

# Jessica M. McBride

## EMPLOYMENT

### *University of Wisconsin-Milwaukee*

*Full-time journalism lecturer*

*2004-present*

Specialize in print/online media. Teach courses that have included Media Writing, Advanced Reporting, Integrated Journalism, Print and Online News, and Critical and Opinion Writing. Was also a part-time journalism instructor at UWM from 2000 to 2003.

Recent career highlights:

- Recipient of UWM Alumni Association's teaching award for non-tenure track instructors in 2008.
- Student coursework won 9 journalism awards in 2008, including first place online in-depth journalism in the country, an award given by the Society of Professional Journalists.
- Supervised 6 teaching assistants per semester in 2008.
- Founder and advisor of Frontpage Milwaukee.com, UWM's online student newspaper.
- Founder and advisor of the Minority Media Association of UWM (MMA).
- Frequent panelist and speaker. Appeared on public radio and the History Channel in 2008. Presented at a national panel on Converged Journalism.
- Milwaukee Press Club award winner, 2008.

### *Milwaukee magazine*

*Freelance writer*

*2007-present*

Write several investigative feature stories a year for this Milwaukee-based magazine. Recipient of a Milwaukee Press Club award for magazine feature writing in 2008.

### *Waukesha Freeman*

*Columnist*

*2005-present*

Write a weekly news column for this Wisconsin daily newspaper.

***Milwaukee Journal Sentinel***

*Reporter*

*1994-2004*

Covered general assignment and police news for this large Wisconsin daily newspaper. Recipient of national investigative reporting award and state awards for short feature writing, investigative reporting, spot news reporting, and background/interpretive writing.

***Waukesha Freeman***

*City Hall reporter*

*1993-1994*

***Milwaukee Journal and Milwaukee Sentinel***

*1991-1993*

While in college, I was a part-time suburban reporter and a sports page clerk for the Milwaukee Journal. I was also an intern for the Milwaukee Sentinel.

**EDUCATION**

***University of Wisconsin-Milwaukee***

Master's degree in Mass Communication, 2004. 3.95 GPA

Undergraduate degree in print and broadcast journalism, 1993. 3.96 GPA in major.

Phi Beta Kappa. Master's thesis was a quantitative analysis of newspaper and television homicide coverage in Milwaukee.

**TECHNICAL SKILLS:** Proficient in Microsoft Access and Excel. HTML. SPSS training. Open records. Online research and writing. German language.