

JODY BRANNON

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ONLINE MEDIA

National director, News 21, and professor of practice, Arizona State University. August 2006-present. Hired to direct a newly refunded and expanded Carnegie-Knight Initiative for the Future of Journalism Education, which allies 12 graduate programs and 93 total journalism grad students to do inventive forms of reporting, storytelling and presentation.

Senior editor, home page, MSN.com, New York/Seattle. September 2006-July 2008. Hired to a new position to build community around users input, serving as ombudsman; direct new approaches to the home page; synergize cross-network packaging with the debut of SilverLight, via the launch of extra.msn.com, which earned an Microsoft Excellence nomination; strengthen search interactions; lead MSN Mobile's editorial directions. Also direct and support portal home page programming as needed.

Executive producer, news, USATODAY.com, Arlington, Va. December 2001-July 2006. Position evolved from direct breaking news and prime-time programming, supervising 15, to addressing quality and convergence issues through staff development and technological solutions, addressing needs of 50 full- and part-time content specialists. Served as interim travel editor, one of several temporary assignments tied to high-profile content and events including Olympics, elections and passages of prominent individuals. Winner of Gannett's 2005 Luminary Award, rewarding "innovation that improves the product, cultivates customer service and satisfaction and allows us to remain ahead of the competition," specifically refining content distribution strategy that helped to realize a jump from 3% to 17% in partnership audience.

Executive producer. Washington Post.Newsweek Interactive. Directed new projects/products (like development of Health and Home & Garden sections; direct partner relationships (primarily MSNBC.com and Newsweek) and served as editorial lead for wireless and syndication opportunities. Coordinated cohesion with various in-house teams, including for award-winning Camera Works photography projects, and the main Washington Post newsroom. April 2000-September 2001 and January-April 1999.

Managing editor, washingtonpost.com. Directed the 24/7 news operation (and staff of 40 FTEs), to the best online news section in the 1999 and 2000 EPpy Awards (Editor & Publisher) and 2000 Edgie (Newspaper Association of America). Responsible for home page programming, site updating, hiring, scheduling, staff development, relationship building. Earlier was manager of news & production. April 1997-July 1998 and April 1999-April 2000.

News developer. Digital Ink/WPNI. Joined The Washington Post's online initiative as a copy editor on the Interchange Network, assuming jobs of increased responsibility while pursuing a doctorate. Among them: producer, content developer, weekend editor, overnight editor and news editor. April 1995-April 1997.

Architect. University of Maryland College of Journalism. Launched the college's Web site. Spring 1996.

REPORTING, EDITING and WRITING

U.S. News & World Report, Washington. September 1994-May 1996. Proofreader.

Sports Etc., Seattle-based regional magazine. September 1992-March 1993. Editor.

The Seattle Times, June 1989-September 1992, and May 1984-Feb.1985. Reporter/copy editor, sports and news.

The Tacoma News Tribune, July 1985-May 1989. Reporter/columnist/copy editor, sports and news.

Seafood Leader, Seattle-based magazine, January 1985-September 1987, falls of 1983 and 1984. Managing editor.

Changing Times, Washington, (now Kiplinger's Personal Finance), January-May 1983. Intern.

Sports & Athletes, Bellevue, Wash., June 1980-August 1982. Researcher.

Creative Education Inc. Author of four children's books: "San Francisco Giants," "Los Angeles Dodgers," "Cleveland Indians" and "Cincinnati Reds." © 1982

Freelancing and stringing. Various magazines and newspapers, from Alaska Fisherman's Journal to Variety.

JOURNALISM TEACHING

Courses taught: At the graduate level: capstone course to the MA program in interactive journalism; undergraduates: news writing, features/magazines writing, copy editing/page design, sports writing, advanced reporting.

- **The American University**, spring 2003-2008
- **University of Maryland, College Park**, August 1994-December 1995.
- **Seattle University**, September 1992-June 1994.
- **Pacific Lutheran University, Tacoma**, Autumn 1988-May 1994 (plus one semester as newspaper faculty adviser)
- **Bellevue Community College**, Summer 1989.

EDUCATION

Doctor of Philosophy, mass communication, University of Maryland, College of Journalism (American Studies subspecialty). Dissertation: "Maximizing the Medium: Assessing Impediments to Performing Multimedia Journalism at Three News Web Sites." August 1994-May 1999.

Master of Arts, public affairs journalism, American University, August 1982-July 1993.

Bachelor of Arts, journalism, Seattle University, September 1978-December 1980.

Management programs: Leadership institutes at Washington Post (1999), Poynter (2002), USATODAY.com (2003)

SELECT AWARDS

TEAM

- **Frequent nominations**, various awards, overall excellence (ONA, E&P, NAA): usatoday & washingtonpost.com
- **NPPA**, 2005 Web packaging (first for Reagan funeral; second for GOP convention)
- **APME Convergence Award**, honorable mention 2003
- **ONA Award** 2002, Enterprise journalism, affiliated, "Blue Wall of Silence"
- **EPpys** for best in news for 1999-2001; best overall, 1999 and 2001 (finalist, 2003 & 2004); 2004 best rich media
- **Digital Edge Award**, best in news, 2000 [Newspaper Association of America]
- **Excellence in Online Journalism 2001**, inaugural award in category from the National Press Foundation

INDIVIDUAL

- **Society of Professional Journalism:** Sports reporting, magazine writing and investigative reporting.
- **Women in Communication:** Magazine writing.
- **Best faculty member nominations:** Seattle University and University of Maryland.
- **Best debut paper:** Broadcast Journalism Association, 1996.

SERVICE

- APME NewsTrain "Big Picture" keynote, Tampa, November 2007, plus presentations on blogging and leadership
- Online News Association board of directors; 2006 national conference chair (the most successful meeting, exceeding anticipated attendance by 40%; secured keynote Mark Cuban); varied regional leadership roles since 2000
- Professional-in-Residence, Convergent Media for Journalism Educators, weeklong American Press Institute seminar
- Adviser, Project for Excellence in Journalism/Committee for Concerned Journalists, convergence seminar
- Chair, Advisory Board, Institute of Interactive Journalism, Batten Awards for Innovations in Journalism
- Member, University of Washington Advisory Board, Communication Department, MA in Digital Media
- UNITY 2000 & 2004, Seattle and D.C.: Recruiter to help diversify online staffs
- Numerous appearances, including: Alfred Friendly Fellows; American Press Institute; Brookings Institute; Freedom Forum; International Center for Journalists; Merck; National Press Club; APME Excellence in Journalism Institute

TECHNOLOGY FAMILIARITY and PROFICIENCY

Operating Systems: PC and Mac

Software: Word, Excel, Access, PowerPoint; Pagemaker; SharePoint

Web Languages: HTML, XML, Swish

Web-based tools: HomeSite, Dreamweaver, XMetaL, PhotoShop, Omniture

Publishing Systems: Proprietary database system(s): ATEX, Coyote, CCI, StoryMaker, Merlin, Infopath, others.

PASSIONS and PURSUITS

Cruising knee-deep powder

Finishing marathons (running & skating)

Reading mysteries & mags on the beach, especially Poipu

Nurturing excellence in myself and others

Team building

Picking Oscar and Grammy winners