

# ADVISED TIMELINE



Spring

# GET STARTED

Welcome to the 2016-2017 school year! You and your staff will be busy, and this Adviser Timeline can help you stay organized, stay on task and meet deadlines all year. Also for your convenience, the First 30 Days Lesson Plan and the Advisers Market have been added to this Timeline. With more information in one place, this Adviser Timeline is your go-to source!

## Table of contents:

First Service Visit/Expectations .....	2
First 30 Days Lesson Plan .....	6
15-month desk calendar.....	12
Monthly to-do checklists .....	42
Deadline planner.....	56
Ladder.....	58
Important names and numbers .....	62
Advisers Market .....	65

**We wish you the best this year! If you have questions throughout the year, please do not hesitate to contact your yearbook sales representative or your customer service representative.**

# MY FIRST SERVICE VISIT

Call or email your Walsworth Yearbooks sales rep to schedule your first visit.

Our goal is to provide you with the best experience in yearbooks! To accomplish that, your sales rep will need to discuss your goals and expectations for the year.

Your sales rep will need at least one hour of time with you, without interruption.

During this first visit, your sales rep will help you set up your:

- Budget
- Deadlines
- Online sales
- Marketing plan
- Service expectations for the year
- Your yearbook specifications for this year and your renewal

## Budget

If necessary, contact your bookkeeper to get all the information from last year. This will be used to set up your budget, and it will be reviewed throughout the year to ensure your financial success.

### Info needed:

- Total book and ad sales from last year for each price point
- Total additional revenue from fundraisers and other sources
- Book sale prices, increases and dates for this year
- Most current yearbook balance at school

## Deadlines

Please have a school calendar handy so accurate deadlines and proof hold dates can be determined.

## Account Setup

Please activate your 2017 Members Only account.

- **New advisers** will use the username and password provided via email from Walsworth.
- **Returning advisers** and student usernames and passwords from last year have not changed.
- If you are unable to locate your login information or have any questions about the login process, please contact your CSR.

It is important that we work together to build your yearbook program and keep it strong. Always let me be the first to know of any yearbook concerns that arise throughout the year. We look forward to working with you and your staff and making your 2017 yearbook the best ever!

**notes/questions:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# YOUR EXPECTATIONS

Your Walsworth Yearbooks sales rep will ask you to identify your expectations for the year. Please put a lot of thought into these answers, as it helps to make sure both of you start the year thinking alike. If you ever think you are losing track or are not on the same page as your sales rep, bring it up. Our goal is your success.

**Please write down your thoughts to these questions before your first visit with your yearbook sales representative.**

What do you see as your biggest challenge this year?

---

What's taking you too much time?

---

What is your single greatest strength regarding yearbooks?

---

How would you summarize your goals for this year's yearbook?

---

What obstacles prevent you from achieving your goals and objectives from this year's book?

---

What do you expect your sales rep to continue or start doing to ensure you and your school remain loyal?

---

How often do you expect your sales rep to visit your school?

---

What adviser or school do you feel could benefit from working with Walsworth and your sales rep?

---

# Get our powerful **YEARBOOK SUITE** CURRICULUM the way you want!

Photo by Danielle Hass



Available on the  
**App Store**

ANDROID APP ON  
**Google play**

**Walsworth** yearbooks



Engage your students with collaborative learning activities using the printed **student workbooks**, the **app** or **online** versions of **Walsworth's Yearbook Suite** curriculum.

## The Yearbook Suite units

### **New Adviser's Field Guide to Yearbook** **NEW**

by Jill Chittum, CJE and Mike Taylor

You have a lot to learn, and we're here to help! Use this valuable resource to get started and excel in your very first year.

### **Staff Management Through Team Building**

by Jessica Young, MJE

Whether you have a small staff or a big one, a class or a club, your yearbook staff needs to be organized, understand each other and work together. Use this unit to get, and keep, everybody on the same page.

### **Finding Your Theme**

by Crystal Kazmierski

Discovering the right yearbook theme for your school in your year can be difficult. This unit will help you develop and mold new, creative theme ideas while still maintaining your sanity.

### **Coverage: The Heart of the Yearbook**

by Jim Jordan

Deciding what your yearbook staff will cover and how they will cover it is one of the most important decisions you make. This unit will guide them through the process of mapping out coverage.

### **Understanding Why Design Matters**

by Mike Taylor

Teach fundamental yearbook design principles with this unit, including how to recognize good design elements, how to start a design from scratch, how to create a basic spread and the importance of packaging.

### **The Art of the Interview**

by Evan Blackwell

Before writers can start crafting their yearbook articles, information must be gathered. One of the most important ways journalists do this is through interviewing sources. Learn how in this unit.

### **Writing: Tell Me a Story**

by Susan Massy

To capture the hearts and minds of readers, your yearbook staff should be writing personal stories and finding unique angles for the year. This unit will help kick-start that creative process.

### **Complete Your Copy with Captions and Headlines**

by Renee Burke, MJE

Captions and headlines will be the most-read copy in your yearbook, so they deserve proper attention. Help students learn how to write captions and headlines that grab the reader's eye and keep them on the page.

### **Photojournalism: Telling Stories with Images**

by Bradley Wilson, Ph.D.

Great photos will help tell the story of the year in a way your readers will always remember. This unit introduces them to the world of photography and journalism, and teaches them how to take quality photos for the yearbook.

### **Engage Your Audience and Sell More Yearbooks with Strategic Marketing**

by Kristin Mateski, CJE

You and your staff have worked so hard on your yearbook; make sure your work is seen! Learn principles of marketing, how to plan your marketing for the year and easy, effective tactics you should use now.

### **Make Copy Shine by Editing**

by Sabrina Schmitz, CJE

Creating a perfect, mistake-free yearbook is a dream, but it should be the goal. Learn the ways of copy editing in this unit, and bring credibility and journalistic integrity to your staff in the process.

### **Yearbooks, the Law and You**

by Trevor Ivan

Producing a yearbook can lead to plenty of legal questions. This unit helps you understand them all – First Amendment rights, libel, invasion of privacy, copyright and more.

To learn more and order, go to [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite).

# First 30 Days

With the start of the school year, it's time to kick off your yearbook training. Use this document as a guide for teaching during the first 30 days of yearbook.

Walsworth's *Yearbook Suite* curriculum provides short lessons that dive into yearbook activities to get students thinking and creating. The Using Online Design 2017 manual you received in your Planning Kit helps students become familiar with the online creation tool. For InDesign users, the Using InDesign manual on the Resource DVD helps students learn the software. While specific lessons and activities from the *Yearbook Suite* and these two manuals are listed here, use your own judgment to select components to begin training your staff in 30 days.

Remember to continue using the additional sections in the Using Online Design 2017 manual or the Using InDesign manual and the lessons from the *Yearbook Suite* units mentioned here, plus the units called Make Copy Shine by Editing and Yearbooks, the Law and You.

<b>Days 1-3 – Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Staff Organization	<i>Staff Management Through Team Building</i>	Staff organization charts Job descriptions Lesson 2	Adviser

- Objectives:
1. Understand basic job descriptions and responsibilities of staff positions
  2. Understand different organization structures and decide which would work best for your staff
  3. Begin to understand how you and others on the staff learn so you can effectively work together

---

<b>Day 4 – Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Theme Development	<i>Finding Your Theme</i>	Lessons 1-2	Adviser Editor

- Objectives:
1. To distinguish between types of themes
  2. Determine which is the best type of theme for your yearbook
  3. To understand the importance of giving your yearbook a place in time
  4. Learn about clever resources for infusing a theme with a contemporary personality

---

<b>Day 5 – Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Theme Development	<i>Finding Your Theme</i>	Lesson 3	Adviser Editor

- Objectives:
1. Learn practical application of theme in traditional areas of the yearbook
  2. Learn additional ways to incorporate theme throughout the yearbook

---

<b>Day 6 – Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Coverage	<i>Coverage: The Heart of the Yearbook</i>	Lesson 1	Adviser Editor

- Objectives:
1. Develop a working definition of coverage
  2. Begin to decide what needs to be covered in this year's book
-

# First 30 Days

<b>Day 7 – Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Coverage Approaches	<i>Coverage: The Heart of the Yearbook</i>	Lesson 2	Adviser Editor

Objectives:

