

Luke Daniel Cross

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Madison, WI

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WORK EXPERIENCE

Website and Media Manager

Oct. 2019 – Present

National Ethics Project / Poynter Jamison Media Ethics Fellowship ('19-'21)

St. Petersburg, FL / Cambridge, MA

- Lead web presence and online media team, including site management and article reporting and editing for a mailing list of ~6,500
- Translate academic research for a general audience and develop online interactive multimedia
- Serve as Media Chair for the Association for Practical & Professional Ethics Conference ('22-'23)

Shadid Curriculum Journalism Fellow

Aug. 2019 – July 2022

UW–Madison, Center for Journalism Ethics

Madison, WI

- Interviewed and co-developed multimedia journalism education resources alongside reporters and editors from across the country that are used in classrooms nationwide

Teaching & Research Assistant

Aug. 2020 – Oct. 2022

UW–Madison, School of Journalism and Mass Communication

Madison, WI

- Teaching Assistant for J202: Mass Media Practices
 - Taught reporting, AP style, editing and multimedia software for 6 hours of weekly lab work
- Research Assistant for Project DATA
 - Applied natural language processing, qualitative textual analysis and social media scraping methods to political media

Documentary Researcher & Producer

Oct. 2017 – Nov. 2018

St. Pete Unfiltered

St. Petersburg, FL

- Gathered historical data and media coverage of local sewage spills and, in collaboration with ecological and public health experts, translated these findings into digestible narratives and visual representations
- Led video interviews with St. Petersburg officials involved in wastewater infrastructure spending and sewage dumps, leading to amendments to the city's consent order with the Florida Department of Environmental Protection

Reporter & Editor

Jan. 2016 – March 2019

USFSP's *The Crow's Nest* / *Green Bench Monthly*

St. Petersburg, FL

- Served as Staff Reporter, Arts & Life Editor and Features Editor for USFSP's campus paper
- Led multimedia creation and city coverage for St. Petersburg community magazine *Green Bench Monthly*

EDUCATION

University of Wisconsin, Madison

Aug. 2020 - May, 2022

Graduate Studies, School of Journalism and Mass Communication

Madison, WI

- Focus on mixed method media analyses with emphasis on political social media and text-as-data methods

University of South Florida

Jan. 2016 - March, 2020

BA, Political Science / MA, Digital Media and Journalism

St. Petersburg, FL

- Graduate professional training in multimedia production with emphasis on audio-video and data viz
- Served as reporter, editor and Arts and Sciences liaison for USFSP campus newspaper *The Crow's Nest*