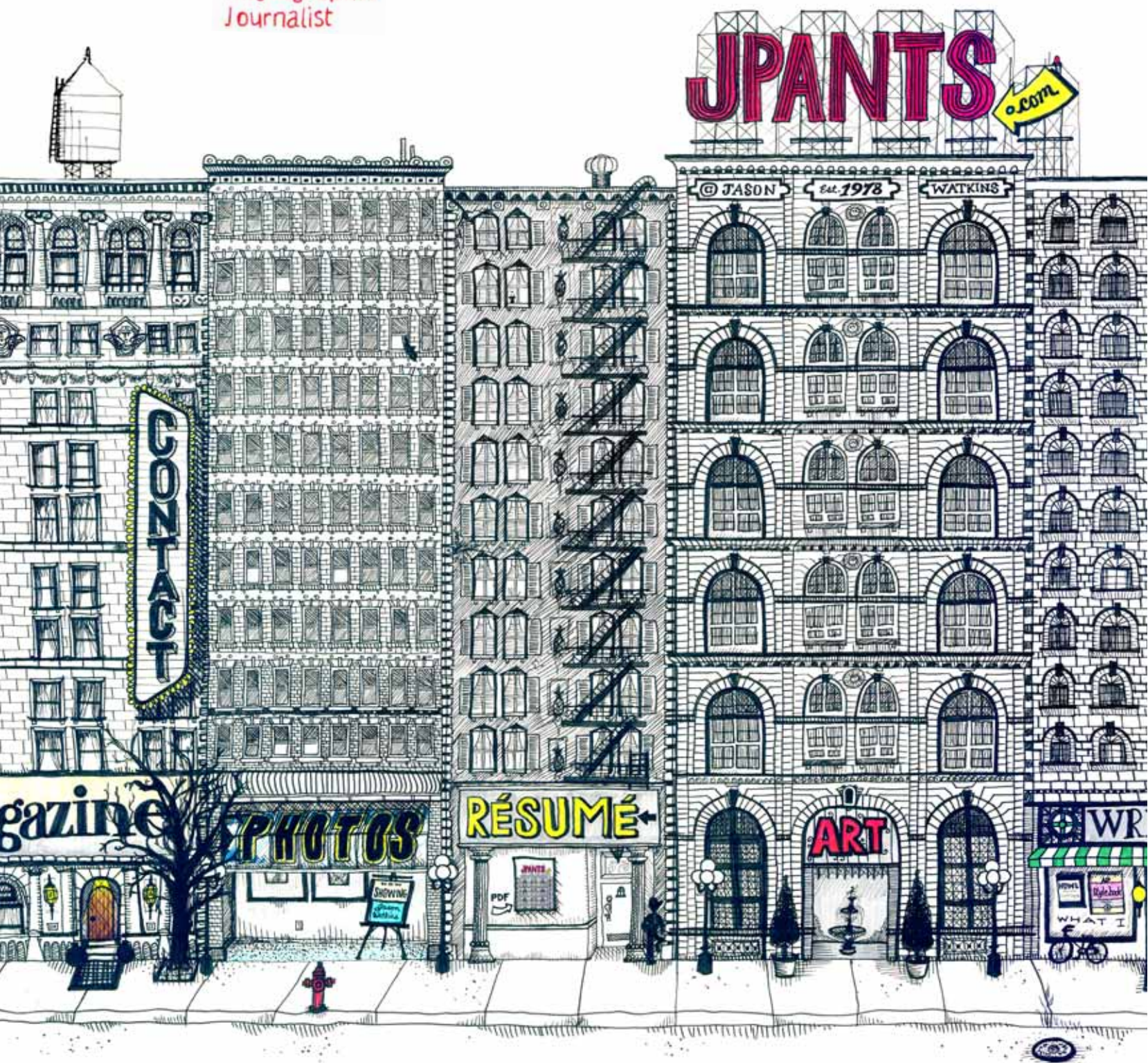


The
Work of
Jason Watkins

Art Director
Photographer
Journalist





THE FLATIRON BUILDING
New York City, 2003.

Jason Watkins



Chris Richards / Arizona Daily Star

QUESTIONS?

Log on to
JPANTS.COM
for additional
work samples,
galleries, bios
and more.

