**I'm [Lyle McKeany](#) and I'm nominating myself for the Head Editor role for the Foster + SeedClub + Metalabel collaborative zine project.**

I recently wrapped up working full-time on a web3 educational project called [Invisible College](#) where I was Head of Community and ran/hosted 100+ events and fireside chats on various web3 topics. Additionally, I was the Head Editor/Writer of our newsletter, [The Syllabus](#). I wrote a fair amount of the 52 issues we produced and also led a roster of five periodic guest writers. It was important to me that we focused on nuanced content that provided quality educational value to readers and therefore separated us from the countless crypto newsletters that simply regurgitated the latest news.

Prior to Invisible College, I worked on two other web3 writing-related projects. First, I worked with [KlimaDAO](#) as lead editor on blog posts, research reports, and press releases. Second, I worked on a Loot-based project called [DivineDAO](#) where I worked within a writer's room as lead editor. We worked on lore discovery and some longer-form pieces. In both cases, I stepped aside to work on Invisible College full-time.

As you can see, I have deep expertise in the web3 space. And yet, I also pride myself on being pragmatic—rather than dogmatic—about web3 principles such as decentralization, transparency, and trustlessness. It's not all or nothing. This strikes me as especially important for a decentralized media project that permissionlessly allows contributors to write about whatever is true for them within the theme, while also empowering a sole Head Editor to provide editorial direction.

Creativity is an important part of my life, dating way back to when I played bass in a [major-label band](#) to writing [my personal newsletter](#) for the past 2 ½ years. Creative Collaboration is a theme I'm excited to dig into and see how contributors interpret it given their worldview. I believe that most content online is run-of-the-mill and leaves a lot to be desired from a creative standpoint. For this zine, I'd love to see writers push themselves on that front. I'd love to see writers team up and co-write pieces. I'd love to see writers have fun and get weird. I'd love to see us push the boundaries of what's possible. And get paid equitably while we're at it!