

# Jessica M. McBride

(414) 229-3642  
mcbridej@uwm.edu

## **EMPLOYMENT HISTORY**

### **University of Wisconsin-Milwaukee**

**January 2004-present**  
**Journal and Mass Communication Department**  
**Full-time journalism lecturer**

I am charged with the further development of UWM's print journalism division and teach classes ranging from Critical and Editorial Writing to Media Writing (which involves teaching fundamentals of news, advertising and public relations writing). I supervise six teaching assistants. The University of Wisconsin-Milwaukee is a 26,000-student state university that offers 148 degree programs. I founded and edit Frontpage Milwaukee, the department's online newspaper. I founded and advise the Minority Media Association of UWM and am a member of the Internship and Scholarship committee. I was the faculty sponsor for a student finalist in a national Super Bowl advertisement contest.

**September 2000-December 2003**  
**Journalism and Mass Communication Department**  
**Part-time Lecturer**

I have tried to simulate a newsroom environment in my classes. Students have interviewed real public officials, investigated a controversial death in police custody, and covered political election parties. I taught news reporting, Critical and Opinion Writing, and Magazine and Feature writing.

### **WTMJ 620-AM**

**January 2006-present**  
**Radio host and blogger**

I am a current affairs radio host on the state's largest radio station. I also have one of the state's most widely read blogs.

### **Waukesha Freeman**

**November 2005-present**  
**Newspaper Columnist**

**OTHER:** I also have written a monthly political column for the news site [www.wispolitics.com](http://www.wispolitics.com) and I am/have been a semi-regular political/current affairs panelist on WTMJ-Channel 4 and WDJT-TV Channel 58.

**Milwaukee Journal Sentinel newspaper (circ. 270,000 daily; 400,000 Sunday)**

**Milwaukee, Wis.**

**August 1994-February 2004**

**Full-time metro reporter**

As a reporter at Wisconsin's largest daily newspaper for almost 10 years, I developed a broad network of community and media contacts statewide and in Milwaukee. As a general assignment reporter, I reported on spot news events, such as the Big Blue crane collapse at Miller Park and the Sept. 11 tragedy from Ground Zero in New York City. As a criminal justice reporter, I developed investigative pieces on everything from low public defender guidelines to prison deaths. My stories have led to legislative action. I have been awarded more than a dozen journalism reporting and writing awards, both national and state, including one for a story using database journalism. My last assignment consisted of covering Milwaukee County's court system. I still write on a contract basis for the newspaper.

**Waukesha Freeman (circ. 20,000 daily)**

**Waukesha, Wis.**

**May 1993-August 1994**

**Full-time city hall reporter**

I wrote hard news stories and features for this small Wisconsin daily newspaper about local government issues like property taxes and new development.

**Milwaukee Journal Sentinel**

**1992-1993**

**Part-time suburban reporter**

I was responsible for government and all other news in Hales Corners, Franklin, Greenfield, and Greendale.

**Other**

I have appeared live on CNN Headline News, BBC radio, and WTMJ-TV in Milwaukee to discuss stories. I have been a featured speaker at prominent conferences, including the Wisconsin Bar Association's annual conference, and am often sought out to speak about online media. I have judged journalism award contests, including a Martin Luther King Jr. day and Wisconsin Newspaper Association writing contest. I am a youth mentor both personally and also at the newspaper. My stories have appeared in Reader's Digest and Twist magazine.

## **EDUCATION**

### **University of Wisconsin-Milwaukee**

**Department of Journalism and Mass Communication**

**Master's degree in Mass Communication**

**(Awarded December 2004)**

**3.95 GPA**

Coursework included quantitative statistics in communication research, mass media and politics, and mass media and culture. My master's thesis is a quantitative analysis of local television news decision-making in homicide coverage using a deviance framework tested on newspapers.

### **University of Wisconsin-Milwaukee**

**Bachelor's degree**

**Print and Broadcast Journalism (dual major)**

**(Awarded May 1993)**

I graduated Phi Beta Kappa with a grade-point average of 3.72 overall and 3.963 in the major at UWM. I attended UW-Eau Claire for one semester, with a second semester spent in Germany.

**Other activities:** CNN intern, Washington D.C. Bureau; news editor of UW-Milwaukee Post; CBS This Morning intern; Milwaukee Journal agate clerk; Milwaukee Sentinel intern and messenger; public relations practicum at UW-Milwaukee; eight years German study (including high school); two years of Russian language; foreign-exchange student to Germany. High school class salutatorian.

**References:** Available upon request.