FIRST OF ALL, I want to thank you for taking the time to read my résumé. I'll try to make this brief. I'm

a visual journalist with more than 14 years of experience in this field. On the next few pages, I'll tell you about some of my successes (becoming the nation's youngest newspaper publisher, serving as founding editor for half a dozen start-ups) as well as some of my failures (too many to list here).

You might notice that I'm a bit difficult to categorize: I'm a photographer, a designer, a degreed journalist, an editor, an entrepreneur, a writer, a teacher, a publisher, even an illustrator.

My first boss – a gruff but fair editor from the Good Old Days who referred to homeless people as “former newspapermen” – taught me that it's good to be great at one thing, but, lest life become boring, it's better to be good at a lot of things. So, entrenched in the life of a journalist, I set out to gain an understanding of every step in the publishing process, hoping to achieve some greatness along the way.

I'LL LET YOU
KNOW WHEN
I GET THERE

What I bring to the table are more than a dozen years of proven experience, an expert eye and an ability to get things done. Since I've also spent time in the publisher's chair, I have a pretty good understanding of the business side of things, too, which makes me someone you can trust to deliver your message in the best possible way.

Please enjoy this résumé; I enjoyed creating it. Also, don't miss the rest of my work samples at WWW.JPANTS.COM. If you like what you see – even if you've already got a full house – feel free to let me know. Hopefully, our paths will cross someday soon.

Thanks for reading.

MASTHEAD

JASON WATKINS
3006 Kings Village Road
Alexandria, VA 22306
jasonwatkins@gmail.com
www.jpants.com
619.988.8288

EDUCATION
Bachelor of Arts, Journalism

ALMA MATER
University of Arizona, Tucson

SKILLS & COMPETENCIES
Magazine Design, Photography,
Editing, Writing, Typography

AREAS OF EXPERTISE
U.S. Military culture

REFERENCES
Available upon request

CERTIFICATIONS
Emergency Medical Technician

AFFILIATIONS
Society for News Design

LANGUAGES
Spanish (semi-bilingual)

COMPUTER PLATFORMS
Mac & PC

COMPUTER PROFICIENCIES
InDesign, Photoshop, Quark,
Microsoft Office, Illustrator

SPECIAL THANKS
Connie Corbell *My Mom*

MENTORS
Phyllis McDonald, Jack Walz

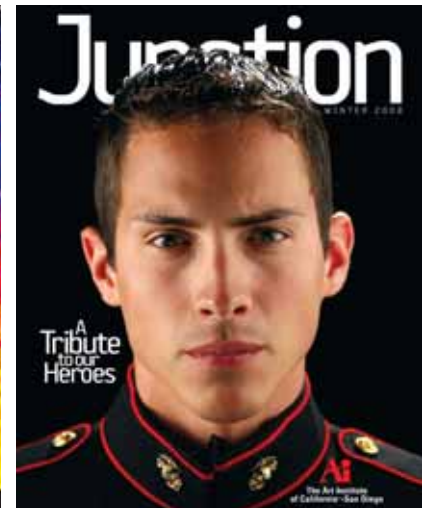
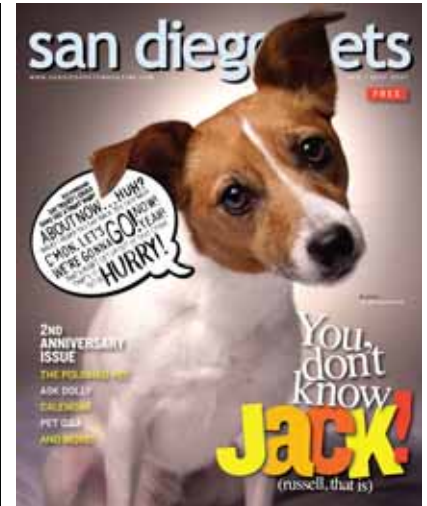
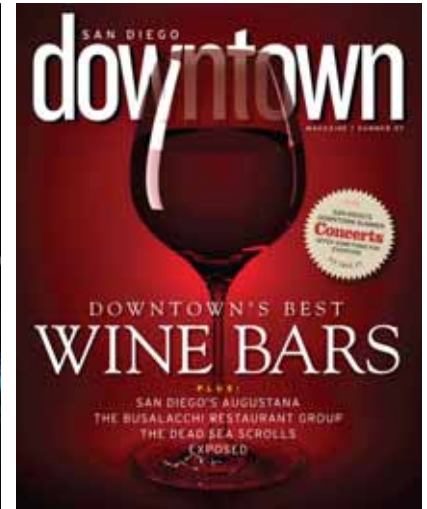
ADDITIONAL THANKS
Carlos Aquino, Gary Corbell,
Justin (my dog), Susan Knight,
Jim Lawitz, Chad Montgomery,
Sicily Shannon

