



Jessica Kerman

digital journalist

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Education:

Master of Arts

Ball State University (Muncie, Indiana)

- Major: Digital Storytelling
- Graduated: May 2010/ GPA: 3.95
- Thesis: "An Analysis of Community News Web Sites: A Comparison of Local News Web Sites to Indicate Industry Trends"
- Project: *Allur: The Free Ones*, a short-form documentary and multimedia project

Bachelor of Science

Ball State University (Muncie, Indiana)

- Major: Journalism
- Minors: Political Science/ Digital Media
- Graduated: May 2007/ GPA: 3.7
- Honors Project: Jewish Heritage Week

High School

Pike High School (Indianapolis, Indiana)

- Academic Honors
- GPA: 3.6
- Graduated: May 2003

Skills/Interests:

Software

- Adobe Creative Suite (Flash, Illustrator, Photoshop, Dreamweaver, InDesign)
- Final Cut Pro, Soundtrack Pro
- Microsoft Office (Word, Excel, PowerPoint, Publisher)

Programming

- XHTML
- CSS
- JavaScript
- ActionScript 3
- Wordpress
- PHP

Interests

- Music
- Travel

Media Experience Highlights:

Ball State University (August 2008 - May 2010)

Department of Telecommunications

Graduate Assistant/ Instructor

- Taught entry-level broadcast news-writing class
- Co-taught senior-level Web writing course
- Authored award-winning research paper

AnnArbor.com (July 2009 - August 2009)

daily "hyperlocal" news Web site

Intern

- Helped with site launch
- Generated written and video content for site
- Assisted reporters with various duties

The Herald Bulletin (May 2007- August 2008)

Anderson, Indiana daily newspaper, 20,000 circ.

Politics Beat Reporter

- Covered city, county, state and national politics
- Coordinated election coverage
- Reported for general assignments and magazine stories

The Ball State Daily News (August 2003 - May 2007)

5-day campus newspaper, 14,000 circ.

Online Editor

- Managed a team of multimedia producers
- Created interactive packages for newspaper stories
- Wrote and published breaking news online

Reporter

- Covered news and features assignments
- Generated ideas for packages and stories
- Helped train younger reporters

Ball Bearings (August 2004- May 2006)

online magazine updated weekly

Reporter

- Generated interactive story package ideas
- Worked in team environment to publish packages
- Collected, edited and assembled multimedia stories

Committees:

Graduate Education Committee (August 2009 - April 2010)

Graduate school advisory board

CCIM representative

- Served on Faculty Affairs subcommittee
- Voted on changes to Graduate curriculum

Symposium Interest Group (August 2009 - April 2010)

College of Communication Information and Media

Member

- Helped to plan potential TEDx event at Ball State

Health Communications Interest Group (August 2009 - April 2010)

College of Communication Information and Media

Member

- Identified research topics in field
- Discussed health communications curriculum possibilities

Organizations:

Broadcast Education Association (February 2010 - present)

Student member

- Won debut research category for "The Mommy Factor"
- Attended annual conference in Las Vegas

Society of Professional Journalists (September 2005 - present)

Student member

Online Newswriters Association (April 2010 - present)

Student member

Awards/Honors:

Broadcast Education Association

- 1st Place Debut Research: Gender Issues (April 2010)
- "The Mommy Factor" by Jessica Kerman, Megan Trent and Nancy Carlson

Indiana Associated Press Managing Editor

- 1st Place- Non-deadline reporting (2007)
- "20 Questions: How Can I Save on Gasoline?" by The Herald Bulletin staff

Columbia Scholastic Press Association

- Gold Circle for news writing
- "Staff, students take on snow" by Jessica Kerman and Emily Ortman