

Brendan Watson

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Education

M.A. — University of Missouri School of Journalism **2004-2007**

Member, Kappa Tau Alpha, recognizing the top 10% of the graduating class

Master's thesis: "Speaking up in the 21st Century: The Effects of Communication Apprehension and Internet Self-Efficacy on the Use of Social Networking Websites." Available online: <http://brendanwatson.net/research/>

B.A. — Washington University in St. Louis **2000-2004**

Magna Cum Laude

Honor's thesis: "Contesting Ethnic Representation and Anglo Cultural Dominance in Contemporary Chicana/o Literature" on the use of mixed-Indian/European identities in gay and lesbian literature to form personal and political identities. Available online: <http://brendanwatson.net/research/>

Double majored in English Literature and American Culture Studies with a minor in Spanish; also took business courses in management, marketing and accounting.

Peer-reviewed papers and book chapters

Select articles available at <http://brendanwatson.net/research/>

- Kjerstin Thorson and Brendan Watson (2007). "The new online campaign: Translating information into action." In Internet Advertising: Theory and Practice, Lawrence Erlbaum Associates, NY.
- Bentley, C., Littau, J., Hamman, B., Watson, B., & Welsh, B. (2006). "Citizen journalism: A case study." In M. Tremayne (Ed.). Bloggging, citizenship and the future of media (1 ed., pp. 312): Routledge.
- Brendan Watson. "Stalemate, Xenophobia and the Framing of the Immigration Debate," presented at the Association for Education in Journalism and Mass Communication conference, San Antonio, 2005.
- Clyde Bentley, Brian Hamman, Jeremy Littau, Hans Meyer, Brendan Watson, and Beth Welsh. "My Missourian: A case study of open source journalism," presented at the Association for Education in Journalism and Mass Communication conference, San Antonio, 2005.

Professional Experience

Knight Center for Specialized Journalism **2008-present**

University of Maryland
Digital & Research Coordinator

Redesigned and marketed the center's Web site to focus on dynamic, Web-only content, to expand the center's reach online. Designed a customized Drupal content management system and consulted on other Web projects at the Philip Merrill College of Journalism.



St. Petersburg Times
Online News Editor

2005-2008

Lead the newspaper's award-winning experiments in multimedia backpack journalism. Produced the newspaper's first video reports, podcasts and blogs. Covered major news stories, including hurricanes and a capital murder trial via live-blogging, and trained newsroom colleagues in multimedia reporting. Also wrote for daily news, feature and opinion sections of the newspaper.

Reynolds Journalism Institute
Graduate Research Assistant

2004

Was on a editor and designer for a field test of EmPRINT, an experimental digital-print hybrid publishing platform. Also collected and analyzed reader feedback as a fellow at Missouri's e-Research Center.

Related Work Experience

2001-2004

Reporter and fill-in anchor, **KBIA radio** (2004-2005); Freelance reporter for **St. Louis Post-Dispatch, Providence Journal; St. Louis Magazine** (2000-2005); Intern **WCIA radio** (2001) and **Ellsworth American Newspaper** (2000)

Awards

- **First place, video**, Florida Society of Newspaper Editors (2008), for "Friday Night Rewind" an online video weekly prep football recap show
- **Best of Multimedia Design**, Society of News Designers (2007), for "Dim View from a Crowded Jail" for an audio slideshow on conditions within the Pinellas County Jail
- **Best of Multimedia Design**, Society of News Designers (2005), for "In Their Eyes" a multimedia presentation about photographer's experiences covering Hurricane Katrina
- **Sports Illustrated** singled out "The Bucs Report," an NFL podcast produced and edited by Brendan, as one of the best football podcasts (2005)
- **Regional Edward R. Murrow award** for "use of sound" (2004) for a radio report on the death of a Columbia, MO police officer.

Skills

Video and audio production, including compressing media for the Web and creating audio and video podcasts; multimedia reporting and writing; blogging and customizing Blog layouts; various content management systems, including creating custom Drupal installations; HTML, CSS and basic php; print design in Quark and InDesign; photo editing in Photoshop; and basic Flash.