

# JESSICA M. MCBRIDE

## Summary

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I am a university journalism educator who trains undergraduate students to write and report for multiple media formats. Social media and new technologies are key components of my teaching. I have chaired my department's Internship and Scholarship programs and Curriculum Committee. I am a former national award-winning reporter for Wisconsin's largest daily newspaper and a former newspaper columnist. I won more than a dozen journalism awards and have presented scholarly work to international journalism educators, helping develop social media guidelines for them. Professional experience in print, online, and broadcast journalism.

## Highlights

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- Resume and cover letter writing
- Open records and open meetings laws
- Writing and reporting for print, online, and broadcast media
- Public relations and advertising writing
- Social media (Facebook, Twitter, Pinterest, Linked In, Instagram, Four Square, Vine, Google Plus, etc.)
- Interviewing
- Opinion writing
- Was producer of campus television program
- [www.linkedin.com/in/jessicamcbride1](http://www.linkedin.com/in/jessicamcbride1)
- WordPress blogging
- Copy editing
- Judge for state media contests (Idaho, Michigan, Louisiana, etc.)
- Adobe Audition
- Computer-assisted reporting (Excel, Access)
- Soundslides
- AP style
- Video storytelling
- Klout score high: 63
- Scholarly research
- Search engine optimization (SEO)

## Accomplishments

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Teaching awards: UW-Milwaukee Alumni Association Teaching Excellence Award for academic staff, 2008 (university-wide honor). Student success and Living Learning Community certificates, 2013.

Journalism awards: *National*: Clark Mollenhoff Award for Excellence in Investigative Reporting, first place

*Regional*: Inland Press Association, Investigative Reporting, Second Place; Personality Profile, Honorable Mention

*State*: Milwaukee Press Club (1st and 2nd place), Web Journalism; Feature Story first published on the Web; Magazine Feature; Best Continuous Reporting; Investigative Reporting; Short Feature Writing; Background-Interpretive writing; Spot News; Story that Contributed to the Community's Welfare. Wisconsin Newspaper Association (1st and 2nd place), Investigative Reporting; Newspaper Column. Milwaukee Journal Sentinel, staff excellence award

Dozens of student awards under my supervision include first-place national awards for best college online in-depth reporting and best college sports reporting online by the Society of Professional Journalists, and a major Super Bowl advertising contest.

## Experience

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- Senior Journalism Lecturer Feb 2004 to Current  
 University of Wisconsin-Milwaukee — Milwaukee, WI
- Supervised as many as 6 teaching assistants.
  - Founder of the Minority Media Association of UWM and co-founder of Media Milwaukee, the department's award-winning online news site.
  - Teach and develop curriculum in the Journalism, Advertising, and Media Studies Department, including courses and topics, such as: Integrated Reporting, Advanced Integrated Reporting, Opinion Writing, Race and Ethnicity in the Media, Internet Reporting, Professional Social Media & SEO, Communities and Cultures, Advanced Reporting, Feature and Magazine Writing, and Media Writing. Teaching evaluations averaged 4.4 on a 5.0 scale at the time of indefinite status.
  - Created the department's first Living Learning Community.
  - Scholarly research presented at international conferences in South Africa, Australia, and Belgium. Work published in prestigious Australian journal.
  - Helped develop guidelines on social media for international journalism educators through the World Journalism Education Congress, 2010 and 2013.
  - Convergence and Society: The Participatory Web, University of South Carolina, presenter, "Using Blog Talk Radio in the Classroom." Fall 2008
- Other Media Experience Feb 1995 to Current  
 Work has appeared in and on: Investigation Discovery Channel, History Channel, Japanese and German television, Oxygen Channel, WTMJ 620 AM, Channel 4, Channel 58, Reader's Digest, Twist Magazine, Wisconsin Public Radio, BBC, Wisconsin Policy Research Institute, Milwaukee Magazine, Wispolitics.com and others.
- Freelance columnist Jan 2014 to Current  
 El Conquistador Latino Newspaper — Milwaukee, Wisconsin  
 I periodically write current events columns for this English and Spanish language newspaper.
- Freelance breaking news contributor Jul 2016 to Current  
 Heavy.com — New York City, New York  
 I am a freelance breaking news contributor for this innovative national news site, and my stories have ranged between 2.2 million and 8.8. million views per month using the WordPress platform.
- Freelance columnist and reporter Jan 2014 to Aug 2016  
 OnMilwaukee.com — Milwaukee, WI  
 I wrote freelance current events columns and periodically news stories for this digital magazine in Milwaukee.
- Editor Jun 2012 to Oct 2012  
 Patch.com WI — Milwaukee, WI  
 I was a fill-in editor for various metropolitan Milwaukee area Patch.com online news sites. Responsible for photography, reporting, writing, copy editing, and social media for sites in communities ranging from Whitefish Bay to Menomonee Falls until Patch discontinued its Wisconsin sites.
- Ad-hoc lecturer Jan 2000 to Feb 2004  
 University of Wisconsin-Milwaukee — Milwaukee, Wisconsin
- I taught news reporting each semester.
- Reporter Aug 1994 to Feb 2004  
 Milwaukee Journal Sentinel — Milwaukee, WI
- I spent a decade as a general assignment, investigative, crime, and courts reporter for Wisconsin's largest daily newspaper. My duties included covering the Sept. 11 terrorist attacks from New York.
- City Hall reporter and columnist May 1993 to Aug 1994  
 Waukesha Freeman — Waukesha, Wisconsin

- I covered local Waukesha government before leaving this full-time daily newspaper position to work for the Milwaukee Journal.
- I was a freelance columnist from 2006-2016.

Suburban reporter May 1992 to May 1993  
 Milwaukee Journal — Milwaukee, Wisconsin

- While still in college, I covered four suburban communities part-time.

## Education

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Master's degree, Mass Communication 2004  
 University of Wisconsin-Milwaukee — Milwaukee, WI

- I received my master's degree in Mass Communication from UW-Milwaukee in 2004 (GPA 3.9), and my bachelor's degree in Print and Broadcast Journalism in 1993 (GPA 3.9 in major and 3.7 overall).
- Phi Beta Kappa. Scholarship recipient. News editor of the UWM Post student newspaper. Internship at CNN (Washington D.C. bureau).

High School Diploma 1988  
 Flambeau High School — Tony, WI  
 Salutatorian, U.S. Army scholar/athlete award, all-conference Volleyball.