TYPOGRAPHY
Mercury, Amplitude

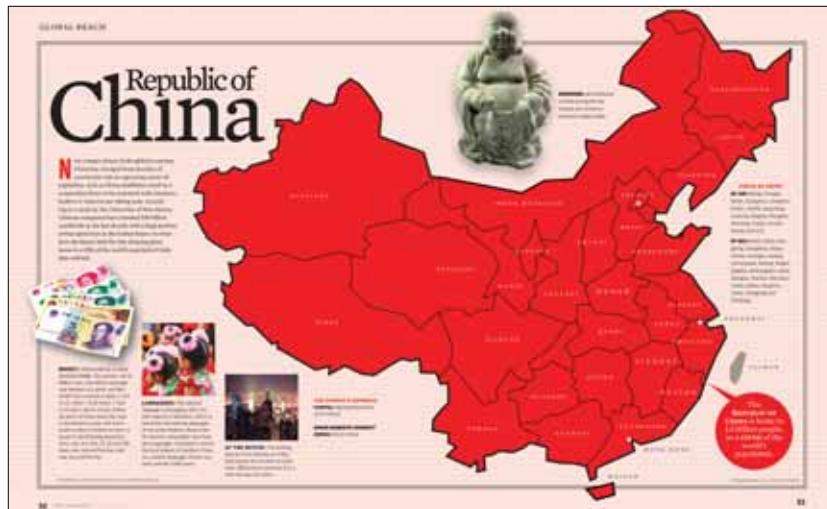
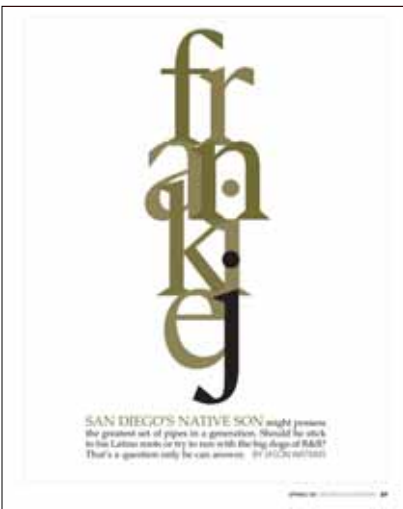
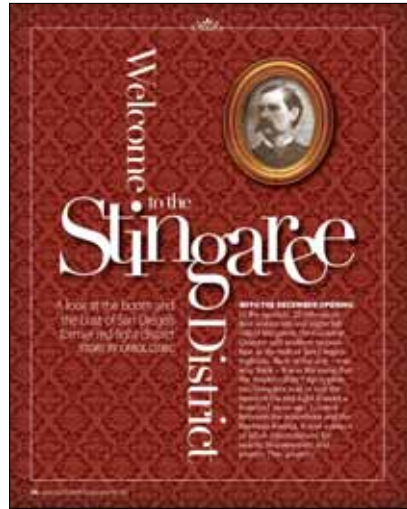
CREATIVE INFLUENCES



DESIGN: COVERS



TOP TO BOTTOM: bizSanDiego, April 2008; bizSanDiego, February 2008; San Diego Downtown, Summer 2007; PBLife, Summer 2007; San Diego Downtown, Spring 2006; San Diego Pets, August/September 2007; La Jolla Today, Fall 2005; Pulse Weekly, October 14, 2004; Junction, Winter 2008.



San Diego Downtown, Spread, Summer 2005; San Diego Downtown, Single page, Winter 2005; San Diego Downtown, Single page, Spring 2006; bizSanDiego, Spread, April 2008; bizSanDiego, Spread, April 2008; San Diego Downtown, Single page, Fall 2005.

J. da.
to apem.

The Last News paper



By Jason Watkins



How I contributed to the death of New Mexico's oldest weekly



When *The Lordsburg Liberal* first rolled off the press 120 years ago, Grover Cleveland was president, New Mexico was 25 years away from statehood and the body of Billy the Kid was still warm. In its time, *The Liberal* covered every news event on foreign or domestic soil – including (arguably) the most important: my birth.

