

## BEAU BRENDLER

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**At a glance:** Leader, innovator, accomplished editor, online news pioneer. More than a decade of executive and senior-level management experience with significant project oversight and numerous launches at top U.S. media organizations: **Consumer Reports**, **ABC News**, **Washington Post**. Proven record of editorial, managerial, operational, and technical excellence.

### WORK EXPERIENCE

**May 2001 – Present. Director, Consumer Reports WebWatch, Consumers Union of the U.S., Yonkers, New York.** Major \$6 million initiative funded by **The Pew Charitable Trusts** and the **John S. and James L. Knight Foundation** to improve the credibility of Web sites by establishing best practices and using Consumer Reports methods to achieve results. Oversee editorial, strategy, communications, integration of content into Consumer Reports publications. Commissioned and overseen more than a dozen investigative or survey research projects on Web trends of consumer concern. Signed more than 200 companies, including The New York Times, CNN, WebMD, Hewlett-Packard, Marriott, Monster, Orbitz, Travelocity, CNET and ING signed on to guidelines campaign. Created and managed three national conferences to promote guidelines and compliance. Helped launch StopBadware.org anti-spyware initiative with Harvard Law School's Berkman Center and Oxford University, December 2006. Founded and launched FrontGroups.org with Center for Media and Democracy, 2008.

**December 1996 – March 2001. Editorial Director, ABC News.com, New York City.** Launched site as an ABC News senior producer in 1996-1997 with bi-coastal team of more than 100. Promoted to managing producer in 1998, leading two 24/7 newsrooms in New York and Seattle. Promoted to editorial director in 1999. Led newsroom to win most of online journalism's top professional news awards and honors. Project-managed network-wide effort to bring real-time election results onto Web. Led team to create ABC's Times Square news ticker. Hired from ABC's PoliticsNow.

**October 1995 – December 1996. News editor (managing), PoliticsUSA and PoliticsNow, Washington, D.C.** Ran news operation at PoliticsUSA, a startup of National Journal and American Political Network, then at PoliticsNow, after merger with Washington Post and ABC News. Created Web's then-best 24/7 political news site. Responsible for all news coverage, including national conventions.

**September 1993 – October 1995. Editor-in-Chief, Washington Technology, Tech News, Arlington, Va.** Ran twice-monthly business journal/magazine on defense, space, computer and Internet technology, now owned by The Washington Post Co.

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**January 1993 – September 1993.** Business reporter, Thomson Publishing, Arlington, Va.

**September 1992 – January 1993.** Taught journalism and news writing while taking graduate courses, University of Maryland, College Park.

**September 1988 – June 1992.** Reporter, arts editor, assistant city editor, investigative reporter, Anchorage Times metro daily newspaper, Anchorage, Alaska.

### **E D U C A T I O N / P R O F E S S I O N A L T R A I N I N G**

**June 2005.** Seminar on Internet law, **Harvard Law School.**

**June 1995.** Professional publishing course, **Stanford University.**

**September 1992 – January 1993.** One semester graduate coursework in philosophy of science, **University of Maryland College Park.**

**September 1982 - May 1986.** B.A. in journalism, **Gonzaga University**, Spokane, Washington.

### **P R O F E S S I O N A L H O N O R S / A C H I E V E M E N T S**

**Conferences, speaking engagements.** Panelist, U.S. Department of Commerce conference on the future of ICANN, Feb. 2008. Panelist, U.S. Federal Trade Commission's future of the Internet conferences, November 2006. Panelist, FTC workshop on Internet advertising best practices, January 2007. Organized, designed and executed three national conferences on Web site credibility and best business practices, NYC, April 2003; Dallas, Texas, March 2005; Berkeley, Calif., June 2005. Organized international conference on Web credibility issues in Eastern Europe, Ljubljana, Slovenia, June 2004. Organized workshops to assist consumer groups in Thailand and Malaysia on e-commerce and fraud issues, The Hague, Netherlands, May/June 2004 and Kuala Lumpur, Malaysia, August 2005. Future of the Web, MIT Sloan Business School, February 1999. Founding member of Online News Association, 1999.

**Contest judging:** judge, Online News Association awards, 2003-2005; judge, Editor and Publisher's Eppy Awards, 2002-2008.

**Awards:** As editorial director and managing producer, ABC News.com: Two consecutive first-place SPJ/SDX awards for breaking news in 1999 and 2000. Online News Association's first-ever first-place award for breaking news, WTO protests in Seattle, 2001. RTNDA 2001 Edward R. Murrow Award for Breaking News, 2000. Southeast Asian Journalists Award for news story on conflict in Kashmir. GLAAD Best Overall Digital Journalism Awards, 2001, 2000. C.B. Blethen award for investigative reporting, Anchorage Times series on Alaska pulp industry, 1992.

### **C U R R E N T U R L s**

<http://www.consumerwebwatch.org> (Home of Consumer Reports WebWatch)

<http://www.frontgroups.org> (Joint venture with Center for Media and Democracy to expose the work of front groups)