Madison Pearman

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Education | Old Dominion University

December 2020 Graduate

• Bachelor's Degree in Communications

WAVY News | Multimedia Journalist & Assignment Desk Editor

Multimedia Journalist

(December 2019 – Current)

- Pitch, shoot, write and edit PKGS/VOSOTS weekly
- Work on deadline for evening shows
- Find unique, on-brand and/or exclusive stories
- Update and post my story to station branded social media pages, teasing to later shows
- Cultivate sources and contacts for story development
- Promote and post local/national stories to social media daily
- Use time management skills to complete additional station assigned stories (TSR's, features, etc.)
- Keep desk/producers updated on story developments
- Shoot stories that meet NPPA standards

Assignment Desk

(December 2019 – Current)

- Quickly collect details on breaking news stories
- Disseminate information quickly to newsroom and field crews
- Investigate and vet potential story ideas for reporters
- Keep court records and follow up on court appearances
- Create and update content on the station's digital media platforms
- Coordinate content sharing with Nexstar stations and networks
- Establish and maintain relationships with city officials, state officials and community members
- Make calls to news sources to gain appropriate and actionable information
- Set up TVU, microwave truck, and helicopter signals for live shots

WAVY News | Digital Intern

(May 2018 - August 2018)

- Write and update local/national news content for digital platforms
- Produce creative video content for social media
- Livestream local/national breaking news elements on digital platforms
- Send push alerts on local/national breaking news stories
- Work with digital team to delegate and complete critical stories on deadline
- Edit and publish reporter web scripts

Expert in	Proficient in	Additional skills
MMJ camera operating	• Premiere Pro	 Strong news judgment
• NPPA style shooting/editing	• Final Cut Pro	 Ability to work and
• iNews/Daybook	Newscycle	contribute in a high pressure
Wordpress/Lakana	• Anvato	team-oriented environment
• Latakoo		 Positive coworker who takes pride in the
AVID Media Composer		circle of teaching and learning in the
• TVU Livepacks		newsroom