During my freshman year of high school, I went to work for *The Liberal* as a local sports stringer. Within three years, I was serving as assistant editor. After I left for college, my old boss lost his long battle with cancer and the paper changed hands. The new owner, an out-of-towner, didn't have the resources to operate the paper so it took a nosedive.

I tried to save the paper by buying it but the owner wasn't selling. So I did the next best thing and started my own. With the publication of *The Independent* at age 20, I became America's youngest newspaper publisher. Nine months later, we quickly surpassed *The Liberal* in circulation and revenue, and *The Liberal's* owner approached me to buy it. After convincing both my mother and grandmother to mortgage their homes, I bought the paper – the oldest continuously printed weekly

in the state – and became its new publisher.

Four years later, the paper enjoyed its highest circulation ever and supported a staff of nearly 10 people. I, however, had not yet completed my degree and itched for my next challenge, so when MediaNews Group approached me to buy *The Liberal* (for twice what I paid for it) and offered me every assurance of its survival, I agreed.

It was a difficult decision to sell the newspaper in the first place, but I believed *The Liberal* had a better chance of survival with their resources than with mine. I sold the paper with the understanding it would continue publishing indefinitely but, after five lackluster years in its care, MediaNews Group decided to cease publication. It was a business decision, they say, one fueled by a “challenging economic climate” and by their competition. It won't be the first newspaper to die in these times, and it won't be the last.

It's likely *The Liberal* was doomed long before I ever took the helm, and it's unlikely that I could have even saved it. In its last issue, I was asked to write the final words, in which I lamented its passing but said I was grateful for my time there.

It's ironic that *The Lordsburg Liberal* would announce my birth while 28 years later I would announce its death.

Timeline

A visual look at my career highlights from '97 to today

//
He changed the course of my career. I'm now a journalism teacher.

PHYLLIS McDONALD
Lordsburg High

//

THINGS TO DO BEFORE I DIE:
#15
Become an EMT



RADIO DAYS
MORNING SHOW SIDEKICK
"Max & Mary in the Morning" on KiiM-FM 99.5



EDITOR & PUBLISHER
FEATURE SUBJECT The journalism trade mag featured me as America's youngest publisher.

//
For ambitious Watkins, launching newspapers isn't anything new.

ED SEVERSON
The Arizona Daily Star

//



ARIZONA DAILY STAR
FEATURE SUBJECT The state's second largest daily put me on the cover of their lifestyle section.

THINGS TO DO BEFORE I DIE:
#42
Graduate from college

HIGH SCHOOL

PUBLISHER: The Lordsburg Liberal

97

98

99

00

01

02

03

STUDENT: The University of Arizona



NEW MEXICO MAGAZINE
FREELANCE ARTICLE While still in high school, I sold my very first magazine piece to *New Mexico*.

//
I know him well enough to know that if he said he'd do it, he'd do it.

CONNIE CORBELL
My Mom

//



LORDSBURG LIBERAL
TITLE: Editor & Publisher
DURATION: 4 years
CIRCULATION: 3,000
FREQUENCY: Weekly

THINGS TO DO BEFORE I DIE:
#44
Own a newspaper

INTERNSHIP:
EXHIBITION SPECIALIST
The University of Arizona Museum of Art, Tucson



LAS CRUCES SUN-NEWS
TITLE: Editor / Writer
DURATION: 1 year
CIRCULATION: 30,000
FREQUENCY: Daily

"The Maverick Times," the newspaper I founded in high school, is still in print 13 years later.

While publisher of "The Liberal," I managed a staff of seven employees.



PULSE WEEKLY
 TITLE: Editor
 DURATION: 1 year
 CIRCULATION: 50,000
 FREQUENCY: Weekly

THINGS TO DO BEFORE I DIE:
#30
 Teach

THINGS I TEACH:
TYPOGRAPHY Advanced
MAGAZINE DESIGN Advanced
PHOTOGRAPHY Intermediate
DESIGN BASICS Beginner

THINGS TO DO BEFORE I DIE:
#47
 Live by the ocean

HOTEL ST. JAMES
 This photo collage appeared in San Diego Downtown Magazine.