1. Learn about the different approaches to coverage
2. Determine which coverage approach best fits the theme this year

---

<b>Day 8 – Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Ladder	<i>Coverage: The Heart of the Yearbook</i>	Lesson 3	Adviser Editor

Objectives:

1. Learn what a ladder is, its purpose and the benefits of using one
2. Learn to create a ladder that identifies the content of every spread

---

<b>Day 9 – Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Exposures	<i>Photojournalism: Telling Stories with Images</i>	Lesson 2	Adviser Editor Photo Editor

Objectives:

1. Understand suggested camera settings to get good photos in different types of light
2. Learn to adjust camera settings to compensate for lighting conditions in a variety of places

---

<b>Day 10 – Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Photo Composition	<i>Photojournalism: Telling Stories with Images</i>	Lessons 8-9	Adviser Editor Photo Editor

Objectives:

1. Learn to use the rule of thirds when looking through the viewfinder to frame your images
2. Learn additional rules of composition that make interesting photos
3. Learn not to be afraid to get in close or move to another spot to get the image you want

---

## Online Design 2017 users

<b>Day 11 – Topic</b>	<b>Resources</b>	<b>Location</b>	<b>Leader</b>
Getting Started, Plan Book Working with Photos	<i>Using Online</i> <i>Design 2017</i> manual	Sections 1-2 (user accounts already set up) Section 3	Adviser

Objectives:

1. Learn the home page and what functionality is available and where it's located
2. Learn how to use the Message Center and To-Dos
3. Learn how to work in the Plan Book area, starting with the ladder
4. Editors learn to assign spreads and enter in titles, due dates and color information
5. Learn to create photo albums
6. Learn to upload photos
7. Learn to edit, tag and recommend images



# First 30 Days

## InDesign users

### Day 11 – Topic

File management and fonts

### Resources

*Using InDesign* manual

### Location

Lesson 1

### Leader

Adviser

- Objectives:
1. Learn Walsworth's file and folder management system
  2. Begin setting up your file folder system for images, copy and spreads
  3. Understand why you should use Walsworth fonts
  4. Learn about protecting files from disaster

---

### Day 12 – Topic

Developing a Beat System

### Resources

*Coverage: The Heart of the Yearbook*

### Location

Lesson 4

### Leader

Adviser  
Editor

- Objectives:
1. Develop a beat system to help gather information on groups, people and events
  2. Find new coverage ideas before they happen

---

### Day 13 – Topic

Preparing for an interview

### Resources

*The Art of the Interview*

### Location

Lesson 1

### Leader

Adviser  
Editor

- Objectives:
1. Understand the importance of research
  2. Learn how to gather background information
  3. Learn how to construct useful interview questions

---

### Day 14 – Topic

Conducting an interview

### Resources

*The Art of the Interview*

### Location

Lesson 2

### Leader

Adviser  
Editor

- Objectives:
1. Learn the skills needed to conduct an interview
  2. Learn effective methods of taking notes

---

### Day 15 – Topic

After the interview

### Resources

*The Art of the Interview*

### Location

Lesson 3

### Leader

Adviser  
Editor

- Objectives:
1. Understand the importance of communicating with and following up with interview sources
  2. Learn methods of transcribing notes
  3. Learn to determine the usefulness of the information for the writing process

---

### Day 16 – Topic

Before you write

### Resources

*Writing: Tell Me a Story*

### Location

Lessons 1-2

### Leader

Adviser  
Editor

- Objectives:
1. Learn how to brainstorm for a good story
  2. Learn how to begin conducting research for a story
  3. To become familiar with yearbook writing terms

# First 30 Days

## Day 17 – Topic

The Writing Process

## Resources

*Writing: Tell Me a Story*

## Location

Lessons 3-4

## Leader

Adviser  
Editor

- Objectives:
1. Learn what to look for in a good story
  2. Begin to learn how to write a lead
  3. Recognize and write a nut graf
  4. Learn to write the copy after the nut graf

---

## Days 18-19 – Topic

Design Basics

## Resources

*Understanding Why Design Matters*

## Location

Lessons 1-2

## Leader

Adviser  
Editor

- Objectives:
1. Understand the elements of strong design
  2. Learn to recognize a well-designed yearbook spread
  3. Recognize and use basic design concepts, including column structure, margins and eyeline

---

## Days 20-21 – Topic

Designing a Spread

## Resources

*Understanding Why Design Matters*

## Location

Lesson 3

## Leader

Adviser  
Editor

- Objective:
1. Learn to put together a yearbook spread using the basic rules of design

---

## Day 22 – Topic

Fonts

## Resources

*Understanding Why Design Matters*

## Location

Lessons 4-5

## Leader

Adviser  
Editor

- Objectives:
1. Learn that font selection can play an important role in conveying emotion to readers
  2. Recognize a variety of font categories and typographical effects, including type combinations
  3. Understand how to choose typefaces for a yearbook

---

## Online Design 2017 users

### Day 23 – Topic

Page Editor

## Resources

*Using Online Design 2017 manual*

## Location

Section 4

## Leader

Adviser  
Editor

- Objectives:
1. Learn how to launch a Page Editor session
  2. Learn how to use the primary menus, tools and palettes within Page Editor
  3. Be able to place text and images on a page

# First 30 Days

## InDesign users

### Day 23 – Topic

InDesign Basics

### Resources

*Using InDesign*  
manual

### Location

Lesson 2  
Lesson 4

### Leader

Adviser  
Editor

- Objectives:
1. Understand the basic InDesign tools and work area
  2. Know how to use the InDesign Toolbox
  3. Know how to access InDesign palettes
  4. Know how to work with text, color, shapes and guides
  5. Learn to create a page starting from a new spread
  6. Learn how to change folio text
  7. Learn how to add color

---

## Online Design 2017 users

### Day 24-25 – Topic

Templates and  
Master Pages

### Resources

*Using Online*  
*Design 2017* manual

### Location

Section 5

### Leader

Adviser  
Editor

- Objectives:
1. Learn to create custom templates
  2. Learn how to assign templates to pages
  3. Understand how to work with master pages

## InDesign users

### Day 24-25 – Topic

Walsworth's Enhancements  
Master Book and  
Master Pages

### Resources

*Using InDesign*  
manual

### Location

Lesson 3  
Plug it in pages 31-32, 34  
Activities pages 35-37, 44-45

### Leader

Adviser  
Editor

- Objectives:
1. Be able to install a Designer Series or Total Design template
  2. Know when to use the Express Library
  3. Be able to mirror a page layout
  4. Understand the concept of a master book
  5. Learn to create files using the File Builder Enhancement

---

## Day 26 – Topic

Writing great captions

### Resources

*Completing Your Copy*  
*With Captions and*  
*Headlines*

### Location

Lesson 1

### Leader

Adviser  
Copy Editor  
Editor

- Objectives:
1. Learn the ABCD formula to write informational captions that identify people and events
  2. Learn to write captions creatively so people will want to read them
-

# First 30 Days

## Day 27 – Topic

Teambuilding

## Resources

*Staff Management  
Through Team  
Building*

## Location

Lesson 5

## Leader

Adviser

- Objectives:
1. Learn about working together as a team
  2. Learn to overcome obstacles as a team
  3. Understand the importance of working together as a unit to create the yearbook

---

## Day 28 – Topic

Intro to Marketing

## Resources

*Engage Your Audience  
and Sell More Yearbooks  
with Strategic Marketing*

## Location

Lessons 1-2

## Leader

Adviser  
Marketing Manager

- Objectives:
1. Learn how to segment your target audience into groups
  2. Learn how to create personas for each group
  3. Learn the P's of marketing
  4. Learn how to develop your comprehensive list to create a well-thought-out marketing plan

---

## Day 29 – Topic

Marketing tools

## Resources

*Engage Your Audience  
and Sell More Yearbooks  
with Strategic Marketing*

## Location

Lesson 3

## Leader

Adviser  
Marketing Manager

- Objectives:
1. Learn about the different types of marketing tactics available
  2. Learn why different tactics are needed for each audience
  3. Create your marketing plan

---

## Online Design 2017 users

### Day 30 – Topic

Portraits

## Resources

*Using Online  
Design 2017 manual*

## Location

Section 6

## Leader

Adviser  
Editor

- Objectives:
1. Learn to edit student information
  2. Learn to customize the style and adjust the settings of your portraits
  3. Learn how to flow portraits onto the pages

