

## Multimedia Journalist of the Year Submission 2023-2024

Emily Hu

### Personal Statement:

In the little moments when someone suddenly asks me what changed my life, my mind jumps to one thing and one thing only - journalism.

Journalism has always been my way of expressing my thoughts to the world. From the comics I published in middle school, to the in-depth features with aspiring leaders I was fortunate enough to interview, every step of the way has led me to become the journalist I am today.

My journey really took a turn during COVID-19. Concerned about the numerous racial hate crimes going on, especially towards people of my ethnicity, I felt compelled to take action with my journalistic voice. Interviewing and reporting on Lisa Gray, an organizer of the Detroit Stop Asian Hate Rally, I was inspired by her passion and commitment to social justice. And her way of bringing change to the world you may ask? Through multimedia. From Youtube videos she would post weekly, to the Instagram pages she ran, journalism through multimedia lent her an opening to the wider public. Seeking to do the same, I decided to go deeper into the world of multimedia.

Taking a course on social media journalism, I learned the tricks and ways to create a school-wide-reaching Instagram page. Being the Editor-In-Chief of Social Media this year and leading a team to run a page with more than 1300 followers has really taught me both how to be a great and promising leader, but also how to create a social media presence with the use of multimedia. With videos, series on Instagram, breaking news coverages, and much more, we post daily to get the word out about the most important issues going around at school and the community. Student voices are very important, and part of my job is to make sure all voices get heard. The fight for social justice and greater change never stops. When preparing what to post every day of the week for a month, I also created a [posting schedule](#) to help our social media group be able to stay on task.

Other than just social media, I have also been actively posting and using other multimedia forms. Joining the broadcast group this year, I sharpened my skills in making broadcast segments and videos of breaking news coverages. My videos about the current school board rallies have helped bring attention to the issue that has been impacting my school district.

In the bustling world of journalism, where headlines capture our attention, we often overlook the dedicated individuals who bring stories to life. Speaking with the numerous young journalists through MIPA, NSPA, and other conferences, I can see that the future for us is bright. Our dedication to journalism goes far beyond mere words on a page.

The potential of what multimedia and social media can bring exceeds all expectations. The way it can create traction and interest for the publication as a whole, makes me see that all the time I have spent generating multimedia content for my publication is for a great cause. With technology at a high in modern day, online community building has become ever more essential. With the help of online resources, multimedia is my greatest tool to express what I want others to know or care about.

**Video Production:** [Ann Arbor Education Association rallies for transparency in budget discussions](#)

Due to an accounting error, my school district recently lost 24 million dollars. Finding this gigantic hole in the financial records, our Board of Education has been seeking ways to reduce costs to make up for the lost money. However, one of their biggest cutbacks is through teacher layoffs, which the Ann Arbor community has felt like an unfair punishment to hardworking teachers that played no part in the loss of money. Feeling deeply concerned about the issue, I decided to report and edit a video about a rally that occurred prior to a board meeting to discuss the matter. I was able to see teachers, parents, and students alike gathered to protest for the cause. Using my voice through my video, I really hoped to bring more attention and efforts to this cause. Editing this video also allowed me to further enhance my abilities both in journalistic storytelling but also editing techniques.

**Interactive Storytelling:** [BookTok: The Never Ending Trend](#)

This year, I wanted to take some time out to create some multimedia pieces in the form of interactive websites. Alongside, I wanted to combine my expertise in social media into said multimedia content. With the recent rise in the popularity of BookTok, I saw an opening to a great story. Researching past trends and interviewing BookTok lovers, I was able to generate a multitude of ideas to write about the reasons behind the rise of BookTok. In my website, I also incorporated other multimedia forms such as a slideshow to better showcase various books that are within the BookTok category and an audio podcast segment with a lover of BookTok. Together, this entire package allowed the website to be interactive, engaging, and easy to understand.

**Photojournalism:** [Huron Women's Swim and Dive Meet: in photos](#)

I originally hadn't intended to take photos for an event this year, as I had been focused on generating other multimedia content. However, on the day when no one else was able to take photos for the Huron Women's Swim and Dive Meet, I decided to take up the lead to attend the event. Shooting in a very dark interior was troubling at first, but after some quick control switches in manual mode, I was quickly able to get the photos with the lighting and quality I wanted. This experience really pushed me to take charge of something quickly at short notice.

**Social Media Series:** [Tuesday Tunes Series](#)

As Social Media Editor-In-Chief, my responsibilities included quality posts for our page. I wanted to post a series weekly that would be interesting to the numerous high schoolers that view our page. Tuesday Tunes is a series I have continued to post every week this year. I rate and review the latest songs to make our page fun for the younger audience.

**Social Media Video Production:** [Last One Standing](#)

On top of posts and stories on our social media pages, we also post videos to add other forms of multimedia into the mix. One of the video series that has had the best analytics was our Last One Standing Series. We engaged people around the school to participate in the videos for a fun trivia competition. Utilizing text and effects editing, I enhanced the video to be more visually appealing and eye-catching.