AWARDS:
MAGGIE AWARD Design & Redesign
NM PRESS ASSOCIATION Six first places for excellence
ARIZONA PRESS CLUB First place for design
UNIVERSITY OF ARIZONA Professionalism in Journalism

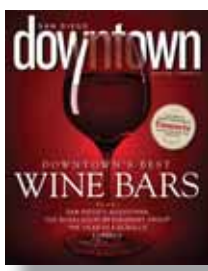


THINGS TO DO BEFORE I DIE:
#48
 Attend an inauguration

PORTER: The Sun-News

INSTRUCTOR: The Art Institute

MANAGING EDITOR: The Military Times



SAN DIEGO DOWNTOWN
 TITLE: Editor
 DURATION: 3 years
 CIRCULATION: 20,000+
 FREQUENCY: Quarterly



LA JOLLA TODAY
 TITLE: Art Director
 DURATION: 3 years
 CIRCULATION: 20,000+
 FREQUENCY: Quarterly



SAN DIEGO PETS
 TITLE: Art Director
 DURATION: 3 years
 CIRCULATION: 20,000+
 FREQUENCY: Monthly



BIZ SAN DIEGO
 TITLE: Art Director
 DURATION: 3 issues
 CIRCULATION: 50,000
 FREQUENCY: Monthly



SAN DIEGO PHYSICIAN
 TITLE: Art Director
 DURATION: 1 year
 CIRCULATION: 10,000
 FREQUENCY: Monthly



THE MILITARY TIMES
 TITLE: Managing Editor
 DURATION: 2 years
 CIRCULATION: 500,000
 FREQUENCY: Weekly

LEGEND

- LOCATION GUIDE**
- **LORDSBURG**, New Mexico
 - **TUCSON**, Arizona
 - **LORDSBURG**, New Mexico
 - **LAS CRUCES**, New Mexico
 - **SAN DIEGO**, California
 - **SAN DIEGO**, California
 - **WASHINGTON, D.C.**

- FREELANCE PAST CLIENTS:**
- 1 InDesign & QuarkXPress
 - 2 Dallas Morning News
 - 3 San Diego Magazine
 - 4 Virginia Living
 - 5 New Mexico Magazine
 - 6 Albuquerque Journal



- HARDWARE EQUIPMENT I USE:**
- 1 InDesign & QuarkXPress
 - 2 Canon cameras & optics
 - 3 Mac & PC computers
 - 4 WordPress & basic HTML
 - 5 Adobe Creative Suite
 - 6 My mind



Photography

SPECIALIZING IS GOOD. There's nothing wrong with being great at one thing. But in my 16-year-long career in journalism, I've made it my business to understand every aspect of putting out a quality publication, and that includes the art of making pictures.

My first exposure to photography came in high school, where I shot my own black-and-white photos and developed them in a darkroom. I embraced the digital format early on, though I continued my work with film. I experimented with 35mm and medium-format cameras, perfecting my developing skills.

I've been lucky enough to score some high-profile photo assignments — the inauguration of President Barack Obama, for one — and I've photographed some of the biggest superstars in music and entertainment. But the most meaningful projects I've worked on are smaller ones, stories of heartbreaking tragedy — like the 2007 California wildfires — or heartwarming triumph — like the recovery of injured service members.

I've studied a lot of different types of photography, too: portraiture, landscape,

photojournalism and reportage, even fine art. But my first love is portraiture, and it's the type of photography with which I am most comfortable.

Despite a love for the camera and the craft of photography, I'm determined to translate my skills into a commodity:

Not only can I speak the language of a photographer and find the best images available, but if I can't find just the right shot to tell the story, I can shoot it myself.

I come with a fully equipped studio, including Canon optics, Calumet flashes and a state-of-the-art Apple editing suite.

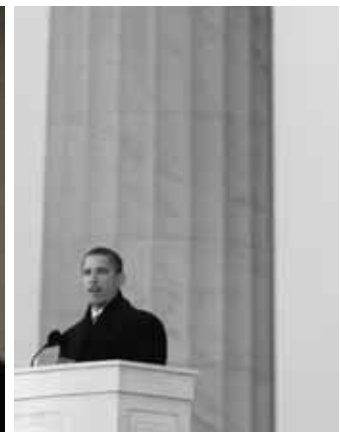
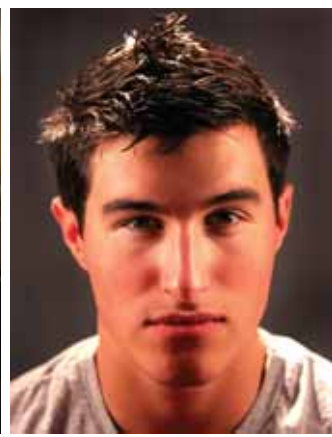
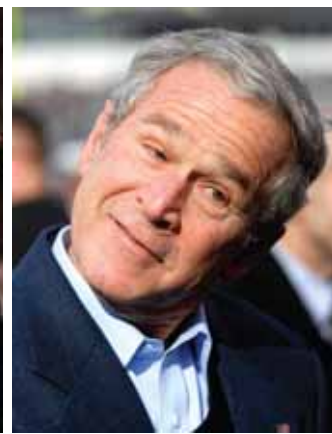
And since my photos have appeared on the front pages of *USAToday.com* and *The Military Times*, and in publications across the country like *San Diego Magazine* and *The Albuquerque Journal*, I can be counted on to produce quality images every time.

