media
  - Writing for Interactive Media
  - Advanced Digital Aesthetics
- Independent Learning Experiences developed and taught:
  - Non-Digital Type Foundry
  - Visual Communications: Third Meanings
  - Print Production and Illustration for Children's Books
  - Advertising Sales Management
  - Professional Practice in Graphic Design
  - Digital Visual Communication
  - Professional Development and Self-Branding
  - Client Project: Oasis Travel Center
  - Client Project: Vetter Construction
  - Client Project: Oak Ridge Property Group
  - Client Project: Mannequins in the Loop
  - Client Project: Rockin' Locks Hair Co.
  - Client Project: Deaconess Health Give STL Day
  - Client Project: Lawn Mower Mania
  - Client Project: Janan Academy
  - Interactive Advertising Senior Overview

### **University of Missouri, Columbia**

**2009–2011**

Teaching Assistant

- Courses taught: Strategic Visuals and Design I, Junit

## departmental service

### Advertising and Marketing Communications Program

Program Coordinator	2012–2016
<ul style="list-style-type: none"><li>• Second largest major in the School of Communication with 3 full-time faculty and approximately two dozen adjunct faculty guiding roughly 110 full-time undergraduate students (first-time freshman as well as transfers) across three tracks: art direction, copywriting, and strategy/account management.</li><li>• Is a force to be reckoned with at the AAF National Student Advertising Competition (District 9) placing in the top two for the past 15 years, including 6 first-place regional wins; and second, seventh and eighth place at nationals.</li></ul>	
Faculty Advisor (approximately 30 students)	2008–

### Communication and Journalism Department

Program Coordinator	2012–2016
Interim Chair	2012

Committee service: Bingham Scholarship Committee (2015, 2016); Chair of Assistant Professor of Advertising Search Committee (2014–2015); Visiting Assistant Professor of Emerging Technologies Search Committee (2013); *The Journal* Advertising Advisor (2011– ), Publications Board (2011–2013)

Student service: Marketing Communications Club Assistant Advisor (2010–2012), I [heart] Makeup Club Faculty Advisor (2011), Faculty Advisor for the Association for Computing Machinery's Special Interest Group on Graphics and Interactive Techniques (ACM SIGGRAPH) (2008–2010)

Outreach: New Media and Social Engagement Panel (in collaboration with The Nine Network of Public Media, 2013), Society of Professional Journalists Annual Student Journalism Bootcamp (2012, 2013), 48-hour Film Festival Judge (2009, 2010), Visionaries of the Virtual Small Wall Gallery Show (2009)

Program development: Revised BA in Advertising and Marketing Communications (2015) including program learning outcomes, courses, and assessment plan; revised MA in Advertising and Marketing Communications (2015) including program learning outcomes, courses, and assessment plan.

Course development: Professional Development for Advertising; Strategic Principles of Advertising and Marketing Communication (graduate-level); Sports Marketing Communications; New Media and Social Engagement (in collaboration with The Nine Network of Public Media); Visual Ethics in the Media; Advertising Production: Packaging; Advanced Digital Design; Advanced Digital Aesthetics; Introduction to Visual Communication for Advertising and PR; Viral Marketing: Non-Linear Narratives; New Media Communication: Social Media Marketing

International course development: Made in Italy: The Building of a Brand; Street Fashion Photography; Comparative Global Branding: United States Vs. Italy

## *university service*

Committee service: Adobe Faculty Facilitator (2015– ); Global Marketing Communications Advisory Group (2015– ); Curriculum Committee (2012–2014; 2015– ), Institutional Review Board (2011–2014; 2015–2016), William T. Kemper Teaching Award for Excellence Committee (2014), ACE Internationalization Student Mobility Subcommittee (2012), University Assessment Committee (2010–2012; Creativity Taskforce Subcommittee (2012)), Assistant Director of Career Services Search Committee (2011)

## *professional service*

### **Disciplinary Service**

Gregory Freeman Awards

- Committee Chair and Judge (2015– )

Washington University Student Media, Inc.

- Board of Directors, (2013– ), secretary (2015– )

Lift for Life Gym

- Marketing Committee (2014–2016)

Pi Kappa Delta

- Developed centennial brand campaign (2012)

Sheldon State Community College

- Critical Thinking Assessment, Reviewer (2012)

Adobe, Inc.

