

**DANA COESTER**

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**EDUCATION**

Journalism, M.A., University of Missouri-Columbia

Journalism B.A., University of Missouri-Columbia

**EXPERIENCE**

Associate Professor, Reed College of Media (formerly PI Reed School of Journalism),  
West Virginia University, 2009-present

Creative Director, Reed College of Media Innovation Center, 2013-present

Assistant Vice President for Creative Direction, University Relations, West Virginia University, 2006-  
2009

Assistant Professor, PI Reed School of Journalism, West Virginia University, 2005-2006

Art Director and Contributing Editor, Southern Progress Corporation, Time Inc., 1993-2001

**SELECTED HONORS AND JURIED AWARDS**

Established Career Innovator, WVU Innovation Awards, Research and Economic Development, West  
Virginia University (2014)

Best of Festival, "Mobile Main Street," Faculty Interactive Media Competition, Interactive Media and  
Emerging Technology, Broadcast Education Association Festival of Media Arts (2013)

First Place, "Soldiers of the Coalfields," Top Creative Projects, Visual Communication Division Juried  
Competition, Association for Education in Journalism and Mass Communication (2011)

Best of Competition, "Every Hill in West Virginia Tells a Story," Documentary, Promotional and  
Informational Category, Broadcast Education Association Festival of Media Arts (2011)

CASE (Council for Advancement and Support of Education) Accolade Award, "WVU Magazine" (2001)

Award of Excellence, "Pretty," Narrative Film Category, Broadcast Education Association Festival of  
Media Arts (2010)

Award of Excellence, "NewsReal" Creative Direction, The Communicator Awards (2009)

Gold CASE District II Award, "Gold and Blue Inauguration," Council for Advancement and Support of  
Education (2009)

13th Annual Webby Awards, Online Film and Video short list, Best Use of Special FX/Motion Graphics,  
"NewsReal" ([newsreal.wvu.edu](http://newsreal.wvu.edu)) (2009)

Best of Festival, "Starting Over, Loss and Renewal in Katrina's Aftermath," Faculty Interactive  
Multimedia, Broadcast Education Association Festival of Media Arts (2006)

**SELECTED PUBLICATIONS, EXHIBITIONS AND SCREENINGS**

"The Reverberatory Narrative: Toward Story as a Multisensory Network," Neuroscience and Media New Understandings and Representations, Routledge Research in Cultural and Media Studies, Routledge Press, in press, December 2014

"Pretty," Featured Artist in Juried Exhibition, Electronic Literature Organization Media Arts Show University of Wisconsin-Milwaukee, June 2014

"War Poems," co-author, Featured Artist in Juried Exhibition, Electronic Literature Organization Media Arts Show University of Wisconsin-Milwaukee, June 2014

"Wearables, Facebook vs. Twitter and Crossing the Freaky Line," PBS Mediashift, July 2014

"Wearables, Facebook vs. Twitter and Crossing the Freaky Line," reprinted by International Journalists' Network (IJNET) for International Center for Journalists (ICJF), July 2014

"WVU J-School Brainstorms an Experimental News Venture," PBS Mediashift, June 2014

"Learning to Build and Break While Teaching Journalism," PBS Mediashift, November 2013

"Coding for the Future: The Rise of Hacker Journalism," co-author, PBS Mediashift, May 2013

"Building and Bridging Communities in Mobile," published in proceedings, Designing for the Divide, a Conference on Community Action Across Lines of Difference, March 2012

"The Forensics of Desire: Deconstructing Narrative in Multimedia," The International Journal of the Image, Volume I, Issue 3, 2011

"Building Mobile Community: Bringing Digitally Naïve Rural Newspapers into the Race for Mobile," Huck Boyd National Center for Community Media Symposium, published in proceedings, Fall 2010, reprinted in Grassroots Editor, Journal for the International Society for Newspaper Editors (ISWNE), Winter 2010

"Building Mobile Community for a Rural Media Brand," adaptation of Huck Boyd Community Media symposium paper for Publisher's Auxiliary, February 2011

"Pretty," Stimulus Respond, Binary Issue, November 2010

"Pretty," Documentary Film Screening, International Conference On the Image, University of California, Los Angeles 2010

"Box of Evidence" and "Wild Edible Plants," Ocho #28, December 2009

"Fighting on Two Fronts: Untold Stories of African American World War II Veterans," Associate Producer and Art Director, West Virginia Public Television, November 2007

#### **SELECTED GRANT AWARDS**

Awarded \$200,000 from the Knight Foundation for Innovator-in-Residence Program, 2015

Awarded \$130,000 from the Benedum Foundation for Community Branding Initiative, 2014

Awarded \$200,000 from the Ford Foundation for Mobile Main Street, 2011

Awarded \$25,000 from the Verizon Foundation for Mobile Main Street, 2012

Awarded \$25,000 from the CTIA Wireless Foundation for Mobile Main Street, 2012

## **SELECTED RESEARCH PRESENTATIONS**

Create WV, invited panelist, "Main Street in White Space," October 2014

Public Relations Student Society of America (PRSSA), "Best Practices for Emerging Platforms and New Wearables," Washington, D.C., October 2014

Broadcast Educators Association, "Who Owns Story in the Future, Why Journalists Need to Experiment in Google glass, Augmented Reality and Wearable Technology," Las Vegas, April 2013

Broadcast Educators Association, "Beyond Curation: Pinterest as Experiential Story," Las Vegas, April 2013

Broadcast Educators Association, "Mobile Journalism," Las Vegas, April 2013

Designing for the Divide, a Conference on Community Action Across Lines of Difference, "Building and Bridging Communities with Mobile," West Virginia University, March 2012

Association for Education in Journalism and Mass Communication, "Mobile Me, Mobile We" Chicago 2012

Association for Education in Journalism and Mass Communication, "The Holographic Narrative: Multimedia as a Multisensory Network," Chicago 2012

Association for Education in Journalism and Mass Communication, "Storyboarding for Interactive Narrative," Chicago 2012

International Conference On the Image, "Deconstructing Narrative in Multimedia," University of California, Los Angeles 2010

Huck Boyd Symposium for Community Building, National Newspaper Association, "Building Mobile Community, Omaha Nebraska, October 2010

Broadcast Educators Association, "Defining Multimedia," Las Vegas, April 2010

Association for Education in Journalism and Mass Communication, "Developing an Online Community: Disability and Representation in New Media," Pittsburgh, PA, February, 2008

Association for Education in Journalism and Mass Communication, "The Dilemma of Race: A Lesson in Covering Issues of Race in Katrina's Aftermath," Minorities and Communication Research Session, February, 2007

## **SELECTED ACTIVITIES**

Director, Innovator-in-Residence Program, WVU Reed College of Media

Mentor, International Women of Media Foundation Cracking the Code Hackathon, January 2015

Google Glass Explorer, April 2012 to 2014

Director, Mobile Main Street, Reed College of Media, West Virginia University

Executive Editor, WVU Alumni Magazine

Chair, Interactive Media and Emerging Technology Division, Broadcast Educators Association, 2012 to present

Member, WVU Tourism Collaborative, 2012-present

Member, WVU Technology Advisory Committee, 2013 to present