

# DANICA FUGINA

EDITORIAL LEADERSHIP: ALL MEDIA

## CONTRIBUTIONS TO HIGH SCHOOL PROGRAM

I am Danica Fugina, Sports Livestream Editor for Francis Howell North High School. Not everything is straightforward with this role as it's an emerging one for our program and we've scaled things up quite a bit in the last couple of years, but I get to participate in so much as the point person. Some of my responsibilities include training the members of our Sports Staff class on how to:

- run each of the roles of livestream
- correctly run a camera
- produce a livestream
- prep as an announcer

I have made numerous docs for the team to help them be successful as well. Some of those include (I've shared a few links below in case you'd like to see for verification):

- each of the positions and what they are responsible for during setup
- each of the positions and what they are responsible for when they are live
- each of the positions and what they are responsible for when taking down the stream.
- [what role they will have for each stream](#)
- [a deadline calendar of what they are doing each day in class based on their role for the stream.](#)
- [what training will consist of at the start of each new season](#)

In addition, I made a presentation for feedback on the streams after our fall sports season ended to give the team a new, fresh, and positive mindset for the next round of streams. In that, we talked about what went well in the fall and what we planned to focus on improving in the winter. This went so well I plan on doing it after each season moving forward with the team.

I have made it a point to work in each of the three positions for our streams so I can more efficiently help each of the groups out. This has helped me so much in being able to help others better when they are struggling or stuck.

Working with the live team is not the only thing I do on staff. I have done episodes of our program's daily announcement shows and anchored sports news from around the school.

I have also helped run and film media days we have hosted for our student athletes, getting shots of them having fun with their team and posing for individual shots. I have created hype videos for different sports and promo videos encouraging people to tune into our livestreams. I

have also made promotional graphics for our livestreams and graphics showcasing the results from sporting events around the school.

In addition, I have made numerous journalistic videos about our athletes covering multiple sports. I like finding hidden stories to tell within the team. I do it all, going out and getting my own b-roll footage, filming my own stand-ups and voiceovers to narrate these stories, filming interviews with players and coaches, and writing my own questions for them. I then edit these stories in Adobe Premiere Pro with a set style guide. The staffers in my room are also responsible for making these types of videos and I am in charge of a small group of these people to make sure their footage is looking good, their stories are strong and they are hitting their deadlines. During their time on deadline I'm also working to help them out in any way I can.

I have also worked on social media reporting through our program's Instagram page, posting updates from scores to how individual players perform during the game. I participated in a job shadowing at KSDK with their social media manager to learn more skills about effective social media reporting, and was able to put my own spin on it with sports. To go along with the livestreams, I also went to a job shadowing at a local creative agency to see how they are able to organize all of their content. I learned how they are able to make sure all bases are being covered for the correct type of promotion for the type of product. I was able to come back into our room and make more organized systems for the content we needed for our livestreams. After that job shadowing, I also found more ways to be creative with my work and made different all videos about the seniors of our basketball program.

Finally, I have worked in numerous ways to level up my skills. While I have researched things online to gain knowledge, I also attended the fall national journalism convention in Nashville and will be attending the spring one in Minneapolis. I attended a summer journalism camp last summer and I participated in an online leadership development program also.

### **LEADERSHIP PHILOSOPHY**

My leadership philosophy is to lead by the best example all the time. With the group of students that work with me on livestreams, I want them to feel the most prepared for any type of situation they may fall into. I have cross-trained them in roles for livestreams by making Google Docs and Google Sheets, and giving them hands-on training with what they will see when it comes to getting things ready to go live.

I work to answer any questions they may have in real time because I make it a priority to be at the streams for my team. Giving positive feedback in real time is also a huge part of the livestreams. I like giving my team the good things to focus on, so there is no stress when completing their job. If there needs to be something changed, giving the critique in a compliment sandwich kind of way has been the most successful with my team. It's been great seeing the changes happen in real time because you are showing your team respect to make the content they are creating even better for the team.

**MOST PROUD LEADERSHIP MOMENT**

My most proud leadership moment was after I had spent all week training one new member on our livestream team about all the little things that go into producing a stream. He was a little nervous about the first stream, but I was also working on building his confidence up, and when it came to the first stream, he crushed every part of it. He asked many questions to make sure he was doing the right things, but the way I revamped my training showed its success through his performance.

**ADVISER STATEMENT (From Aaron Manfull)**

Dani is an outstanding leader. She's worked to help get the livestream broadcasts more organized than they've ever been. She's worked to learn all the pieces and roles in the production and she's done a great job of pushing training to the team and getting them confident in their roles. She's organized. She plans things out. Sometimes, she's even a step ahead of me. She's taken numerous opportunities to grow as well, from reading and job shadowing locally to participating in zoom leadership groups and frequently meeting with me. I wish all my editors worked as hard as her.