- Photoshop Creative Suite Pre-Release Beta Tester (2010, 2012)

College Photographer of the Year

- 66<sup>th</sup> Judging, Caption reader (2011)
- 65<sup>th</sup> Judging, Host and caption reader (2010)

Missouri Photo Workshop

- 61<sup>st</sup> Workshop, Festus, Mo., Multimedia Team (2009)

Associated Press Managing Editors

- Conference, Associate Online Editor (2009)

### **Publication Service**

National Communication Association

- Visual Communications Division, Conference paper reviewer (2012, 2015)
- Ethnography Division, Conference paper reviewer (2013)

Storytelling, Self, Society, An Interdisciplinary Journal of Storytelling Studies

- Manuscript reviewer (2014)

Association for Education in Journalism and Mass Communication (AEJMC)

- Visual Communications, Conference paper reviewer (2013)

## Professional Association Memberships

IDEA Health and Fitness Association  
National Communication Association  
National Press Photographers Association  
National Association of Photoshop Professionals  
American Advertising Federation  
AdClub St. Louis  
Golden Key International Honour Society  
Sports Shooter

## *professional development*

### Presenter

National Communication Association 100th Annual Conference, Chicago, Ill. (2014)  
National Communication Association 98th Annual Conference, Orlando, Fl. (2012)  
4th Annual Webster University Teaching Festival, St. Louis, Mo. (2014)  
Elsevier Digital Marketing Summit (keynote), St. Louis, Mo. (2013)  
Webster University Global Leadership Academy, St. Louis, Mo. (2013)

### Participant

Adobe Digital Publishing Suite Training. St. Louis, Mo. (2014)  
Reflective Teaching Community, St. Louis, Mo. (2012–2014)  
Ethical Reasoning Faculty Learning Community, St. Louis, Mo. (2012–2014)  
MediaStorm Methodology Workshop, Brooklyn, Ny. (2012)  
Ask Listen Refer (certificate recipient), Columbia, Mo. (2011)  
SportsShooterAcademy 7, Orange County, Ca. (2010)

### Attendee

Digital Storytelling Summit, Columbia, Mo. (2012)  
SXSW: South by Southwest, Austin, Tx. (2011)  
Ethics and Credibility of Breaking News Online, Poynter News University (2010)  
Web 2.0 Summit, San Francisco, Ca. (2009)  
SIGGRAPH 2008, Los Angeles, Ca. (2008)

## *presentations*

DiFate, K. (12 March 2015). *Interaction Design: Making Sense of Information Using Gestalt*. Guest lecture presented at Ball State University. Muncie, In.

DiFate, K. (11 March 2015). *Visual Storytelling: Theory & Practice*. Guest lecture presented at Ball State University. Muncie, In.

DiFate, K. (9 February 2015). *Advertising Trends: Predicting the unpredictable*. Guest lecture presented at California State University, Fresno. Fresno, Ca.

DiFate, K. H. (22 November 2014). *G.[ood] E.[nough] D.[iploma].: Reframing the*

*narrative around high school drops outs.* Conference paper presented at the 100th National Communication Association Convention. Chicago, Ill.

DiFate, K. H. (14 November 2014). *Effective Teaching: Tips from Award Winning Faculty.* Panel presented at the Focus on Teaching and Technology Conference. University of Missouri, St. Louis, Mo.

DiFate, K. (12-13 October 2014). *Visual storytelling: Producing compelling content.* Guest lecture presented at Washington University Student Media, Inc. Washington University in St. Louis, Mo.

DiFate, K. H. (7 April 2014). *21st Century Teaching.* Speech presented at William T. Kemper Teaching Excellence Award Luncheon. Webster University, St. Louis, Mo.

DiFate, K. H. (20 February 2014). *Project and Case Studies: Methods for Enhancing Student Problem-Solving, Creativity, and Teamwork.* Panel presented at 4th Annual Webster University Teaching Festival. St. Louis, Mo.

DiFate, K. (4 November 2013). *Intent vs. Impact: The Truth About Digital Marketing.* Keynote address presented at Elsevier. Moonrise Hotel, St. Louis, Mo.

Dahlgren, L., DiFate, K., Schroeder, S., Stacey, E. & Sterner, K. (25 October 2013). *Bridging the Gap: Recommendation for Consistent Student Support Throughout the Webster Worldwide Network* paper presented at Webster University Global Leadership Academy Fall Workshop. Webster University, St. Louis, Mo.

DiFate, K. (19 June 2013). *The Language of Positive Communication.* Conference presentation presented at Webster University Global Leadership Academy Summer Workshop. Webster University, Geneva, Switzerland.

DiFate, K. H. (17 November 2012). *Pain Narratives as Connective Tissue for Healing.* Paper presented at the 98th National Communication Association Convention. Orlando, FL.