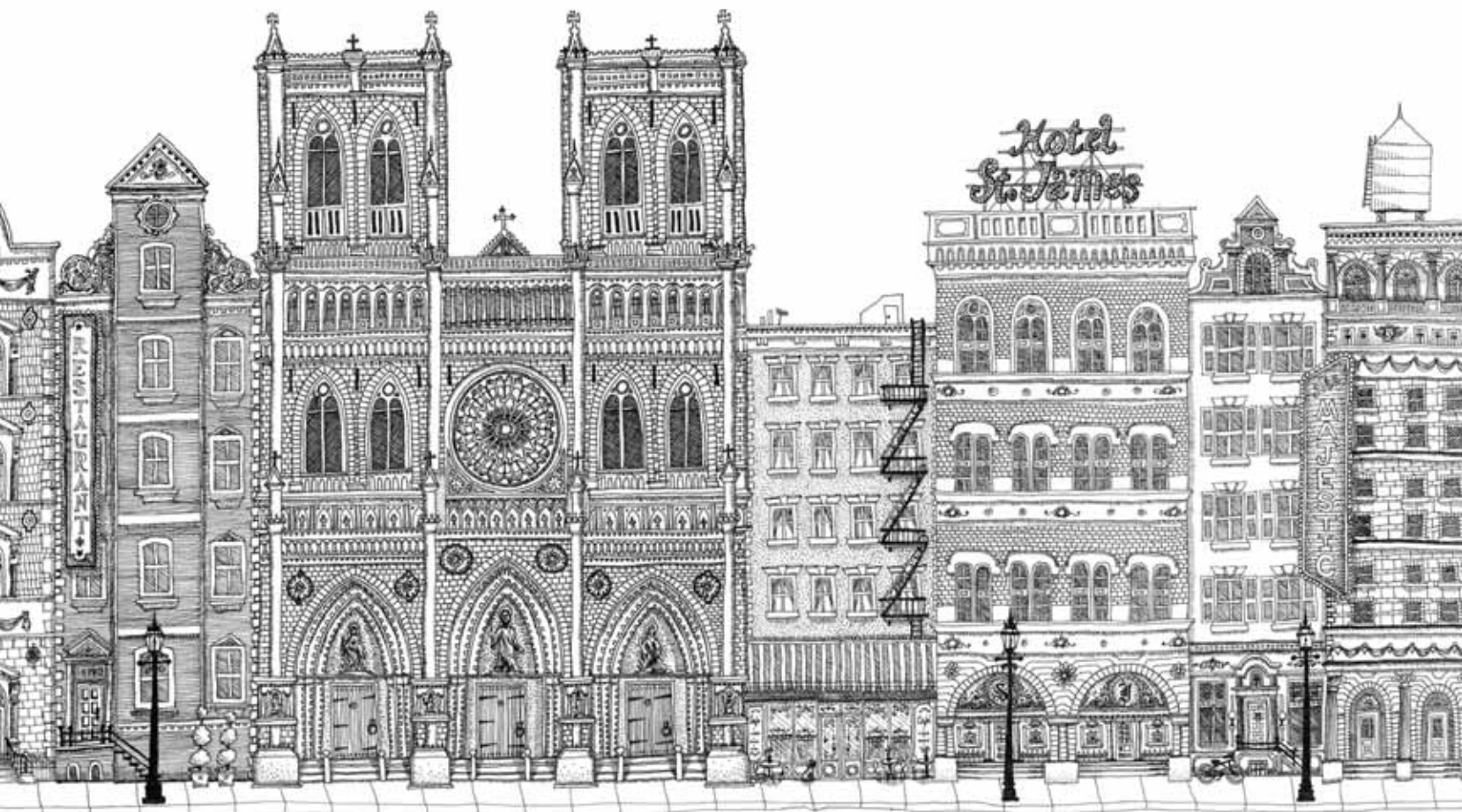
Yes, it's good to specialize in one thing; it's even better to be great at a lot of different things.

