

## **Broadcast Journalist of the Year Statement - Madison Adam - Omaha Marian**

My first year of journalism brought along a new experiment, which turned into a new-found love of mine — broadcasting. I developed the idea of Crusader Catch-Up, a sports broadcast/podcast during the winter sports season. The announcements at the end of the day always congratulated teams after their wins, so I decided to cover the teams and games in-depth — no matter if they won or lost. Throughout the winter and spring sports season, I wrote every episode over the course of the week prior to filming. I had to contact coaches and team managers, look at different websites to get statistics, and often watched games or used teams' Twitter feeds to develop my analysis. I filmed on Friday afternoons either with a friend or two or by myself. After filming, I uploaded the video to a laptop and used iMovie to add a green screen, photos, and scores.

The entire writing, filming, and editing process took about 5 hours a week on top of my other school work, extracurriculars, and job. This show really helped me learn how to think like a sports analyst to give the most logical opinions on certain games. I also learned how to balance my time and communicate effectively with not only my peers featured on the show, but with coaches, players, and team managers. These communication skills also taught me how to be extremely persistent. I would not stop looking until I found the answers to my questions. Before I started this podcast, I was extremely nervous about speaking on camera and sounded incredibly nervous in my first episode. This show taught me to have confidence in myself and my ability to make an entertaining and factual show. By the end of the year, my nerves really calmed down, and broadcasting became natural to me. Although I received lots of good feedback, any criticisms were taken with an open mind willing to make changes.

In our Journalism I class, we had teams to create a weekly news broadcast, one in the fall and one in the spring. The M-Beat was a great experience with basic broadcasting and also helped with my Crusader Catch-Up idea and execution. The Dec. 4 M-Beat was done mostly by me. My team members were extremely busy during the week, so I more than willingly filmed and recorded the voice overs on most of the segments, while also editing the whole show. This particular experience taught me how to work with my M-Beat teammates to create a more equal opportunity for everyone to participate. This M-Beat also taught me how to make the best out of a sticky situation to create a fantastic piece of work. The March 22 M-Beat was much smoother with my Crusader Catch-Up knowledge. My team worked together effectively and collaborated well to create an amazing finished product. I filmed parts of each section and did voice overs for part of the Women's History and spring musical sections, and the full soccer game section. I split the editing with another girl in my group but did work on every section. The December and March M-Beats were some of my greatest accomplishments during my junior year (after developing my own podcast of course).

Overall, I learned a significant amount about communicating with others and presenting information clearly to a specific audience (my all girls high school). I intend to continue my broadcasting journey into my senior year and am excited to see all I accomplish with my newfound knowledge and experiences.

<https://youtu.be/ztUG9Ji81kk>

M-Beat for Dec. 4:

In the M-Beat for December 4th, the Journalism I team including Madison Adam brings the news of the week to Marian High School! This episode includes an in-depth on basketball, teacher and administrator “slang” quiz, Christmas Spirit Week, and winter driving reminders!

<https://youtu.be/TsQTdddCJyE>

M-Beat for March 22:

In the M-Beat for March 22nd, the Journalism I team including Madison Adam brings news to the students and staff of Marian! This episode includes a look into local shopping, Women’s History Month, the spring musical (Freaky Friday), and the first Varsity soccer game!

<https://youtu.be/Ieam3COy4uQ>

Crusader Catch Up 2:

Madison and fellow classmates cover the high school, college, and professional sports from the week of Jan. 29 to Feb. 5. This podcast episode features Marian basketball, bowling, and swimming.

<https://youtu.be/JlZu2VIyrZg>

Crusader Catch Up 3:

Madison and her fellow classmate cover Marian sports news from Feb. 5 to Feb. 12. This podcast episode covers high school basketball, bowling, and swimming as well as an in-depth into the 2021 Super Bowl!

<https://youtu.be/uuUQ0CLvt5w>

Crusader Catch Up 4:

Madison and her fellow classmates cover Marian and professional sports from Feb. 11 to Feb. 19. This episode covers high school basketball, bowling, and swimming as well as Creighton basketball and Husker volleyball.