## InDesign users

### Day 30 – Topic

Working with images

## Resources

*Using InDesign  
manual*

## Location

Lesson 3  
Plug it in pages 33-34  
Activities pages 38-43

## Leader

Adviser  
Editor

- Objectives:
1. Be able to work with images and the Image Placer
  2. Know how to create a portrait page from Panel Maker

# 2016

# JULY

sunday	monday	tuesday	
3	4 Independence Day	5	
10	11 Adviser Academy, Kansas City	12 Adviser Academy, Kansas City	
17	18	19	
24/31	25	26	

Please see your Monthly To-do Checklist for July on page 54.



	wednesday	thursday	friday	saturday
			1	2
	6	7	8	9
	13	14	15	16
	Adviser Academy, Kansas City	Adviser Academy, Kansas City		
	20	21	22	23
	27	28	29	30

2016

AUGUST

sunday	monday	tuesday	
	1	2	
7	8	9	
14	15	16	
21	22	23	
28	29	30	

Please see your Monthly To-do Checklist for August on pages 42-43.

	wednesday	thursday	friday	saturday
	3 _____ _____ _____ _____ _____ _____	4 _____ _____ _____ _____ _____ _____	5 _____ _____ _____ _____ _____ _____	6 _____ _____ _____ _____ _____ _____
	10 _____ _____ _____ _____ _____ _____	11 _____ _____ _____ _____ _____ _____	12 _____ _____ _____ _____ _____ _____	13 _____ _____ _____ _____ _____ _____
	17 _____ _____ _____ _____ _____ _____	18 _____ _____ _____ _____ _____ _____	19 _____ _____ _____ _____ _____ _____	20 _____ _____ _____ _____ _____ _____
	24 _____ _____ _____ _____ _____ _____	25 _____ _____ _____ _____ _____ _____	26 _____ _____ _____ _____ _____ _____	27 _____ _____ _____ _____ _____ _____
	31 _____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____

2016

SEPTEMBER

Please see your Monthly To-do Checklist for September on pages 44-45.

sunday	monday	tuesday	
4	5 Labor Day	6	
11	12	13	
18	19	20	
25	26	27	

	wednesday	thursday	friday	saturday
		1	2	3
	7	8	9	10
	14	15	16	17
	21	22	23	24
	28	29	30	

First day of fall





	wednesday	thursday	friday	saturday
				1           First deposit due
	5           National Yearbook Week	6           National Yearbook Week	7           National Yearbook Week	8           National Yearbook Week
	12           Yom Kippur	13           	14           	15           
	19           	20           ACP/CMA convention, Washington, D.C.	21           ACP/CMA convention, Washington, D.C.	22           ACP/CMA convention, Washington, D.C.
	26           	27           	28           	29           

2016

NOVEMBER

sunday	monday	tuesday	
		1	
6 Daylight Saving Time ends	7  CSPA Fall Conference, New York	8 Election Day	
13  JEA/NSPA convention, Indianapolis	14	15	
20	21	22	
27	28	29	

Please see your Monthly To-do Checklist for November on page 47.

	wednesday	thursday	friday	saturday
	2 _____ _____ _____ _____ _____	3 _____ _____ _____ _____ _____	4 _____ _____ _____ _____ _____	5 _____ _____ _____ _____ _____
	9 _____ _____ _____ _____ _____	10 _____ _____ _____ _____ _____	11 _____ _____ _____ _____ _____	12 _____ _____ _____ _____ _____
	16 _____ _____ _____ _____ _____	17 _____ _____ _____ _____ _____	18 _____ _____ _____ _____ _____	19 _____ _____ _____ _____ _____
	23 _____ _____ _____ _____ _____	24 _____ _____ _____ _____ _____	25 _____ _____ _____ _____ _____	26 _____ _____ _____ _____ _____
	30 _____ _____ _____ _____ _____	_____ _____ _____ _____ _____	_____ _____ _____ _____ _____	_____ _____ _____ _____ _____

Veterans Day

Thanksgiving Day

JEA/NSPA convention,  
Indianapolis

JEA/NSPA convention,  
Indianapolis

JEA/NSPA convention,  
Indianapolis

2016

DECEMBER

sunday	monday	tuesday	
4	5	6	
11	12	13	
18	19	20	
25 Christmas Day Hanukkah begins	26	27	

Please see your Monthly To-do Checklist for December on page 48.



	wednesday	thursday	friday	saturday
		1	2	3
	7	8	9	10
	14	15	16	17
	21	22	23	24
	28	29	30	31

First day of winter

2017

# JANUARY

sunday	monday	tuesday	
1 New Year's Day Hanukkah ends	2	3	
8	9	10	
15       NSPA Pacemaker award submission deadline	16 Martin Luther King Jr. Day	17	
22	23	24	
29	30	31	

Please see your Monthly To-do Checklist for January on page 49.

	wednesday	thursday	friday	saturday
	4 _____ _____ _____ _____ _____ _____	5 _____ _____ _____ _____ _____ _____	6 _____ _____ _____ _____ _____ _____	7 _____ _____ _____ _____ _____ _____
	11 _____ _____ _____ _____ _____ _____	12 _____ _____ _____ _____ _____ _____	13 _____ _____ _____ _____ _____ _____	14 _____ _____ _____ _____ _____ _____
	18 _____ _____ _____ _____ _____ _____	19 _____ _____ _____ _____ _____ _____	20 _____ _____ _____ _____ _____ _____	21 _____ _____ _____ _____ _____ _____
	25 _____ _____ _____ _____ _____ _____	26 _____ _____ _____ _____ _____ _____	27 _____ _____ _____ _____ _____ _____	28 _____ _____ _____ _____ _____ _____
	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____

Namestamp list due

2017

FEBRUARY

sunday	monday	tuesday	
5	6	7	
12	13	14 Valentine's Day	
19	20 Presidents Day	21	
26	27	28	

Scholastic Journalism Week

Scholastic Journalism Week

Scholastic Journalism Week

Please see your Monthly To-do Checklist for February on page 50.

	wednesday	thursday	friday	saturday
	1 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> Second deposit due	2 Groundhog Day <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	3 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	4 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	8 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	9 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	10 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	11 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	15 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	16 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	17 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	18 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	22 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> Scholastic Journalism Week	23 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> Scholastic Journalism Week	24 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> Scholastic Journalism Week	25 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> Scholastic Journalism Week
	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



2017

MARCH

sunday	monday	tuesday	
5	6	7	
12 Daylight Saving Time begins	13	14	
19	20 First day of spring	21	
26	27	28	

Please see your Monthly To-do Checklist for March on page 51.

	wednesday	thursday	friday	saturday
	1 Ash Wednesday	2	3	4
	8	9	10	11
	15  CSPA convention, New York	16  CSPA convention, New York	17  St. Patrick's Day  CSPA convention, New York	18
	22	23	24	25
	29	30	31	

# 2017

# APRIL

sunday	monday	tuesday	
2	3	4	
9  JEA/NSPA convention, Seattle	10	11  Passover	
16  Easter Sunday	17	18	
23/30	24	25	

Please see your  
Monthly To-do  
Checklist for  
April on page 52.

	wednesday	thursday	friday	saturday
				1 April Fools' Day
	5	6 JEA/NSPA convention, Seattle	7 JEA/NSPA convention, Seattle	8 JEA/NSPA convention, Seattle
	12	13	14 Good Friday	15
	19	20	21	22 Earth Day
	26	27	28	29

# 2017

# MAY

sunday	monday	tuesday	
	1	2	
7	8	9	
14 Mother's Day	15	16	
21	22	23	
28	29 Memorial Day	30	

Please see your Monthly To-do Checklist for May on page 53.

	wednesday	thursday	friday	saturday
	3 _____ _____ _____ _____ _____ _____	4 _____ _____ _____ _____ _____ _____	5 _____ _____ _____ _____ _____ _____	6 _____ _____ _____ _____ _____ _____
	10 _____ _____ _____ _____ _____ _____	11 _____ _____ _____ _____ _____ _____	12 _____ _____ _____ _____ _____ _____	13 _____ _____ _____ _____ _____ _____
	17 _____ _____ _____ _____ _____ _____	18 _____ _____ _____ _____ _____ _____	19 _____ _____ _____ _____ _____ _____	20 _____ _____ _____ _____ _____ _____
	24 _____ _____ _____ _____ _____ _____	25 _____ _____ _____ _____ _____ _____	26 _____ _____ _____ _____ _____ _____	27 _____ _____ _____ _____ _____ _____
	31 _____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____