DiFate, K. (27 April 2012). *The Pen Tool is Mightier than the Shape Tool.* Lecture presented at Webster University, St. Louis, Mo.

DiFate, K. (3 February 2009). *Writing for New Media.* Guest Lecture presented at Media Writing. Webster University, St. Louis, Mo.

DiFate, K. (14 October 2008). *When Worlds Collide.* Guest Lecture presented at SIGGRAPH chapter meeting. Webster University, St. Louis, Mo.

DiFate, K. (10 April 2008). *Women in Technology.* Guest Lecture presented at Cor Jesu Academy Career Day. Cor Jesu Academy, St. Louis, Mo.

DiFate, K. (2005). *Introductory Illustration Techniques.* Guest Lecture presented at Digital Illustration I-Illustrator. East Central College, Union, Mo.

DiFate, K. (2005). *Advanced Illustrator Techniques*. Guest Lecture presented at Digital Illustration II-Adv Illustrator. East Central College, Union, Mo.

## *publications*

### **Journals**

Herrmann, A. F., & DiFate, K. H. (Eds.). (2014). *Storytelling and Narrative Ethnography: The Pioneering Work of Bud Goodall and Nick Trujillo* (Special Issue). *Storytelling, Self, Society: An Interdisciplinary Journal of Storytelling Studies*.

### **Articles**

DiFate, K. (30 January 2015). *Your Best Run Ever: Can You Put It into Words?* Runner's World & Running Times. Rodale Inc. Retrieved from <http://www.runnersworld.com/runners-stories/your-best-run-ever-0>

Herrmann, A. F., & DiFate, K. H. (2014). *Introduction to the Special Issue: The New Ethnography: Goodall, Trujillo, and the necessity of storytelling*. *Storytelling, Self, Society: An Interdisciplinary Journal of Storytelling Studies*.

DiFate, K. (2013). *Editing for Taste in a 24-Hour News Cycle: Balancing Immediacy and Sensationalism Against the Role of the Journalist*. Master of Arts, University of Missouri, Columbia, Mo.

DiFate, K., & Giddings, C. (2009, August 19). Council declines to repeal bicyclist harassment law, news, *Columbia Missourian*. Retrieved from <http://www.columbiamissourian.com/stories/2009/08/18/council-declines-repeal-bicyclist-harassment-law/>

DiFate, K. (2009, August 16). Columbia police searching for robbery suspect, photographer, *Columbia Missourian*. Retrieved from <http://www.columbiamissourian.com/stories/2009/08/16/columbia-police-searching-robbery-suspect/>

DiFate, K. (2008). Sustainability in an Animated World. *Webster University Online Journal of Media Literacy*, 6.

### **Articles in Press**

DiFate, K. (in press). Workplaces Without Workspaces. In *Organizational Autoethnography: Our Working Lives*. 1st ed. Walnut Creek, California: Left Coast Press.

### **Articles in Progress**

DiFate, K. H. "G.[ood] E.[nough] D.[iploma].": Reframing the narrative around high school drops outs. Targeted at *Journal of Qualitative Inquiry*, and *Storytelling, Self, Society: An Interdisciplinary Journal of Storytelling Studies*.

DiFate, K. H. "Pain Narratives as Connective Tissue for Healing." Targeted at *Journal*

*of Loss and Trauma* and *Journal of Qualitative Inquiry*.

DiFate, K. H. "Editing for Taste in a 24-Hour News Cycle: Balancing Immediacy and the Role of the Journalist Against Sensationalism in the Case Of Nodar Kumaritashvili." Targeted at *Journal of Mass Media Ethics* and *Visual Communications Quarterly*.

DiFate, K. H. "The Backhanded Backchannel: The Appropriation of mediated messages by social media-enabled audiences. Target TBD.

### **Illustrated Books in Progress**

DiFate, K. (Author, Illustrator). *Ballerinaisms*. West, S. (Contributor). St. Louis, Mo.: Lulu, (in press). Print.

### **Articles Referenced**

University of Missouri. (2013). DiFate honored at the 2013 Emerson Excellence in Teaching Awards. University of Missouri Class Notes: University of Missouri.

Daly, M. (2013). DiFate Wins Second Teaching Award. Webster University School of Communications News: Webster University.

Mayer, J. (2013). How a St. Louis TV reporter got both ethics and facts wrong. Storify.

Feldt, B. (2013). TechFlashes: Ed Domain returns, Stay Tuned STL features entrepreneurs. St. Louis Business Journal: St. Louis Post Dispatch.

