

EDITORIAL LEADERSHIP



Brooklynn Berumez • NSPA Individual Best of Show Spring 2026 • NHSJC Minneapolis

1. Contributions, job descriptions and positions held

High school student media contributions include (in no specific order):

- I organized the first school-wide campaign to celebrate Student Press Freedom Day and Scholastic Journalism Week that consisted of both a daily social media update and the distribution of over 350 handmade armbands that were inspired by the monumental Tinker vs. Des Moines supreme court case.
- I applied for and earned the title of the 2026 Iowa High School Journalist of the Year.
- I taught at the 2024 Iowa High School Press Association Fall Conference about rebuilding a yearbook program and how to establish a presence and foundation while finding your footing.
- I aided in the application/nomination process for several awards for our program, such as the First Amendment Press Freedom Award, 2024 Iowa High School Press Association Administrator of the Year award and the JEA Rising Star award.
- I organized and submitted multiple awards for IHSPA Fall conferences.
- I guided our staff through the submission of the 2024-2025 Wahawk Yearbook and earned the Walsworth Gallery of Excellence award. Our book was subsequently featured in the Walsworth Possibilities Vol. 11 book.

Job Descriptions and Positions Held in School Media - Wahawk Yearbook:

Staffer

2023-24

Generates content and ideas, writes, plans, and designs spreads using our online software while following set design and style guidelines created by the yearbook editorial team. Responsible for meeting all deadlines, communicating with

inquiries, and showcasing the student body in the most representative way possible.

Building and Growing Yearbook Program

2023-26

Stepped into a program that has been struggling overall. Helped solve the struggle with recruiting a passionate team, finding creative ways to fundraise and save the program financially, and rebuilt the group morale surrounding lack of design, reporting, and photography. Was a part of a dedicated group of students who shared a passion for yearbook and creation. Aided in the recruitment of students to strengthen and diversify our program and made the program's books award-winning,

Copy Editor

2024-25

Responsible for all aspects of writing within the yearbook, including stories and articles, sidebars, infographics, pull quotes, captions, and all other features. Provided editorial leadership and support to staff writers; took personal responsibility for the quality of written content in the yearbook. Collaborated with advisor to plan, execute, draft, review, edit, and develop stories for the yearbook. Led story planning and peer-editing sessions with staff. Read, critiqued, and edited all first, second, and final drafts of all copy, including spell checks, name spellings, and information accuracy. Develop representative copy for cover, endsheets, title page, opening and closing spreads, and division pages.

Co-Editor-in-Chief

2025-26

Collaborated heavily with advisor and assigned roles and spreads best suited for staffers' skills, set a training schedule for all new and returning staff, worked to recruit, and made assessments of each staffer's participation and contribution following each deadline. Issued assignments and ensured completion and compliance with set design guidelines. Created and finalized an overall plan book that holds design rules, expectations, and tips and tricks for staffers to follow. Led by example as a communicative, prompt, responsible, responsive, passionate, and effective staffer while considering the entire staff as a whole. Completed final check of every single page prior to submission to the publishing plant. Led weekly meetings with staff while also leading presentations for writing, design, and concerns. Trained entire staff to design pages and trained three first year editors in just a day.

Photographer

2023-26

Photographs weekly events, ranging from academic classroom coverage to sports. Brainstorms a variety of photo shots, shapes, angles and perspectives prior to shooting. Edits photos in an appropriate manner and determines the highest quality of photos for yearbook and online publication use. Ensures that photos are used solely for journalistic purposes while recognizing fair use.

Job Descriptions and Positions Held in School Media - School Newspaper, Wahawk Insider:

Reporter

2025-26

Responsible for creating content for the newspaper, Wahawk Insider, by using online software including SNO Sites and Canva. Created content that met guidelines created by editors and staff. Responsible for meeting deadlines and developing effective creative content by: brainstorming ideas, conducting research and interviews, writing copies and captions for each assigned story, spell checking content, and by designing a logical layout for content.

Building a Sports Media Program

2025-26

Aided in developing a sports media program and created a hand-made backdrop with school inspired graphics and phrases. Guided behind the scenes and assisted with the set up and tear down of equipment. Organized poses and inspiration for students to take pictures with. Managed and led a photoshoot for the girl's wrestling team while also serving as the main photographer.

2. Leadership Philosophy:

My leadership philosophy is that you don't need to be loud to be a leader and that you have to step up when others don't. It can be difficult to step up as a leader, especially when there are always lingering worries in the back of your head. I often find myself overanalyzing every interaction with other staffers. "Am I being too harsh? Am I only confusing them more?"

However, somebody always has to step up. Through this, I have learned that you don't have to be loud to be a leader. Leading through intention, thoughtfulness, and action is more important than leading solely by words. Also, there are always things that have to get done no matter how small of a task it may seem. Whether it be fixing a folio on every spread or editing a lengthy video, it all has to get done. Nobody is above doing the dirty work, especially editors. As a leader, one must be prepared to take on the small tasks that people ignore because they don't want to do it. In the classroom I find myself doing all of the little things so I can make everybody's day just a little easier.

3. Most Proud Leadership Moment:

My proudest leadership moment is from guiding our team through the submission of a yearbook. We didn't meet our final deadline for last year's yearbook. It was finished at the beginning of this school year. I taught three first year staffers how to edit in just a day and together we finished over half of the yearbook in three months. We felt discouraged from the late submission, but our book earned the prestigious Walsworth Gallery of Excellence award. Words can't describe how amazing it felt when they thanked me and acknowledged my stepping up as a leader to guide them.

4. Statement of Support from Adviser Nicole Goodman, CJE:

Brooklynn has been a key player both as a staffer and Editor-in-Chief over the past three years. Brooklynn brings both structure and joy to our newsroom. She is constantly thinking about how to streamline processes, improve workflow, and keep journalism engaging. Whether it's creating trophies for spread reveals, designing new editing processes, or celebrating milestones, Brooklynn understands that a strong program is built on both high expectations and a positive culture. She regularly leads lessons on journalistic writing, AP Style, and our design style guide. Her classmates across both yearbook and newspaper consistently look to her for feedback and guidance.