# 2017

# JUNE

sunday	monday	tuesday	
4	5	6	
11	12	13	
18 Father's Day	19	20	
25	26	27	

Please see your Monthly To-do Checklist for June on pages 54-55.



	wednesday	thursday	friday	saturday
		1	2	3
	7	8	9	10
	14 Flag Day	15	16	17
	21 First Day of Summer	22	23	24
	28	29	30	

# 2017

# JULY

sunday	monday	tuesday	
2	3	4 Independence Day	
9	10	11	
16	17	18	
23/30	24/31	25	

Please see your Monthly To-do Checklist for July on pages 54-55.

	wednesday	thursday	friday	saturday
				1
	5	6	7	8
	12	13	14	15
	19	20	21	22
	26	27	28	29

2017

# AUGUST

sunday	monday	tuesday	
		1	
6	7	8	
13	14	15	
20	21	22	
27	28	29	

Please see your Monthly To-do Checklist for August on pages 42-43.

	wednesday	thursday	friday	saturday
	2 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	3 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	4 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	5 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	9 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	10 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	11 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	12 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	16 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	17 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	18 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	19 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	23 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	24 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	25 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	26 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	30 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	31 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

2017

# SEPTEMBER

Please see your Monthly To-do Checklist for September on pages 44-45.

sunday	monday	tuesday	
3	4 Labor Day	5	
10	11	12	
17	18	19	
24	25	26	

	wednesday	thursday	friday	saturday
			1	2
	6	7	8	9
	13	14	15	16
	20	21 Rosh Hashanah	22	23
	27	28	29	30 Yom Kippur

# Adviser To Do List **AUGUST**

## General

- Review your Planning Kit. Enter the contact information for your yearbook sales representative, customer service representative and others on pages 62-64 of this Adviser Timeline so the information is handy.
- Activate your Members Only area. Returning advisers will maintain their usernames and passwords, and new advisers will receive new usernames and passwords. Please fill out your school and contact information, and Online Sales information.
- Meet with your yearbook sales representative. See pages 2-3 for information on the meeting agenda and setting expectations for the year.
- Review the *New Adviser's Field Guide to Yearbook* unit of the *Yearbook Suite* at [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite) for details on a great start to the year, even if you are not a new adviser.
- Before school starts, plan a get-together with your editors to formalize goals and plans for the coming year. Have some fun, too.
- When school starts, get all of the pertinent school information for the year: alphabetized lists of all students by grade, as well as faculty and staff; event schedules; staff members' class schedules and contact information.
- Prepare or update the staff manual. See information on the staff manual at [walsworthyearbooks.com](http://walsworthyearbooks.com).
- Have class expectations and grading in place, and place in the staff manual.

## Training

- Plan to attend a fall workshop if your yearbook sales representative offers one, or ask your rep to do a one-day workshop with your staff at school. A fall workshop will provide a block of time for tech training and for your staff to focus on all the aspects of the book.
- Are you planning to attend the JEA/NSPA Fall National High School Journalism Convention in Indianapolis from Nov. 10-13? For more information, go to [jea.org](http://jea.org) and [studentpress.org/nspa](http://studentpress.org/nspa).
- Review the First 30 Days teaching plan in the front of this timeline and the *Yearbook Suite* to help you and your editors plan lessons. Both are at [yearbookhelp.com](http://yearbookhelp.com). You can order the *Yearbook Suite* at [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite).
- Get answers to your yearbook questions at [yearbookhelp.com](http://yearbookhelp.com).

## Marketing/Sales

- If you did not have a summer campaign, have your marketing manager and marketing team in place to plan and begin yearbook and ad marketing and sales campaigns. Set revenue goals. Train them using the *Engage Your Audience and Sell More Yearbooks with Strategic Marketing* unit of the *Yearbook Suite*. You can order the *Yearbook Suite* at [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite).
- Prepare to sell yearbooks at registration. Remember receipt books and change for cash payments. See the *My Marketing Plan* workbook at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing).
- Make sure your website banner is up on the school's website.



# Adviser To Do List **AUGUST** (continued)

- If you have a small staff, talk with the teachers of graphic design, business, marketing and other classes to brainstorm ways their students can get valuable experience (internships) by helping your team design materials, market and sell the yearbook.
- Fill out or confirm your yearbook and ad sales pricing in Members Only. When you log in, click the Sell Online button, fill out pricing and then check the boxes if you want to sell online.
- Email marketing to parents is an easy, free and very effective way to sell your yearbook and ads. Request your parent email list to kickstart your book sales.

## Creating

- If you and your staff did not create a cover at a summer workshop, make plans to attend a fall workshop and create it there or ask your sales rep to schedule a Virtual Cover session so you can get it done.
- Finalize your theme, cover, endsheets and division pages. See the *Yearbook Blueprint* in the Planning Kit. Also see the *Yearbook Suite* unit *Finding Your Theme* at [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite).
- Put your deadlines on your ladder and deadline planner, available on pages 56-61. Put up the wall ladder from the Planning Kit so all students can see it. If you use Online Design 2017, you can use the ladder located there.

## Photography

- Schedule portrait day and retake day with the school photographer if you did not do so in the spring.
- Have staff begin shooting sports practices.
- Begin to plan how to keep your digital images organized.

## Technology

- Think about using Yearbook 3D to make your cover and book interactive, and watch the students get excited.
- Use our Yearbook Snap app to get more photos from your students and parents.
- Online Design 2017 users: Log in to Online Design 2017 to become familiar with its features. Go to [yearbookhelp.com](http://yearbookhelp.com) to get answers to questions you may have.
- InDesign users: Install the Walsworth Enhancements, located on the Tech DVD mailed to you. The Tech DVD also includes the Using InDesign manual, Photoshop Manual and the Network Users Manual. You can also find the Enhancements in Support Download on your Members Only home page and all other items at [yearbookhelp.com](http://yearbookhelp.com).

# Adviser To Do List **SEPTEMBER**

## General

- Finalize staff jobs, from reporting and page design to stuffing envelopes. See the *Yearbook Suite* unit, *Staff Management through Team Building*, for more information on jobs. You can find the *Yearbook Suite* at [walsworthyyearbooks.com/yearbooksuite](http://walsworthyyearbooks.com/yearbooksuite).
- Have a plan for celebrating birthdays, deadlines, holidays, or other great moments during the year. Designate one person or rotate the duties.
- Please remember that you have a deposit due Oct. 1.

## Training

- Assess staff capabilities and plan training. See the *Yearbook Suite* curriculum at [walsworthyyearbooks.com/yearbooksuite](http://walsworthyyearbooks.com/yearbooksuite).
- Go to [walsworthyyearbooks.com/inspiration](http://walsworthyyearbooks.com/inspiration) to get a creative boost.

## Marketing/Sales

- Carry out your yearbook and ad sales campaigns. Use the *My Marketing Plan* workbook, found at [walsworthyyearbooks.com/marketing](http://walsworthyyearbooks.com/marketing).
- Review the Customized Marketing materials at [walsworthyyearbooks.com/marketing](http://walsworthyyearbooks.com/marketing) and click on Order Customized Marketing. Consider using one of our Customized Marketing Packages to help you order a complete set of materials right now.
- Set up Online Sales in Members Only. Upload your student list with parent email addresses, learn how to view financial reports and enter in-school book and ad sales in Marketing Central and Sales Central.
- Set up Automated Emails in Members Only so you can mark parent emails off your list!
- Send letters or emails to senior parents about personal ads. See the Customized Marketing items and the Market to Parents items at [walsworthyyearbooks.com/marketing](http://walsworthyyearbooks.com/marketing).
- Have your staff create some buy-a-yearbook videos based on current popular commercials and make sure to share them on social media!
- Start promoting National Yearbook Week, which is Oct. 2-8. Offer special sales discounts during that week.
- Promote Yearbook Snap, our Community Upload mobile app, to get photos from parents and students.

## Technology

- Think about using Yearbook 3D to make your cover and book interactive, and watch the students get excited. Go to [walsworthyyearbooks.com/yearbook360](http://walsworthyyearbooks.com/yearbook360).

