

# **Jaynason Gomez**

## **Editorial Leadership | NSPA Best of Show**

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### **Contributions to School Media - Wahawk Yearbook:**

- Staffer** **2022-23**  
Generates ideas and content, writes, and designs spreads using our online software while following the set design and style guidelines created by the yearbook editorial team: responsible for meeting all deadlines and showcasing the student body in the best way possible.
- Building and Growing Yearbook Program** **2022-25**  
Started with a program that has struggled financially, struggled with recruiting a passionate team, and lacked in design, reporting, and photography. Was a part of a group of dedicated students who shared a passion for yearbook. Aided in recruiting students to the program and made our book award-winning.
- Social Media Editor** **2023-24**  
Designs and creates digital content for the yearbook Instagram, facebook, and TikTok pages. Creates a weekly post calendar for our weekly student features that is easily accessible for the staff members: Responsible for tracking sales and coming up with ways to sell more books.
- Editor-in-Chief** **2024-25**  
Oversees the production of yearbook content by creating an effective editing process, conduct final checks over spreads, aid in training/ mentoring staff, distributing spread assignments, enforce deadlines and lead a group of 12 staff members
- Photographer** **2022-25**  
Photographs weekly events; brainstorms a variety of photo shots, shapes, angles and perspectives prior to shooting; edits photos and determines highest quality of photos for yearbook and online publication use.

### **Leadership Philosophy:**

My leadership philosophy is that you need to be authoritative yet collaborative and open to new ideas and opinions. If you are too strict, people will become afraid of you which results in them not feeling comfortable reaching out to you for the help they may need. But, if you lack authority, students begin to fall behind which means deadlines are not being met and pages are not being produced in a timely manner. Finding a balance between the two is very important and will not only lower your stress level, but the staffers as well. Another key part being able to adapt based on the personalities in the room. Last year we used a digital spreadsheet to work through editing spreads, but I noticed my staff members this year were very into visuals and constant reminders. Ultimately I decided to try a new method and made a whiteboard that staff could physically move their headshot on to indicate where they were at in the process of editing.

Through this leadership philosophy, staff members are also given the opportunity to grow and ultimately be able to take over my leadership role when I graduate.

**Most Proud Leadership Moment:**

My most proud leadership moment pertains to a first-year staffer. This staff member had amazing ideas, but often doubted themselves, and because of it, they were unable to meet spread deadlines. I noticed this and decided to reach out in support. We spent countless hours sitting in the back of our yearbook classroom discussing their ideas and offering suggestions on how to do it. For a while it required me to validate every decision they made, but as time progressed they were able to validate their own decisions and create spreads that they are proud of.

**Statement of Support from Adviser Nicole Goodman, CJE:**

In recent years, our journalism program has faced challenges, including a significant reduction in yearbook pages and sales. Jaynason joined our Yearbook Program as a sophomore and, over three years, revitalized award-winning journalism at West High. Rising from staffer to Editor-in-Chief, her leadership led the Wahawk Yearbook to new territory. With Jaynason's help, our program has won numerous state and national awards, had record sales, and a 50-page increase. Jaynason's efforts have attracted passionate students to the program. As the Editor-in-Chief, Jaynason has improved her role, implemented new procedures, policies, and protocols to leave a lasting legacy on our program.