

Name: Whittle, Kate

Email Address: katewhittlemt@gmail.com

Board Name: Bicycle & Pedestrian Advisory Board

How long have you been a city resident?: 14 years

In which ward do you reside?: Ward 1

Are you registered to vote?: Yes

Current Occupation: Community Engagement Manager

Current Employer: Adventure Cycling

Briefly describe your educational background: BA in Journalism

List of community service experience: Volunteering for National Public Lands Day
Volunteer with Northern Rocky Mountain Grotto cave club

What is your interest in serving on this board, commission or committee?: I'm passionate about the public policy that leads to better and safer infrastructure design for bicyclists and pedestrians.

What special knowledge, interest, or experience do you possess that would qualify you for a position on this board commission, or committee?: As a multi-modal commuter and cyclist, I have years of experience navigating Missoula's infrastructure and identifying what works and where we fall short. As a former community journalist, I also bring an understanding of the basic mechanisms of local government and what it takes to create meaningful, positive change.

Reference 1 Name: Nicki Bailey

Reference 1 Phone: 303-526-6622

Reference 2 Name: Jennifer O'Dell

Reference 2 Phone: 406-532-2762

Attachments:

- Resume 2022.pdf

Kate Whittle

katewhittlemt@gmail.com

University of Montana
School of Journalism
Class of 2011
BA in Journalism

Experience

Community Engagement Manager | Nov. 2021-Present

Adventure Cycling Association | Missoula, Montana

- I coordinate several campaigns to promote membership and engagement in the nation's largest bicycle travel organization
- I help develop our successful advocacy action campaigns to garner signatures for petitions on issues that affect cyclists, such as the BOLT Act in Congress
- I created, designed and edit our monthly Member Newsletter, our most popular email with a consistent 40-45% open rate

Cultivation Coordinator | Nov. 2019-Nov. 2021

Adventure Cycling Association | Missoula, Montana

- I successfully cultivate and retain customers to support our 50,000-member nonprofit organization
- I cultivate major donors through our Life Member program and oversaw our most successful holiday life member drive in the organization's history, resulting in \$100,000 in revenue

Sole Proprietor | Aug. 2017-April 2022

Whittle Hot Sauce | Missoula, Montana

- I run a successful small hot sauce business featuring fermented hot sauce made with local, organic peppers. I primarily produce and sell during the winter holiday season, and it's been a great way to connect with my community and keep busy on the weekends.

Digital manager | Dec. 2017 -Nov. 2019

ABC FOX Montana | Missoula, Montana

- I directed a long-term content strategy to grow our audience, and successfully tripled our social media following in 18 months amidst one of the state's most competitive media markets
- Quickly and accurately executed breaking news coverage and managed all the station's social media platforms
- I edited and fact-checked our TV reporters' content and worked with reporters to adapt on-air scripts into detailed and accurate web stories

Staff reporter | May 2015 – April 2017

Missoula Independent | Missoula, Montana

- Self-directed projects on a demanding schedule of weekly deadlines and long-term features
- Editors praised my ability to consistently meet deadlines and help coordinate our coverage schedule
- Became well-versed in reading statistics, charts and data to interpret information and trends

Calendar Editor/Copy Editor/Contributor | April 2013– May 2015

Missoula Independent | Missoula, Montana

- Editor created this position specifically for me to take advantage of my organizational skills
- I served as an administrator of the Indy's event listing database while also copy editing the paper. Readers' positive feedback about the events listings dramatically increased thanks to my dedication to detail and never missing an email

Copy Editor/Contributor | May 2012-April 2013

Missoula Independent | Missoula, Montana

- Responsible for proofing 40-page paper for grammar, spelling, syntax and AP style usage
- Checked facts, which wasn't required of the position
- Submitted news and arts coverage on a freelance basis

Staff Reporter | June 2011-March 2012

East Oregonian | Pendleton, Oregon

- Covered city council, county government, general lifestyle coverage and the legendary Pendleton Roundup for one of Oregon's oldest community newspapers

Awards

Second Place: Feature Story | July 2017

Association of Alternative Newsmedia, Washington, D.C.

- My investigative feature "Shortchanged," which exposed the cycle of wage theft in the state construction industry, came in second place at the national Association of Alternative Newsmedia's competition.

First Place: Enterprise Reporting | June 2017

Montana Newspaper Association, Helena, MT

- "Shortchanged" also won first place at the 2017 MNA awards.

Second Place: Feature Reporting | June 2018

Montana Newspaper Association, Helena, MT

- Won second place for my investigative feature for the Missoula Independent "No Good Answers," addressing the challenges in convicting and rehabilitating pedophiles, and one mother's search for justice for her daughter.

References

Alex Sakariassen | Reporter, ***Missoula Independent***

701-202-0652

Skylar Browning | Editor, ***Missoula Independent***

406-207-4471

Nicki Bailey | People and Culture Officer, **Adventure Cycling**

303-526-6622