# Adviser To Do List **SEPTEMBER** (continued)

## Creating

- ❑ Finalize production deadlines and create a yearlong production schedule.
- ❑ Fill out the ladder with detailed coverage for each spread. Determine submission dates for each spread to ensure meeting deadlines. If you have a flat submission requirement, be sure you have identified those correctly for that deadline. Ladders are located on pages 58-61, in the Planning Kit (a wall ladder) and within Online Design 2017 for schools that use that program.
- ❑ Make all staff coverage assignments. Use the *Yearbook Suite* unit, *Coverage: The Heart of the Yearbook*, at [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite). Ensure that each student has access to a copy of the ladder that can be updated, such as the Wall Ladder from the Planning Kit.
- ❑ Create a style guide listing fonts color usage, folio details, and a yearbook mock-up, or create master pages. Put this information in your staff manual. Go to [yearbookhelp.com](http://yearbookhelp.com) for information on creating master pages.
- ❑ Start creating page templates, or look through those that Walsworth offers. The Total Design templates, created from award-winning yearbooks, can be found in the Online Design 2017 Template Catalog, or for InDesign users, on the Tech DVD along with the Designer Series layouts.
- ❑ Begin producing fall sports, clubs, student life, academics and ad pages.
- ❑ If you haven't already, use our A Simple Approach to Writing Great Captions video, lesson plan and activities to get your staff ready for writing. Find it at [walsworthyearbooks.com](http://walsworthyearbooks.com).

## Photography

- ❑ Use our Five-day lesson plan from Walsworth's Photo Contest to teach new photographers. Find it at [walsworthyearbooks.com](http://walsworthyearbooks.com).
- ❑ As you take pictures, keep all digital images organized so they are easy to find when students begin working on pages.
- ❑ Double-check the plan for portrait retakes.

# Adviser To Do List **OCTOBER**

## General

- National Yearbook Week is Oct. 2-8. Plan to celebrate your staff and your yearbook! Watch for emails and items on our Facebook and Twitter pages for fun activities.
- ACP/CMA National College Media Convention is in Washington, D.C. from Oct. 20-23. For more information, go to [studentpress.org/acp](http://studentpress.org/acp) or [collegemedia.org](http://collegemedia.org).

## Marketing/Sales

- Make sure your social media pages are up and running to promote your yearbook. Update them regularly, ask for input on topics, have students vote on photos, and more.
- Continue sending letters or emails to senior parents about personal ads. See the Customized Marketing and Market to Parents items at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing).
- Make sure you have yearbook sales tables at events parents attend – parent-teacher conferences, sports events, musicals or plays, and more. For information, see the *My Marketing Plan* workbook at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing).
- Review the Guerrilla Marketing items available at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) under both the Market to Parents and Market to Students links, enter your sales info and print! These also are great inspirations for brainstorming sessions – what else can your staff think of?
- Offer sales and special promotions during National Yearbook Week, Oct. 2-8.

## Creating/Submitting

- Continue coverage of fall sports, academics, student life and clubs.
- Prepare to submit the pages for your first deadline.
- Final cover and endsheets are due.

## Photography

- Start or continue work on your portrait pages.
- Plan group picture day or night to get photos of all the clubs and organizations.
- If your photographer gives you a CD or DVD of your portrait images, submit it to Walsworth immediately so your portraits can be processed and made available to you. Mailing materials are located in your Planning Kit. If your photographer provides you a link to your portraits, email it to your customer service representative. Walsworth will notify you when your portraits are available.

# Adviser To Do List **NOVEMBER**

## General

- Columbia Scholastic Press Association Fall Regional Conference: Nov. 7.
- JEA/NSPA Fall National High School Journalism Convention is in Indianapolis from Nov. 10-13. For more information, go to [jea.org](http://jea.org) and [studentpress.org/nspa](http://studentpress.org/nspa).

## Marketing/Sales

- If you plan to sell yearbooks as a holiday gift idea in December, prepare letters or order fliers, gift certificates and emails to send. Go to the Customized Marketing and Market to Parents items at [walsworthyyearbooks.com/marketing](http://walsworthyyearbooks.com/marketing).
- Keep your marketing campaigns on track, and remember to update your social media pages regularly with sales information, video links and images, deadlines and ongoing dialogue with students and parents.
- Use your school's all-call phone messaging system to remind parents that yearbooks are on sale now.
- Wrap up personal and business ad sales so you can finalize your ads budget and determine how many pages you will need.

## Creating

- Continue to keep up with coverage of school events and happenings.
- Complete fall sports coverage and begin winter sports coverage.
- Finalize plans for senior pages as you continue or finish work on your portrait pages.
- Get an updated list of students from the office to have names of new students for coverage purposes.
- Confirm that you are on track to meet your flat submission requirement.

## Submitting/Indexing

- As you begin to submit pages, begin creating your index.
- Create a mini-index against a class list to make sure you are offering balanced coverage of the student body.

# Adviser To Do List **DECEMBER**

## General

- If you are NOT using Online Sales, make sure you have communicated the following information to your Walsworth yearbook sales rep by your deadline:
  - o Final number of pages in your book
  - o Final number of copies you will be ordering
- Review your budget, with your bookkeeper or yearbook sales representative, to make sure you are on track.
- Plan a holiday party or potluck snack day right before the break to release some stress and help with staff team-building.

## Marketing/Sales

- Bill advertisers and send thank-you notes.
- Identify your non-buyers in Marketing Central, and then create Hey You! Notes telling students who haven't bought a yearbook what page(s) they're on in the book. Start planning a January mailing to the parents of these non-buyers.

## Creating /Submitting

- Submit as many spreads as possible before the winter holidays. These sections should be ready: fall sports, academics, student life, portrait and ad pages.
- Keep a photocopy of every spread submitted.
- Have group picture day to take photos of all the clubs and organizations.
- Confirm that you are on track to meet your flat submission requirement.
- InDesign users: Check incoming proofs, make corrections and return promptly.

# Adviser To Do List **JANUARY**

## General

- Please remember you have a deposit due by Feb. 1.
- If you are using Online Sales, make sure you have communicated the following information to your Walsworth yearbook sales rep by your deadline:
  - Final number of pages in your book
  - Final number of copies you will be ordering
  - Whether you will be ordering *Year In Review* or *ceBuzz* current events supplement to be sewn into your book
- Your namestamp list must be submitted to Walsworth by Jan. 28 via Members Only. Log in, click on the blue Namestamps button and follow the steps to select how your books are sorted, your typeface and foil color, and submit your list.
- Make sure you have enough supplies for the coming semester. Stock up on things like batteries for digital cameras, toner, paper and any Walsworth supplies.
- Begin staff recruitment for next year. Make staff applications available before students select their classes for the next year. Find recruiting materials at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing).

## Training

- Are you planning to attend the JEA/NSPA Spring National High School Journalism Convention in Seattle from April 6-9? For more information, go to [jea.org](http://jea.org) and [studentpress.org/nspa](http://studentpress.org/nspa).

## Marketing/Sales

- Plan one last marketing push to increase sales. Go through your non-buyers list again in Members Only to see who hasn't bought. Send the parents an email or all-call. Use our Guerrilla Marketing templates at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) to reach out to the students. Find them on the Market to Students page at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing).
- Post Buy a Yearbook Yard Signs or outdoor banners around the school, in places parents are guaranteed to see them. Use the school's marquee.

## Creating /Submitting

- Continue to keep up with your deadlines so you do not jeopardize your ship date.
- Re-examine your ladder to ensure all spreads are properly planned.
- Continue to index completed pages.
- Continue coverage of winter sports and events.
- Confirm that you are on track to meet your flat submission requirement.

# Adviser To Do List **FEBRUARY**

## General

- Conduct interviews for next year's staff. Go to [yearbookhelp.com](http://yearbookhelp.com) for more information.
- You and your staff are stressed. Take a few minutes for a fun activity now and then.

## Creating/Submitting

- As you prepare for your final deadline, make sure you know the status of all of your pages. Check the school calendar and other sources one last time to make sure you did not miss any coverage.
- Prepare to submit the index with your last deadline. Go to [yearbookhelp.com](http://yearbookhelp.com) for indexing information.

## Marketing

- Post Photos of the Week outside the yearbook room and encourage students to come by to see if they're in a photo.
- Post lists of students and what pages they are on in the book.

