

**Gerron Jordan**

*Anchor, 12 News This Morning*

*2023 BEL Emcee*

Full Bio

Gerron Jordan is an EMMY and Murrow award-winning journalist who joined WISN 12 in November 2021. You can see him anchoring 12 News This Morning weekdays, and co-hosting the statewide politics and public affairs program, UPFRONT, on Sundays.

A native of Chicago, he's thrilled to now call Milwaukee home after spending the last decade telling stories across the south and Midwest. Gerron came to WISN 12 after two stints in Louisiana, the most recent included four years as the morning anchor at WVLA/WGMB in Baton Rouge. There, Gerron launched the station's "Candid Conversations" series; reporting on issues like mass incarceration, environmental racism, and their disproportionate impacts on communities of color. His reporting on "cancer alley" was honored with a 2021 regional EMMY nomination.

Prior to BRPROUD, Gerron worked as a general assignment reporter at KTVI/KPLR, the Fox and CW affiliate in St. Louis, Missouri. While in St. Louis, Gerron covered the 2016 presidential debate between Hilary Clinton and Donald Trump. He extensively covered the search for missing Berkeley woman Monica Sykes and was the first reporter on scene when her remains were found. Gerron traveled to his hometown of Chicago to report on the Cubs' historic 2016 World Series title. In 2017, Gerron filed exclusive reports live from the scene in New Orleans when a St. Louis resident was hospitalized after a drunk driver plowed through Mardi Gras crowds.

Before working in St. Louis, Gerron worked at stations in Lake Charles and Baton Rouge, Louisiana. He's covered hurricanes, tornadoes, floods, fires, ice storms and everything in-between. His work has been recognized by the Wisconsin Broadcasters Association, the Milwaukee Press Club, the Midwest Broadcast Journalism Association and the Louisiana Associated Press. His work has led to distinguished accolades including first place

awards in breaking news, and a story of the year award for an investigation that led to drunk driving charges against a federal judge.

When he's not looking for the next great story to tell, Gerron is probably finding the best place to brunch or sing karaoke. He's a self-proclaimed trivia champion who enjoys cheering on the New Orleans Saints and being an active volunteer with a number of community organizations. He also enjoys giving back as an adjunct journalism instructor in Marquette University's Diederich College of Communications.

Gerron is a proud member of the National Association of Black Journalists. He's also a proud alum of Howard University in Washington, D.C., where he graduated with honors with his Bachelor of Arts degree in Journalism.