SEE MORE OF MY PHOTOS
Log on to jpants.com for an interactive photo flipbook.



ABOVE: Leo Villareal's "Multiverse," an installation of 41,000 programmed LED lights, greets visitors to the National Gallery of Art, Washington, D.C. **RIGHT:** A selection of portraits of the famous and almost famous, taken over the course of a decade.





Illustration

WHEN I RECENTLY FOUND myself up against an artistic wall, I picked up a sketchpad and went back to the basics. Too many artists and designers rely only on the utilities in their digital toolbox, and their designs tend to suffer as a result — clip-art-looking, vectorized computer graphics with no depth and no soul.

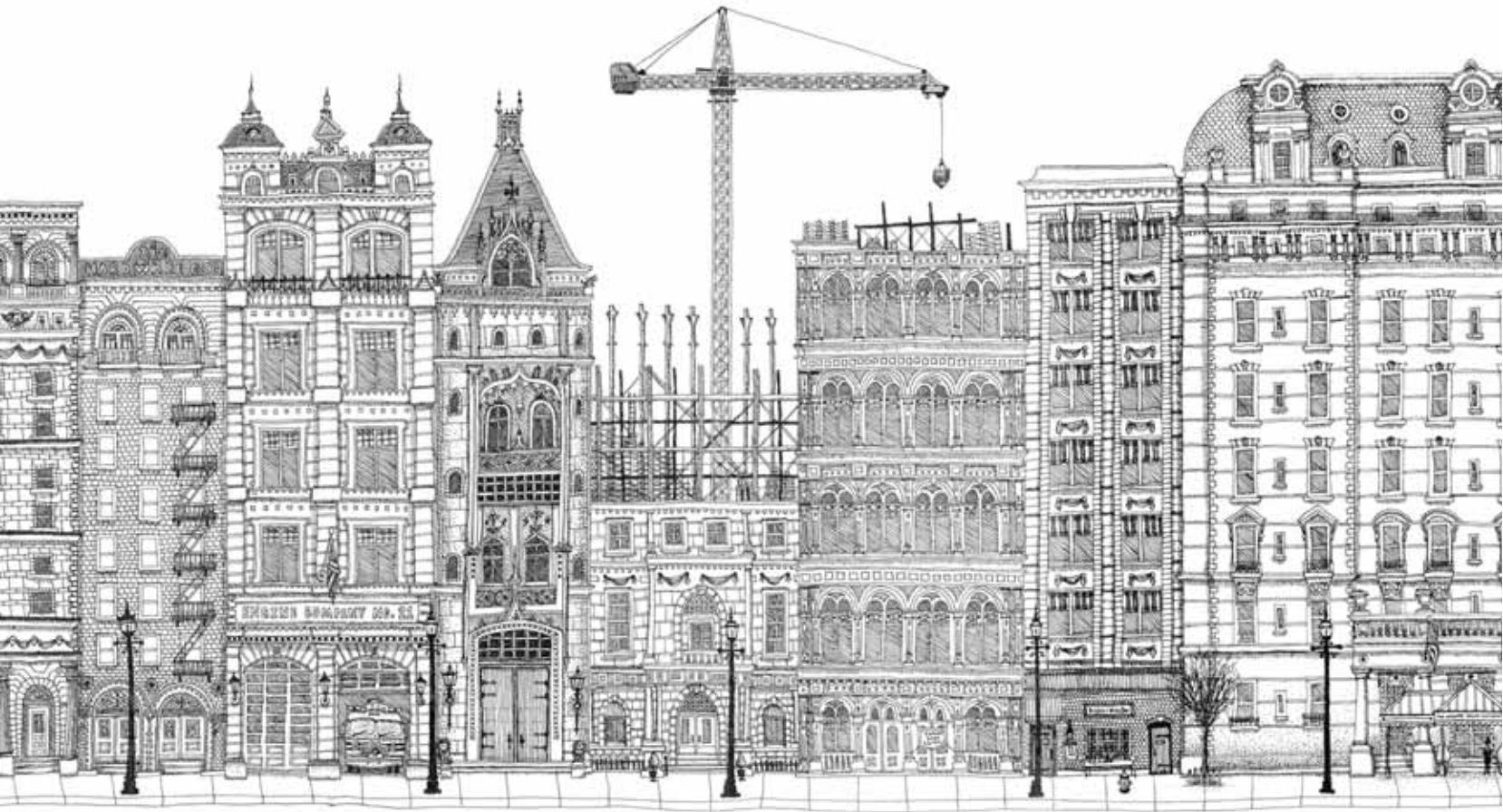
It's amazing what a nice hand-rendered element can add to a design.