## Photography

- Your students are taking amazing photos every day! Make sure they enter their photos into our 2017 Photo Contest for a chance to win a prize for them, and one for your staff. To learn more, go to [walsworthyearbooks.com/contests](http://walsworthyearbooks.com/contests).

## Distribution

- Make plans for distribution day, including the room, tables and chairs, and a place to store the books until your staff gives them out. Consider making it a party this year. See the Distribution Primer online at [walsworthyearbooks.com](http://walsworthyearbooks.com).
- Discuss using Yearbook Shout video signatures for when you distribute your 2017 book. Just imagine students getting to exchange videos along with signing each other's books.



# Adviser To Do List **MARCH**

## General

- If you are using Online Sales, note that all online ordering of options will be turned off March 15. If you want Walsworth to package all options ordered in-school, enter all in-school orders into Sales Central in Members Only by March 15.
- Start organizing your yearbook room. File printouts. Decide what to do with any unused hard-copy photos, such as sell them to raise money to attend summer workshop.
- Columbia Scholastic Press Association national convention is in New York City from March 15-17.

## Training

- When your staff is selected for next year, have a work session with this year's and next year's staff. Discuss expectations, summer workshop, summer coverage and summer ad sales.
- Attend a spring workshop if your sales rep offers one. These workshops are usually shorter and less detailed than summer workshops, and can get you thinking about next year's book.

## Creating/Submitting

- Once your final deadline is submitted, plan the spring supplement and mini-index.

## Marketing

- Send out a last-chance communication to parents. Tell them only X number of books remain and they don't want to miss out.
- Check to see when your registration packets go out for next school year and start developing your order form and any additional materials to include.

## Photography

- Encourage your students to enter our Photo Contest. Learn more at [walsworthyearbooks.com/contests](http://walsworthyearbooks.com/contests).

## Distribution

- Begin plans for distribution day.
- Have your staff write and prepare a reader survey to hand out at distribution.

# Adviser To Do List **APRIL**

## General

- Make sure you know where you are financially with the yearbook about to deliver, and are ready to pay your final invoice upon delivery.
- Have your staff inventory all equipment and determine what needs to be fixed and what supplies need to be replenished. With your approval, have staff members handle these chores.
- Plan an end-of-year awards banquet.
- JEA/NSPA Spring National High School Journalism Convention is in Seattle from April 6-9. For more information, go to [jea.org](http://jea.org) and [studentpress.org/nspa](http://studentpress.org/nspa).

## Training

- Hold a staff meeting to go over plans for summer workshop.
- Register for Adviser Academy, a workshop for advisers of all skill levels in July in Kansas City. Go to [walsworthyearbooks.com/adviseracademy](http://walsworthyearbooks.com/adviseracademy) for more information.
- Begin training next year's staff. Use the *Yearbook Suite* curriculum at [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite).

## Creating

- Assign a portfolio project to help students understand what they have learned. Find the "Yearbook is finished, now what" article at [walsworthyearbooks.com](http://walsworthyearbooks.com).
- Or, complete a unit on Theme with your current staff and have them present theme packets as the culmination of the unit. To help brainstorm for ideas, see the Theme Gallery and Cover Gallery in the Design Showcase area of [walsworthyearbooks.com](http://walsworthyearbooks.com). Also see the *Yearbook Suite* unit, *Finding Your Theme*, at [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite).
- When you decide on a theme for next year, contact your yearbook sales rep to talk about completing your cover using a Virtual Cover session, or plan to complete it during summer workshop.

## Marketing/Sales

- Finalize ad billing and records of book sales.
- Select your marketing manager and team for next year so they can begin making plans for marketing and sales for next year using the *My Marketing Plan* workbook at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) and the *Engage Your Audience and Sell More Yearbooks with Strategic Marketing* unit of the *Yearbook Suite* located at [walsworthyearbooks.com/yearbooksuite](http://walsworthyearbooks.com/yearbooksuite).
- Create a Distribution Insert using Customized Marketing to advertise next year's book, while they're excited about getting this year's book, and offer an early-bird discount.

## Photography

- Schedule a meeting with your school photographer to set your picture days for next fall.
- Prepare a Senior Ad Flier to hand out when senior portrait information goes home to parents or to hand out as seniors take their portraits over the summer.

# Adviser To Do List **MAY**

## General

- Activate your Members Only for the next school year at [walsworthyearbooks.com](http://walsworthyearbooks.com). Existing advisers will maintain their usernames and passwords, and new advisers will receive an email with their usernames and passwords.
- Notify your customer service representative of your summer contact information.
- Join a national or area organization and get a critique for your yearbook.

## Training

- Confirm plans to attend summer workshop.
- Register for Adviser Academy, a workshop for advisers of all skill levels in July in Kansas City. For more information, go to [walsworthyearbooks.com/adviseracademy](http://walsworthyearbooks.com/adviseracademy).

## Marketing/Sales

- Once you have activated your Members Only area for 2018, set up your Online Sales for yearbooks and ads for the next school year.
- Provide sales training for staff members selling business ads.

## Creating

- Make summer coverage assignments.

## Photography

- Make sure next year's seniors and area photographers have portrait information.

## Distribution

- Have your distribution event planned for handing out the yearbook this month or in June.

# Adviser To Do List **JUNE/JULY**

## General

- Before you leave for the summer, make sure you have paid your final bill.
- Activate your Members Only area. Existing advisers will maintain their usernames and passwords, and new advisers will receive an email with their usernames and passwords. Enter your school and contact information, and Online Sales information.
- Have periodic staff meetings to work on next year's book and to build staff relationships.
- Make sure you have enough supplies for the fall semester. Stock up on camera batteries, toner, paper and any Walsworth supplies.

## Training

- Attend a summer workshop with your staff to brush up on skills, kick off your marketing and have your staff decide on theme, cover, endsheets and division pages for next year. Go to Workshop Central at [walsworthyearbooks.com/workshops](http://walsworthyearbooks.com/workshops) to find a workshop.
- We hope you are attending the Adviser Academy, a workshop for advisers of all skill levels, in July in Kansas City. If not, make plans to go next year.

## Marketing/Sales

- Get a current yearbook budget report from your school's bookkeeper so you can properly set all your pricing and revenue goals.
- Talk with your staff about how sales went this past year. Did you sell the number of books you wanted? Ads? What would you like to change for next year? Write those ideas down while they are still fresh.
- Prepare to take yearbook orders during student registration in August or September. Check with the person in charge of registration to get the yearbook listed as a line item on the fee sheet parents fill out at registration. See the *My Marketing Plan* workbook at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing).
- Find out the date of the first school mailings to parents before school starts and include information on yearbook purchasing and pricing. Talk with administrators about including information with school report cards.
- Launch or continue your ad sales campaign. Set revenue goals to be completed by the end of summer.
- Order ad contracts to cover the upcoming summer and fall campaign as well as yearbook receipt books if you need them. See the Advisers Market catalog in the back of this book and the order form in your Planning Kit.

## Creating

- Think about last year's book. What worked? What didn't? What do you want to change? You and your editors should make a list and use it to help start your book. Start planning by using the Yearbook Blueprint in the Planning Kit mailed to you before school was out.

# Adviser To Do List **JUNE/JULY** (continued)

## **Photography**

- Schedule portrait day and retake day with the school photographer if you did not do so in the spring.

# DEADLINE PLANNER

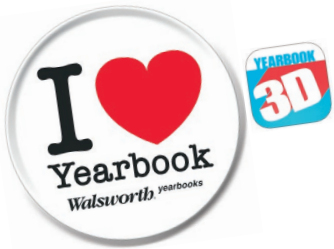
Meeting deadlines is vital, as failing to do so could result in additional charges on your final invoice. Use this Deadline Planner to keep all your submission deadlines – cover and endsheets, color and copy shipments – in one place. With help from your yearbook sales rep, record all your deadlines in the Date Due column. And, if you use Online Design 2017, you can view your page deadlines and submission dates there.

Complete and submit at least the minimum number of pages and the required number of flats for each deadline.

Use the columns for Date Submitted, Days Ahead and Days Late to track your book's status throughout the year. To help ensure your yearbook will deliver on time, you must submit all pages by your FINAL deadline. Your performance regarding all copy shipment deadlines and unworkable pages (and unreturned proofs for InDesign users) could also affect your delivery date, and possibly incur extra charges.