Webster University. (2013). Webster University Students Contribute to "Stay Tuned" Television Show on PBS. Webster Today: Webster University.

Staff. (2013). Global Leadership Academy: Reflections on Week in Geneva. Webster Today: Webster University.

Staff. (2013). Faculty and Staff Honored at Annual Recognition Breakfast. Webster Today: Webster University.

Staff. (2013). Excellence in Teaching: Kemper Award Winners DiFate, Palmer, Delman, Hutton. Webster Today: Webster University.

Daly, M. (2013). Faculty and Staff Successes. Webster University School of Communications News: Webster University.

Daly, M. (2013). Kristin DiFate Receives Kemper Award. Webster University School of Communications News: Webster University.

Staff. (2012). 2013 Cohort of Global Leadership Academy Selected. Webster Today: Webster University.

DiFate, K. (2012). Communications Professor Asks for Your Story. Webster Today. Retrieved from Webster Today website: <http://blogs.webster.edu/webstertoday/2012/04/16/communications-professor-asks-for-your-story/>

Corrigan, D. (2012). Crime Victims Find Invaluable Resource in CVAC (16 ed., Vol. 41, p. 8). St. Louis, Mo: West End Word.

Coates, C. (2008). Front lawns = the front lines (80 ed., Vol. 50, p. 1 (continued on p. 3)). Collinsville Herald.

Coates, C. (2008). Front lawns become front lines in political advertising. Illinois Suburban Journal.

Coates, C. (2008). How effective are local political signs? Illinois Suburban Journal.

Townsel, L. J. (2003). Art in Motion Fashion students show off their stuff (pp. 30-31). St. Louis Post-Dispatch.

### *multimedia publications*

Townsend, R. (Producer). (21 November 2012). Nawgen | One Brany Beverage, Let's Talk Turkey. [video] Retrieved from <http://youtu.be/ortJ0b9iNGA>

DiFate, K., & Schwartz, E. (Producer). (17 August 2010). Missouri River 340 team raises money for hospital. [multimedia] Retrieved from <http://www.columbiamissourian.com/multimedia/video/2010/08/17/missouri-river-340-boat-built-student-apprentices-instructors/>

DiFate, K. (Producer). (28 July 2010). Wednesday in pictures at the Boone County Fair. [photo gallery] Retrieved from <http://www.columbiamissourian.com/stories/2010/07/28/photo-gallery-wednesday-pictures-boone-county-fair/>

DiFate, K. (Producer). (25 July 2010). Cars, horses, babies appear Sunday at Boone County Fair. Columbia Missourian. [photo gallery] Retrieved from <http://www.columbiamissourian.com/stories/2010/07/25/photo-gallery-cars-horses-babies-appear-sunday-boone-county-fair/>

DiFate, K. (Producer). (23 July 2010). The aftermath of the Fourth of July. [photo gallery] Retrieved from <http://www.columbiamissourian.com/stories/2010/07/23/aftermath-fourth-july/>

DiFate, K., & Schwartz, E. (Producer). (22 July 2010). CRASH 'EM: Demolition Derby in Marshall, Mo. [multimedia] Retrieved from <http://www.voxmagazine.com/stories/2010/07/22/demolition-derbies-bring-destruction-and-entertain/>

DiFate, K. (Producer). (22 July 2010). Opening day of Boone County Fair. [photo gallery] Retrieved from <http://www.columbiamissourian.com/stories/2010/07/22/photo-gallery-opening-day-boone-county-fair/>



