

Broadcast Journalist of the Year Portfolio- Kiana George - Carlmont High School (Belmont, CA)

What do a wasabi farmer, a nudist, a Michelin-starred pastry chef, and a mosaic artist have in common? These are all subjects of the colorful and unique broadcast journalism stories I have filmed.

Ever since I started my broadcast journalism career in my sophomore media arts class at Carlmont High School, I have been drawn to the intersection of storytelling and videography. Creating feature videos has not only been an opportunity to delve deeper into my interests, it has given me a chance to bring to life unique stories, increase awareness of current events, and inspire action.

I encouraged viewers to solicit black-owned businesses with my video about Claire's Crunch Cake. My video about a taco truck owner providing free food for voters waiting in long lines highlighted the effort to encourage voters to exercise their civil rights during the presidential election. In support of my own heritage, I found myself running through Chinatown with a camera in hand to capture over a thousand AAPI hate protestors chanting, "No more violence!" as part of a national day of action. I climbed 163 stairs covered in mosaic glass by artist Collete Crutcher to highlight places people could safely visit outdoors during the pandemic.

I'm thankful to have progressed so far on my broadcast video journey because it almost ended before it had barely started. My first video "Chinatown cookie company delivers good fortune for 58 years and counting" was a rough way to start my foray into video. I forgot to plug in the mic, there was background noise, and it was nearly impossible to edit out the piercing screeches of the antique fortune cookie machinery. The learning curve on the editing software felt impossibly steep. My video was re-published over 5 times and was removed from our site twice for not being up to par. I was convinced this video would be my last. However, with the help of YouTube videos and persistence, I continued to research ways to improve the sound quality despite the initial poor recording. Flash forward — that video ending being selected as one of twenty-four Best of the Best of SNO out of more than 20,000 stories. More importantly, I learned to never settle and this philosophy has been a driving motivation as I progress further in my videographer journey.

Creating engaging videos filled with colorful b-roll is a commitment that requires managing all sorts of equipment, arranging in-person interviews, traveling to various locations, and filming for hours, as well as time-consuming editing and lengthy uploads — but both the journey and the end result is rewarding. Even though I had many late nights when I would just want to call it a day and not spend an extra two hours cleaning up small sound jolts in the audio track or jumps in the video cuts, I know there are always improvements that can be made. This pursuit of quality and determination has now crossed over into my approach to how I approach other areas of my life.

Broadcast video has been the opportunity of a lifetime to meet interesting people and share their challenges, hopes, and accomplishments to the world.

### [Asian Americans rise against racism in a national day action](#)

My grandparents and my mother have been called racial slurs and have been told to “go back to your country” in the past. When Asian hate became a growing sentiment in relation to the global COVID-19 pandemic, I was disheartened to see it happening in the present. As Asian hate crimes became more violent, Asians around the country decided to come together to protest. My way of contributing to stopping the hate was to cover the AAPI anti-hate march in San Francisco. Through interviewing several protestors and getting their insights on the origins of Asian hate and how we need to address it in a united effort, this video sheds light on the history of Asian violence and how we can rise up against it.

### [Half Moon Bay Wasabi spices up the sushi scene](#)

I would have never thought that wasabi is the most difficult crop to grow in the world. Despite this intimidating fact, two electricians have taken on the challenge of growing the crop right here in Half Moon Bay, California. Wasabi is usually grown in Japan, but these two men have been able to recreate the climate of Japan and growing conditions for wasabi in greenhouses. This video covers how Jeff Roller and Tim Hall overcame the impossible and have now created a widely desired wasabi that is sold at top sushi restaurants. My video on this company was even published on Vox Media’s popular website Eater.com (the site garnered 12M views in the past 6 month).

### [Claire Mack cranks out crunch cakes for the community](#)

This video was made during the height of the Black Lives Matter movement. I profiled this local black-owned business that makes special crunch cakes inspired by a recipe from historic Blum’s Bakery in San Francisco. Interestingly, my interviewee, Claire Mack, didn’t only make crunch cakes — she also was an activist who fought for fair housing and was even the first black mayor of San Mateo. Another thing that broadcast video has taught me is that there’s always more to the story. Though we tend to label people into specific categories, everyone has numerous facets that make their stories sparkle.

### [Castro street: A colorful safe haven](#)

This video delves into the colorful history of San Francisco’s Castro Street, one of the first gay neighborhoods to come to existence in the United States. The interviewees included the owners of Cliff’s Variety (a landmark variety store) and Dog-Eared Books (a popular bookstore rooted in stories about gay pride), as well as several other community members. They contributed insights into the history of Harvey Milk’s activism, the creation of the rainbow flag, the inclusive environment that embraces all kinds of people and forms of expression, and the feeling of safety for the gay community.

### [Colette Crutcher pieces together city art](#)

Colette Crutcher is the artist behind some of San Francisco's greatest public art projects. From making 163 step staircase mosaics to covering street walls in ceramic art she embodies the city's ideals of public expression. Since it was the peak COVID many people were feeling cooped up in the house. I wanted to give my community some safe options to have fun and I did this by covering over 5 locations where they could view picturesque arts made by Colette Crutcher.