**deadline planner example diagram**

	date due	number of pages	flats completed	date submitted	days ahead	days late
cover deadline	10/4		-			
endsheet deadline	10/4	-	-	9/15		
1st page submission	10/18	52	2	31-9/30 21-10/8		-
2nd page submission	11/15		3	32-10/31 32-11/10		-



	date due	date submitted	days ahead	days late
cover deadline				
endsheet deadline				

	<b>date due</b>	<b>number of pages</b>	<b>flats completed</b>	<b>date submitted</b>	<b>days ahead</b>	<b>days late</b>
<b>1st page submission</b>						
<b>2nd page submission</b>						
<b>3rd page submission</b>						
<b>4th page submission</b>						
<b>5th page submission</b>						
<b>6th page submission</b>						
<b>7th page submission</b>						
<b>final page submission</b>						

ladder

signature 1

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	

signature 5

65	
66	
67	
68	
69	
70	
71	
72	
73	
74	
75	
76	
77	
78	
79	
80	

signature 2

17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	
32	

signature 6

81	
82	
83	
84	
85	
86	
87	
88	
89	
90	
91	
92	
93	
94	
95	
96	

signature 3

33	
34	
35	
36	
37	
38	
39	
40	
41	
42	
43	
44	
45	
46	
47	
48	

signature 7

97	
98	
99	
100	
101	
102	
103	
104	
105	
106	
107	
108	
109	
110	
111	
112	

signature 4

49	
50	
51	
52	
53	
54	
55	
56	
57	
58	
59	
60	
61	
62	
63	
64	

signature 8

113	
114	
115	
116	
117	
118	
119	
120	
121	
122	
123	
124	
125	
126	
127	
128	



signature 9

	129
	131
	133
	135
	137
	139
	141
	143
	144

signature 13

	193
	195
	197
	199
	201
	203
	205
	207
	208

signature 10

	145
	147
	149
	151
	153
	155
	157
	159
	160

signature 14

	209
	211
	213
	215
	217
	219
	221
	223
	224

signature 11

	161
	163
	165
	167
	169
	171
	173
	175
	176

signature 15

	225
	227
	229
	231
	233
	235
	237
	239
	240

signature 12

	177
	179
	181
	183
	185
	187
	189
	191
	191

signature 16

	241
	243
	245
	247
	249
	251
	253
	255
	256

ladder

signature 17

257	
258	
259	
260	
261	
262	
263	
264	
265	
266	
267	
268	
269	
270	
271	
272	

signature 21

321	
322	
323	
324	
325	
326	
327	
328	
329	
330	
331	
332	
333	
334	
335	
336	

signature 18

273	
274	
275	
276	
277	
278	
279	
280	
281	
282	
283	
284	
285	
286	
287	
288	

signature 22

337	
338	
339	
340	
341	
342	
343	
344	
345	
346	
347	
348	
349	
350	
351	
352	

signature 19

289	
290	
291	
292	
293	
294	
295	
296	
297	
298	
299	
300	
301	
302	
303	
304	

signature 23

353	
354	
355	
356	
357	
358	
359	
360	
361	
362	
363	
364	
365	
366	
367	
368	

signature 20

305	
306	
307	
308	
309	
310	
311	
312	
313	
314	
315	
316	
317	
318	
319	
320	

signature 24

369	
370	
371	
372	
373	
374	
375	
376	
377	
378	
379	
380	
381	
382	
383	
384	

signature 25

385	
386	
387	
388	
389	
390	
391	
392	
393	
394	
395	
396	
397	
398	
399	
400	

signature 29

449	
451	
452	
453	
454	
455	
456	
457	
458	
459	
460	
461	
462	
463	
464	

signature 26

401	
402	
403	
404	
405	
406	
407	
408	
409	
410	
411	
412	
413	
414	
415	
914	

signature 30

465	
466	
467	
468	
469	
470	
471	
472	
473	
474	
475	
476	
477	
478	
479	
480	

signature 27

417	
418	
419	
420	
421	
422	
423	
424	
425	
426	
427	
428	
429	
430	
431	
432	

signature 31

481	
482	
483	
484	
485	
486	
487	
488	
489	
490	
491	
492	
493	
494	
495	
496	

signature 28

433	
434	
435	
436	
437	
438	
439	
440	
441	
442	
443	
444	
445	
446	
447	
448	

signature 32

497	
498	
499	
500	
501	
502	
503	
504	
505	
506	
507	
508	
509	
510	
511	
215	

## important names & numbers

If found, return to:

name	address	school phone
		home phone
school name		other phone
		fax
city/state/zip		email

## important names & numbers

co-adviser	email	phone
network administrator	email	phone
administrator	email	phone
administrator	email	phone
bookkeeper	email	phone

my yearbook sales representative	work	notes
	fax	
	mobile	
	email	
my customer service representative	work	notes
	fax	
	mobile	
	email	
computer support	email computer.support@walsworth.com	phone 800.369.1530
kit/marketing supplies	email kit.department@walsworth.com	phone 800.369.2646, ext. 2275 fax 660.376.2200

## Helpful organizations for student journalists and advisers

**Associated Collegiate Press**  
studentpress.org/acp  
612.625.8335

**Journalism Education Association**  
jea.org  
785.532.5532

**Student Press Law Center**  
splc.org  
202.785.5450

**College Media Association**  
collegemedia.org  
212.297.2195

**National Scholastic Press Association**  
studentpress.org/nsipa  
612.625.8335

**Columbia Scholastic Press Association**  
cspa.columbia.edu  
212.854.9400

**Quill and Scroll Society**  
quillandscroll.org  
319.335.3457

walsworthyearbooks.com

editor	cell
	email #1
	email #2
	home
co-editor	cell
	email #1
	email #2
	home
marketing manager	cell
	email #1
	email #2
	home
business manager	cell
	email #1
	email #2
	home
photo editor	cell
	email #1
	email #2
	home
design editor	cell
	email #1
	email #2
	home
copy editor	cell
	email #1
	email #2
	home

## important names & numbers

staff photographer	cell
	email #1
	email #2
	home
staff photographer	cell
	email #1
	email #2
	home
staff photographer	cell
	email #1
	email #2
	home
staff member	cell
	email #1
	email #2
	home
staff member	cell
	email #1
	email #2
	home
staff member	cell
	email #1
	email #2
	home
staff member	cell
	email #1
	email #2
	home

# Advisers Market **CLASSIC MARKETING** yearbook sales

Our instant and Do-it-yourself Marketing items let you start marketing your yearbook and ads quickly and effectively. Sales posters can be displayed around school, and letters and emails can be quickly personalized for sending. With these items, you don't need to reinvent the wheel.



Bulletin Board Poster



Wall Poster



Options Poster

## book sales poster package

Get the message out loud and clear all over school that the yearbook is now on sale. The package includes: two 24" x 36" wall posters, four 18" X 24" bulletin board posters and two 24" X 36" options posters.

item #148-Y

\$4.00



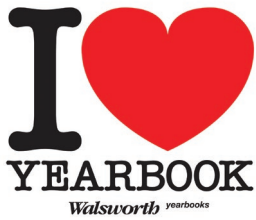
## vinyl banner

Be highly visible to boost your sales with this 3' x 10' vinyl banner. Rope sewn in top and bottom for easy hanging. Colorful and durable, this banner can be used again and again.

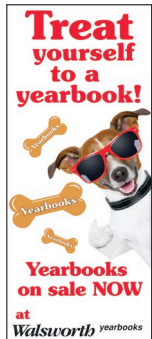
item #VB001-Y

\$25.00 each

# Advisers Market **CLASSIC MARKETING** yearbook sales



Buy your yearbook today!  
**yearbookforever.com**  
Walsworth yearbooks



## static clings

Spread the yearbook love and advertise your book sale with these static clings.

item #201-Y (I Love Yearbook)

\$1.00 (5/pkg.)

item #202-Y (yearbookforever.com)

\$1.00 (8/pkg.)

item #207-Y (Treat yourself to a yearbook!)

\$0.40 ea.

item #208-Y (Are you kitten me?)

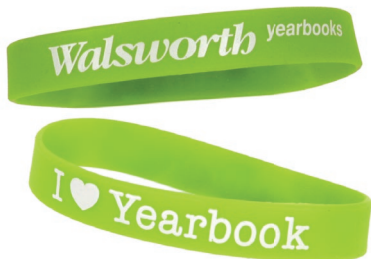
\$0.40 ea.

item #209-Y (YES! I see you're buying a yearbook!)