- DiFate, K., & Schwartz, E. (Producer). (10 July 2010). Obama visits Smith Electric Vehicles in Kansas City. [multimedia] Retrieved from <http://www.columbiamissourian.com/multimedia/video/2010/07/09/obama-visits-smith-electric-vehicles-kansas-city/>
- DiFate, K. (Producer). (13 June 2010). Soap Box Derby dominates Broadway on Sunday. [photo gallery] Retrieved from <http://www.columbiamissourian.com/stories/2010/06/13/photo-package-soap-box-derby-dominates-broadway-sunday/>
- DiFate, K., Nah, H. S., & Dunavin, D. (Producer). (27 May 2010). of Montreal Show Packed with Performance Art. [slideshow] Retrieved from <http://www.voxmagazine.com/stories/2010/05/27/slideshow-montreal-heats-summerfest/>
- DiFate, K. (Producer). (26 May 2010). SummerFest rocks Ninth Street. [photo gallery] Retrieved from <http://www.columbiamissourian.com/stories/2010/05/26/summerfest-10-begins/>
- DiFate, K., O'Neill, E., & King, J. (Producer). (12 November 2009). Twin Cities. [multimedia] Retrieved from <http://www.mophotoworkshop.org/61/multimedia/TwinCity/index.asp>
- DiFate, K., & O'Neill, E. (Producer). (12 November 2009). Twitter Song. [multimedia] Retrieved from <http://www.mophotoworkshop.org/61/multimedia/twittersong/index.asp>
- DiFate, K. (Producer). (7 August 2009). Choose Your Own Apocalypse. End of America. [interactive game] Retrieved from [http://www.slate.com/articles/news\\_and\\_politics/the\\_end\\_of\\_america/2009/08/how\\_is\\_america\\_going\\_to\\_end\\_8.html](http://www.slate.com/articles/news_and_politics/the_end_of_america/2009/08/how_is_america_going_to_end_8.html)
- DiFate, K. (Producer). (23 June 2009). Do the Right Thing: First Flick Compatibility Quiz. [interactive game] Retrieved from <http://www.theroot.com/views/first-flick-compatibility-quiz>
- DiFate, K. (Producer). (22 June 2009). Do the Right Thing Party Kit. [illustrations] Retrieved from <http://www.theroot.com/views/do-right-thing-party-kit>
- DiFate, K. (Producer). (19 April 2009). St. Louis Marathon speeds through wet, cool weather. [photo gallery] Retrieved from <http://stlbeacon.org/arts-life/neighborhoods/out-and-about/8215>
- DiFate, K. (Producer). (6 April 2009). Neither snow nor cold keeps Cardinals fans from opening day. [photo gallery] Retrieved from <http://stlbeacon.org/arts-life/neighborhoods/7904>

DiFate, K. (Producer). (29 March 2009). Pow wow brings past and future together for Native Americans. [photo essay] Retrieved from <http://stlbeacon.org/arts-life/neighborhoods/7694>

DiFate, K. (Producer). (4 March 2009). Globetrotters bring smiles one-on-one. [slideshow] Retrieved from <http://stlbeacon.org/arts-life/neighborhoods/out-and-about/7179>

DiFate, K. (Producer). (1 February 2009). Barkus parade. [slideshow] Retrieved from <http://stlbeacon.org/arts-life/neighborhoods/6768>

DiFate, K. (Producer). (20 January 2009). The view of the inauguration from St. Louis. The Scene at Webster University. [photo gallery] Retrieved from <http://stlbeacon.org/region/6103>

DiFate, K. (Producer). (1 January 2009). Frosty First Night maintained the New Year fun. [photo gallery] Retrieved from <http://stlbeacon.org/arts-life/neighborhoods/out-and-about/5737>

### *visual publications*

DiFate, K. (Photographer) (16 February 2015). 8-Course Chocolate Tasting. Spoon University: Washington University in St. Louis. Retrieved from <http://washu.spoonuniversity.com/2015/02/16/boozy-chocolate-tasting-next-monday-night/>

DiFate, K. (2011, October-November). Contributor Portrait: Joe Morrocco. Barista Magazine, 7.

DiFate, K. (Photographer). (28 April 2011). Towns in danger of floods say they've learned from the past, are ready for what's next. St. Louis Beacon. [photograph] Retrieved from <http://stlbeacon.org/issues-politics/112-region/109946-towns-in-danger-of-floods-say-theyve-learned-from-the-past-are-ready-for-whats-next>

DiFate, K. (Photographer). (21 January 2011). Fields' case to air on '48 Hours'. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2011/01/21/48-hours-program/>

DiFate, K. (Photographer). (31 December 2010). Kirkwood's Journey: Nearly three years later, some are still looking for answers. St. Louis Beacon. [photograph] Retrieved from <http://stlbeacon.org/issues-politics/region/race-frankly/107087-kirkwoods-journey-three-years-later>

DiFate, K. (7 October 2010). Pastor welcomes African refugees. VOX Magazine.

DiFate, K. (26 August 2010). Owner of bail bonds company works strategically. VOX Magazine.

DiFate, K. (19 August 2010). Writing Columbia's history: Bill Crawford, retired conservationist. VOX Magazine.

DiFate, K. (12 August 2010). DIY: Vanilla extract. VOX Magazine.