From watercolor to gouache and pen-and-ink to calligraphy, I've studied all the artistic mediums necessary to produce engaging illustrations. Like the black-and-white ink drawing you see above, which took more than 90 hours and required a month of work.

If I'm willing to spend that much time on a piece of art I wasn't asked to produce, imagine how much effort I'll put into your project.

AT RIGHT

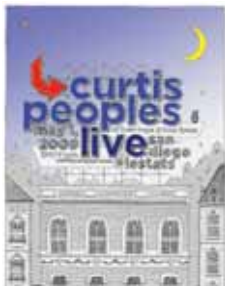
01 Artist trading card; 02 Illustration for La Jolla Today magazine; 03 Curtis Peoples gig poster; 04 Watercolor drawing; 05 Che Guevara illustration; 06, 07 Artist trading cards; 08 Illuminated letter; ABOVE Pen and ink drawing.



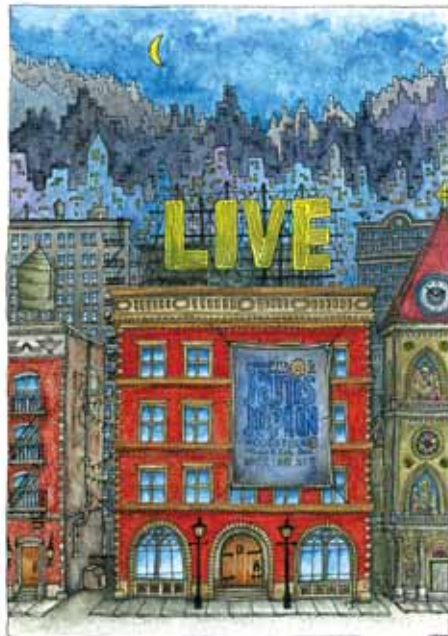
01



02



03



04



08

06

07



05

THE INAUGURATION
of President Barack Obama,
Washington, D.C., January 2009





Things to do before I die [Twenty-three down, thirty to go]

1. Own a Corvette
2. **Own a motorcycle**
3. Sleep in the Lincoln Bedroom
4. Spend New Year's Eve in New York City
5. Get my pilot's license
6. Write a novel
7. Overcome my fear of water
8. **Drive from New York to Los Angeles**
9. Visit all 50 states
10. **Witness a space shuttle launch**
11. Search for the Ark of the Covenant
12. **Spend the night in a haunted house**
13. See the Northern Lights
14. **Walk through Harlem and Compton at night**
15. **Become an EMT**
16. Try ayahuasca
17. **Inspire someone to change his/her life**
18. Fly over the Bermuda Triangle
19. Skydive
20. Be on Oprah
21. Trek to Everest basecamp
22. Attend the Grammy or Academy awards
23. Make a million bucks
24. See a tornado
25. **Watch a professional football game**
26. **Read the literary classics**
27. Eat at Spago and **Tavern on the Green**
28. Get in great shape
29. **Read the Holy Bible**
30. **Teach**
31. **Learn about the world's religions**
32. Own a ranch
33. Win a Pulitzer Prize
34. Touch all seven continents
35. Live in New York City and Los Angeles
36. Cross the Nile, Amazon, **Mississippi**, Tigris, Euphrates and Yangtze rivers
37. Visit the world's greatest cities
38. **See the world's greatest works of art**
39. **Watch America's film classics**
40. Travel Montana
41. See the Shroud of Turin
42. **Graduate from college**
43. **See a taping of The Late Show**
44. **Own a newspaper**
45. **Kick a bad habit**
46. Make a movie
47. **Live by the ocean**
48. **Attend a presidential inauguration** (SEE LEFT)
49. Pay off all my debts
50. **Fall in love**

WILL WORK
FOR
COMPETITIVE SALARY,
401k, VACATIONS
AND HEALTH INSURANCE

Jason Watkins

★ www.jpants.com ★