

ADVISER TIMELINE CHECKLIST

November 2025

General

- ☐ Make sure the items from your October checklist are complete.
 - ☐ JEA/NSPA Fall National High School Journalism Convention will be Nov. 13-16 in Nashville; visit fall.journalismconvention.org 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](#).
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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 [2025 Photo Contest Favorites](#) with Yearbook Sales Rep, Jill Chittum, and Area Associate Representative, Kathy Beers.