DiFate, K. (Photographer). (4 August 2010). Columbia Little League baseball team enters regional play. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/08/04/columbia-all-star-baseball-team-headed-indianapolis/>

DiFate, K. (Photographer). (1 August 2010). Talent show closes out 18th Black and White Ball. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/08/01/talent-show-closes-out-18th-black-and-white-ball/>

DiFate, K. (Photographer). (28 July 2010). Crashes inevitable in figure-8 race. [photograph] Retrieved from <http://www.columbiamissourian.com/multimedia/photo/2010/07/28/crashes-inevitable-figure-8-race/>

DiFate, K. (Photographer). (28 July 2010). Racing a family event for figure-eight competitors at Boone County Fair. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/07/28/racing-more-just-money-chase-family/>

DiFate, K. (Photographer). (23 July 2010). Boone County Fair Queens. [photograph] Retrieved from <http://www.columbiamissourian.com/multimedia/photo/2010/07/23/boone-county-fair-queens/>

DiFate, K., & Schwartz, E. (22 July 2010). Demolition derbies bring destruction and entertainment. VOX Magazine.

DiFate, K. (Photographer). (21 July 2010). John Sam Williamson stays cool despite setbacks. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/07/21/john-sam-williamson-stays-cool-despite-setbacks/>

DiFate, K. (Photographer). (21 July 2010). Queen crowned at Boone County Fair. ColumbiaMissourian.[photograph]Retrievedfrom<http://www.columbiamissourian.com/stories/2010/07/21/queen-crowned-boone-county-fair/>

DiFate, K. (Photographer). (19 July 2010). VOTERS GUIDE: John Sam Williamson: Candidate for Boone County Presiding Commissioner. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/07/19/voters-guide-john-sam-williamson/>

DiFate, K. (Photographer). (16 July 2010). Maplewood's 'Othello' offers a transforming iago. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/07/16/othello-opens-maplewood-barn-community-theatre/>

DiFate, K. (8 July 2010). Columbia writing groups get the ink flowing. VOX Magazine.

- DiFate, K. (Photographer). (8 July 2010). Lil' Lady Bulldogs Dance and Cheer Group strives for 'sense of accomplishment'. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/07/08/lil-lady-bulldogs-dance-and-cheer-group-brings-sense-accomplishment-young-girls/>
- DiFate, K. (Photographer). (8 July 2010). Obama previews November election themes in Kansas City stop. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/07/08/obama-previews-november-election-themes-kansas-city-stop/>
- DiFate, K. (Photographer). (25 June 2010). Detective testifies in Fields trial about search for victim's body. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/06/25/fields-murder-trial-day-5-detective-wilson/>
- DiFate, K. (Photographer). (23 June 2010). Ride celebrates 20th anniversary of Katy Trail. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/06/23/20th-anniversary-marks-theme-tenth-annual-katy-trail-ride/>
- DiFate, K. (17 June 2010). Drink This: Frozen limoncello. VOX Magazine.
- DiFate, K. (17 June 2010). Columbia Free Skool gets crafty. VOX Magazine.
- DiFate, K. (Photographer). (16 June 2010). UPDATE: MU discontinues leases for Bambino's, International Cafe downtown. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/06/16/international-cafe-will-move-ninth-street/>
- DiFate, K. (Photographer). (14 June 2010). Unique courses help students focus in summer school. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/06/14/uniquely-designed-courses-help-students-focus-summer-school/>
- DiFate, K. (Photographer). (9 June 2010). Ragtime documentary to be filmed during 'Blind' Boone Festival. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/06/09/ragtime-documentary-being-filmed-during-blind-boone-festival/>
- DiFate, K. (Photographer). (2 June 2010). Columbia residents express outrage over Israeli flotilla raid. Columbia Missourian. [photograph] Retrieved from <http://www.columbiamissourian.com/stories/2010/06/02/meets-discuss-gaza-flotilla-raid/>
- DiFate, K. (Photographer). (6 March 2009). Arch Rival Roller Girls - Jamming into another season. St. Louis Beacon. [photograph] Retrieved from <http://stlbeacon.org/arts-life/neighborhoods/7256>

