

# ADVISER TIMELINE CHECKLIST

November 2024

## General

- Make sure the items from your October checklist are complete.
  - JEA/NSPA Fall National High School Journalism Convention will be Nov. 7-9 in Philadelphia; visit [jea.org](http://jea.org) or [studentpress.org/nspa](http://studentpress.org/nspa) for more information.
  - Continue your social media presence. Use Walsworth's [Social Media Calendar](#) for inspiration. This is a great place to conduct polls and surveys for infographics on your spreads.
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## Sales

- Boost your yearbook sales with some great holiday graphics from our [Social Media Resources](#) page.
  - Everyone loves a deal! Promote Cyber Monday yearbook and ad sales using our [editable materials](#).
  - Watch the replay of [A Simple Writing Process](#) training video.
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## Training & Organization

- Download our [Get the Most Out of School Store Coupon Codes](#) eBook for great ideas.
  - How can you effectively and ethically use AI this school year? Learn strategies in our latest Yearbook Suite unit, [Using AI: Ethical Considerations for Yearbook Staffs](#).
  - Take advantage of our [Class Starters](#), a series of 10-15 minute education training video clips you can use at the start of class.
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## Creation

- With your first deadlines approaching, download this handy [Yearbook Spread Checklist](#) for editors and staffers to review.
  - It's deadline season – finish ads, opening dividers, section dividers, student profiles, people pages, fall sports and/or chronological spreads for the fall as well as your cover and endsheets.
  - Mini-deadlines are key to deadline success; tell your staff how far they should be on spreads before the final deadline, and give yourself time to proof all the work.
  - Be open to additional stories you may not have considered – a few surprises always come up.
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## Photography

- Need photos? Continue to promote [Yearbook Snap](#) and request photos from your students and parents for past or upcoming events like Homecoming, Halloween, Thanksgiving and more.
- Watch the training video replay of [Fabulous Photography](#). Yearbook Sales Rep, Jill Chittum, and award-winning adviser, Jim McCrossen, share tips to help your staff elevate their photos.