

ZONE Magazine 2022 Editor's Letter

By Shelby Ray Gandy

I have a confession to make. Until a few weeks ago, I had no background in sports. Yes, I've watched my sisters cheer at football games and play on softball fields, but I have never done anything athletic—unless you count three-legged races (if you ever need a partner, I'm your girl). So, when I was offered a leadership role for a sports magazine, I'm sure you can imagine what I was thinking—"Me? How can I accurately and confidently lead a team and produce a publication on a topic I know nothing about?" Quite frankly, I was intimidated. However, the support of my team and the guidance of IMC faculty encouraged me to accept this challenge and utilize my existing skills to make this magazine a success.

I live by to-do lists (trust me, peek in my phone's notes app, and you will know). The last thing I do before going to bed every night is make my to-do list for the next day in the order that I need to complete the tasks. Some call it perfectionism. I call it efficiency. Naturally, I handled the production of this magazine in the same way. But just when I thought I had everything under control, I was thrown a curveball late in the game. With less than a month to complete the magazine, we lost an entire work week when the printing company moved the deadline up five days. We had to pick up the pace to compensate for the lost time. This meant continuous late nights spent in the mac lab to work on layouts. And, hundreds of texts exchanged to get opinions and finalize ads. Plus, constant last-minute changes made to ensure the magazine was in the best shape possible when we crossed the finish line. Of course, we encountered numerous hurdles along the way, but we made it over them as a team.

The 2022 ZONE staff consists of talented IMC students who, within seven weeks, communicated ideas, conducted interviews, wrote stories, sold and designed advertisements, captured photographs and created layouts to guarantee the magazine's distribution at the homecoming football game. As you hold this magazine in your hands (or view it online), you hold (or view) the hard work, dedication and passion of this team.

I am incredibly grateful for the opportunity to lead and work alongside the 2022 ZONE staff as we highlight the UWA athletics program and the amazing people, talent and opportunities that it encompasses. We hope that we have achieved our goal of making this magazine as fun to read as it was to produce and that you, the reader, gain a better understanding of UWA Athletics and the dedicated individuals who proudly represent our university.

Shelby Ray Gandy

Editor-in-Chief, ZONE Magazine

IMC: Graphic Design