- DiFate, K. (Photographer). (7 February 2009). Kirkwood remembers the dark past, and looks forward to a brighter future. St. Louis Beacon. [photograph] Retrieved from <http://stlbeacon.org/region/6513>
- DiFate, K. (Photographer). (23 January 2009). Nightlife brings new life to the antiques along Cherokee. St. Louis Beacon. [photograph] Retrieved from <http://stlbeacon.org/arts-life/neighborhoods/6187>
- DiFate, K. (Photographer). (20 January 2009). St. Louis high schoolers tackle ethnic stereotypes. St. Louis Beacon. [photograph] Retrieved from <http://stlbeacon.org/issues-politics/95-Education/6111>
- DiFate, K. (Photographer). (13 January 2009). Bread pudding gets remade at local eateries. St. Louis Beacon. [photograph] Retrieved from <http://stlbeacon.org/arts-life/neighborhoods/out-and-about/5861>
- DiFate, K. (Photographer). (6 July 2008). As the flood waters retreat. St. Louis Beacon. [photograph] Retrieved from <http://stlbeacon.org/region/1664>
- DiFate, K. (Photographer). (23 June 2008). Highway 79, Revisited. St. Louis Beacon. [photograph] Retrieved from <http://stlbeacon.org/region/1381>
- DiFate, K. (3 May 2003). Art in Motion Fashion students show off their stuff (pp. 31L). St. Louis Post-Dispatch.

### *broadcast contributor*

- Essig, J. (Host). (recorded 10 June 2014). Episode 1 [Web Broadcast]. In J. Corray (Producer), Vinyl Intervention. St. Louis, Mo.: Coolfire Media.
- Nolen, C., & Reggi, E. (Hosts). (19 December 2013). 2013 Healthcare Wrap-Up [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (21 November 2013). Our Relationship With Our Ride [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (14 November 2013). Public Transportation [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Kirchherr, J. (11 November 2013). Health Insurance Marketplace: A Community Conversation [Television Broadcast]. In A. Shaw (Producer), Nine Network Examines Health Insurance Marketplace. St. Louis, Mo.: The Nine Network of Public Media.

- Nolen, C., & Reggi, E. (Hosts). (7 November 2013). Health Insurance Marketplace [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Kirchherr, J. (4 November 2013). Open for Business [Television Broadcast]. In A. Shaw (Producer), Nine Network Examines Health Insurance Marketplace. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (17 October 2013). ACA and the Marketplace [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (10 October 2013). Student Athlete Safety [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (3 October 2013). Innovation and Entrepreneurship [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (26 September 2013). Back to School Education in our Region: Part Two [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (19 September 2013). Back to School Education in our Region: Part One [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (12 September 2013). The Arts & Communities [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (29 August 2013). Young Adults and the ACA [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (22 August 2013). Race, Rights and Diversity [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (9 May 2013). Value of a College Education [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (25 April 2013). Small Business and the ACA [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.

- Nolen, C., & Reggi, E. (Hosts). (18 April 2013). Sustainability [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (11 April 2013). Entrepreneurship [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (4 April 2013). Arch Tax Vote [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (28 March 2013). Childhood Obesity [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (21 March 2013). Health Disparities [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (28 February 2013). Mayoral Election [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (14 February 2013). Post Secondary Access and Persistence [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (7 February 2013). Immigration Reform [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (31 January 2013). Medicaid Expansion [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (24 January 2013). Impact of the Arts [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (17 January 2013). Civic Pride [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.
- Nolen, C., & Reggi, E. (Hosts). (13 December 2012). Philanthropic Giving in our Region [Television Broadcast]. In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public Media.

Nolen, C., & Reggi, E. (Hosts). (recorded 18 2012). Food Deserts [Television Broadcast].  
In M. Enright (Producer), Stay Tuned. St. Louis, Mo.: The Nine Network of Public  
Media.

### *collections + exhibitions*

- 2014 • Adam Voglar private collection, Columbia, Mo.
- 2013 • Stuart Wager private collection, Apex, N.C.
- 2003 • Retta Leritz private collection, St. Louis, Mo.
  - Washington University 74th Annual Fashion Show, St. Louis, Mo.
- 2002 • Washington University 73th Annual Fashion Show, St. Louis, Mo.
  - Washington University Fall Fashion Show, St. Louis, Mo.
- 2001 • themodelworld.tv
  - Washington University Fall Fashion Show, St. Louis, Mo.
  - XO, Florence, Italy
- 1998 • MoKaBe's, St. Louis, Mo.
- 1997 • HAVEN, St. Louis, Mo.

