

ADVISER TIMELINE CHECKLIST

November 2022

General

- ☐ Make sure the items from your October checklist are complete.
 - ☐ JEA/NSPA Fall National High School Journalism Convention will be Nov. 10-13 in St. Louis; visit jea.org or 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.
-

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 – parents and/or grandparents will be happy to save money while supporting their student; find more tips on our [marketing page](#).
 - ☐ Tune in for our [Close the Deal](#) webinar on Nov. 15 at 3 p.m. Central with special guest Kathy Beers about sales strategies that work.
-

Training & Organization

- ☐ Download our [Get the Most Out of School Store Coupon Codes](#) eBook for great ideas.
 - ☐ Snack attack – Bring snacks for a virtual work night party to complete your first deadline.
 - ☐ Are potential 2024 editors standing out? Have them shadow your current editor(s)-in-chief.
 - ☐ Create lesson plans and train your staff using the [Yearbook Suite](#) curriculum and our [Class Starters](#), a series of 10-15 minute education webinars clips you can use at the start of class.
-

Creation

- ☐ With your first deadlines approaching, download this handy [Yearbook Spread Checklist](#) for editors and staffers to review before they submit or this [Wait Before You Submit](#) poster.
 - ☐ 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; make sure your staff knows 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.
-

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.
- ☐ Take pictures with your phone camera wherever you go, both vertical and horizontal, to make sure you're capturing all aspects of school life. Review [Using Your Smartphone to Capture Great Photos](#) eBook for tips and the ["Photojournalism: Telling Great Stories with Images"](#) unit of our Yearbook Suite curriculum.