### *honors & awards*

National Communication Association Ethnography Division *Best Special Journal Issue Award* for *The New Ethnography, Storytelling Self and Society* (2015)  
*Runner's World Magazine* juried essay award winner (2015)  
Outstanding faculty recognition by student athletes (2015)  
*St. Louis Magazine* A-List Award, *Stay Tuned* (Best News Program in the Region, 2014)  
Mid-America Emmy nomination for *Stay Tuned* (Programming/Non-News cast category for Interview/Discussion Program, 2013)  
Emerson Excellence in Teaching Award (2013)  
William T. Kemper Teaching Award for Excellence (2013)  
Global Leadership Academy Fellow (2013)  
William T. Kemper Teaching Award for Excellence nominee (2012, 2011)  
Faculty Development Center Faculty Fellowship (2012)  
MediaStorm Methodology Workshop (2012)  
Missouri Photo Workshop.62 Scholarship (2010)  
Poynter News University Scholarship (2010)  
SportsShooter Academy Scholarship (2010)  
Associated Press, Scholarship (2009)

#### **Washington University in St. Louis**

Eliot Scholar, (2003)  
Golden Key International Honour Society (2001–2003)  
Clara Bromeyer Memorial Scholar, merit based (2001–2003)  
Kenneth E. Hudon Scholar, merit based (2001–2003)



## professional experience

### Happy's Running Club, St. Louis

2017–

Owner/Operator

- Leads an organized weekly gathering of over 100 serious and recreational runners who's sole philosophy is "Run... drink... and be HAPPY!" The group aims to lower the barrier to entry into running by focusing on social ties unique to the running community, holding gear donation drives to support local high school runners, and developing partnerships with local running organizations.

### KDFit

Health & Fitness Trainer/Coach

2015–

- Online and in-person coach mentoring, educating, motivating and empowering women to reach their health and fitness goals.

### di fate

Interaction Designer and Graphic Designer

1997–

1997–

- Multifaceted designer (digital + print) and consultant for service-driven markets and online newspaper publications with a client list that includes: LuluLemon St Louis, *Washington Post*, *St. Louis Beacon*, American Poolplayers Association, NOVUS International, Blissoma Natural Body Care and Candles, Happy's Running Club, Santa Reparata International School of Art, Sub-30 Club, KT Fitness, and Pi Kappa Delta.

Photographer and Videographer

2008–

- Photographer + multimedia journalist for clients including: *St. Louis Beacon*, *Barista Magazine*, and Santa Reparata International School of Art.

### Columbia Missourian

2010

Assistant Director of Photography

- Managed a staff of 20 firey photographers, conceptualizing and editing daily news assignments and multimedia stories for print and web

Staff Photographer

- Covered high-profile daily assignments including the Tausha Fields murder trail and President Obama's visit to Smith Electric Vehicles

### Slate Magazine

2009–2010

Interactive Graphic Artist

- Collaborated with writers and programmers to create interactive games and story presentations to enhance stories published on *Slate*, *The Big Money*, *Double X*, and *The Root*. Most notably, *Choose Your Own Apocalypse* was an interactive companion piece to the 5-day, 5-part story *End of America* by Josh Levin which crowd sourced it's final chapter. It was applauded by the *The New York Times* for it's inventiveness.

### St. Louis Beacon

2008–2009

Visual Journalist

### Dr. Brown's Natural Flow

2006–2008

International Marketing Manager

- Promoted and built international brand identity by conceptualizing, art directing and overseeing distributor communications for business-to-business and business-to-consumer promotional deliverables across a network of over 60 countries

- Graphic World, Inc.** 2005–2006  
Interaction Designer 2005
- Art directed and designed computer based training courses and supplemental web-based interactive applications for textbooks
- Illustrator 2006
- Created original artwork for textbooks published by Elsevier, Mosby and Lippincott, Williams & Wilkins, among others using Adobe Illustrator and Adobe PhotoShop with special attention on optimization for both digital and print production. Primary focus: medical illustration.
- SKIF International** 2002  
Design Intern
- Assisted in the design process for the spring 2003 collection, and costume design and construction for *The Matrix Reloaded*.

## *education*

- American Council on Exercise** 2015–  
Certified Personal Trainer 2015  
Certified Health Coach 2016
- National Academy of Sports Medicine** 2015  
Fitness Nutrition Specialist
- Master of Arts, Journalism** 2013  
University of Missouri, Columbia
- Thesis: “*Editing for Taste in a 24-Hour News Cycle: Balancing Immediacy and the Role of the Journalist Against Sensationalism in the Case Of Nodar Kumaritashvili*”
- Bachelor of Fine Arts, Design** 2003  
Washington University in St. Louis
- Study Abroad: Florence, Italy** 2001  
Santa Reparata International School of Art
- Emphasis in art and art history

## *skills*

Mac & PC	DreamWeaver	Action Script
Photoshop	Flash	Soundbooth
Illustrator	Flash Catalyst	Peak
InDesign	Final Cut Pro	Audacity
Bridge	SoundSlides	Painter
Photo Mechanic	Acrobat Pro	Poser
Digital Publishing Suite	HTML / CSS	