\$0.40 ea.

item #210-Y (Get it. Get it.)

\$0.40 ea.

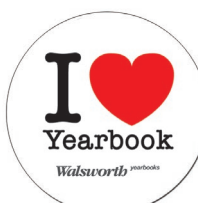
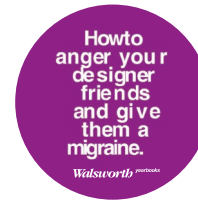


## I Love Yearbook bracelets

Wear your love for yearbook on your wrist with a green silicone bracelet.

item #200-Y

\$0.50 ea.



## buttons

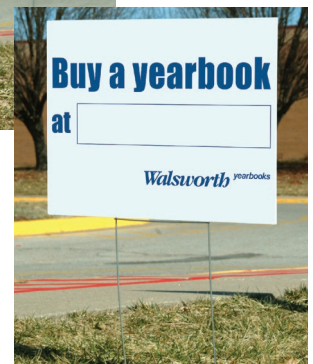
Don't take yearbook so seriously! The catchy phrases on our buttons will help bring a smile to anyone's face. Brighten your staff's day and order for sales promotions.

item #L00286-M (20/pkg., a grab bag)

\$9.00

item #L00287-M (50/pkg., a grab bag)

\$20.00



## yard signs

Promote your yearbook sales where everyone will see. Place these signs in front of the school or the parking lot entrance, for starters.

item #PYSIGN-Y (with URL)

\$10.00 + \$6.00 shipping fee (2 signs/pack)

item #SIGNPY-Y (write-in)

\$10.00 + \$6.00 shipping fee (2 signs/pack)



# Advisers Market **CLASSIC MARKETING** yearbook/ad sales

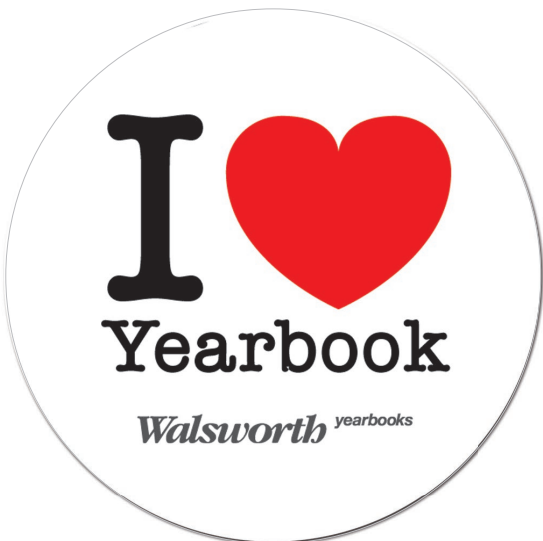


## I ❤️ Yearbook tattoos

Let your students tell the world how much they love yearbook with a temporary tattoo. This tattoo tops all others because it comes to life when you scan it with Yearbook 3D! 2" x 2"

**item #170-Y (50/pkg.)**

**\$6.00**



## sticker

Hand out these stickers to students as they buy yearbooks and for other promotions. Scan with Yearbook 3D and watch it come to life! 3" diameter

**item #L00299-M**

**\$0.10 ea.**



## purchase receipt book

Keep track of all your book sales transactions with these three-ply carbonless receipts.

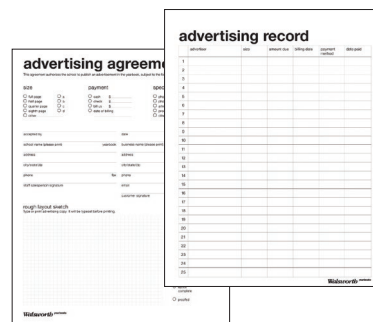
**item #43 (25/pad)**

**\$0.75**

## templates (not pictured)

Emails, letters, order forms, All-call scripts, locker stuffers and a student survey – these Do-it-yourself items are ready for you to personalize and use to sell your yearbook.

**Located at [walsworthyyearbooks.com/marketing](http://walsworthyyearbooks.com/marketing)**



## ad agreements with ad record form

This contract contains all the needed information in one place. These two-part carbonless forms allow staff members to keep a copy and leave one with the advertiser.

**item #62 (25/pkg.)**

**\$0.75**

# Advisers Market **YEARBOOK STAFF** support



front

back



front

back

## staff shirt

Promote staff unity during book sales week, and throughout the year, with these sharp 100% cotton T-shirts. What better way to publicize the book?

**item #157-Y (I ❤️ Yearbook)**

**#158-Y (Yearbook Under Cover)**

**\$8.00 each**



## staff ID badge and lanyard

Your staff members need identification, whether out interviewing students or on the sidelines taking photos at a game. Equip them with this press pass-style ID badge. Made of medium-gauge plastic, this badge includes a metal clip to attach to a lanyard (sold separately). The lanyard, made of soft cotton, features a flat clip.

**item #193 (Orange reporter ID badge)**

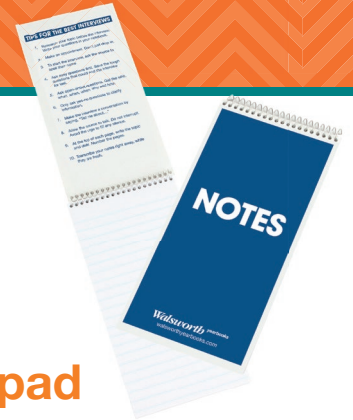
**item #194 (Green photographer ID badge)**

**item #196 (Blue editor ID badge)**

**\$1.00 each**

**item #195 (Black lanyard)**

**\$1.00 each**



## reporter's note pad

Be prepared for all of your interviews with this 4" x 8" line-ruled reporter's notebook. The inside front cover contains Tips for the Best Interviews.

**item #L00239-M**

**\$1.50 each**



## ink joy pen

This sleek pen with an easy gripper comes in a variety of ink colors: purple, orange, lime, turquoise and blue. Ink color matches pen.

**item #L00310-M**

**\$0.60 each**



## pencil

Pre-sharpened and ready to use out of the box.

**item #L00111-M**

**\$0.20 each**



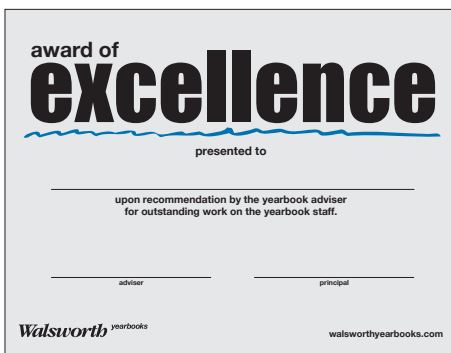
## 4-color Orbitor pen

Great for editing, each pen has four colors – black, blue, red and green.

**item #L00228-M**

**\$1.00 each**

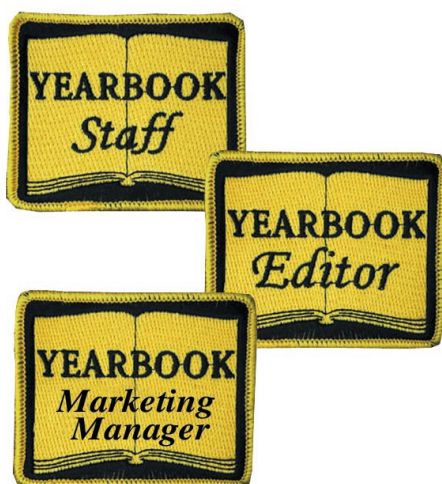
# Advisers Market **YEARBOOK STAFF** recognition



## staff achievement certificate

Reward your staff members for their yearbook contributions with these elegant certificates. Spaces are included for adviser and principal signatures.

**item #M132-M (5/pkg.)**  
**\$3.00**



## staff jacket patch

These fabric sew-on patches can be a special reward for a staff member or editor. Students can add these to letter jackets.

**item #103S-Y (staff patch)**  
**item #103E-Y (editor patch)**  
**item #103M-Y (marketing manager patch)**  
**\$3.50 each**



## staff pins

Honor your staff with Walsworth pins for each position. These make a great team-building item at the beginning of the year or can serve as a reward at year-end banquets.

**item #M103A-M (staff)**  
**item #M103-M (editor)**  
**item #M103B-M (adviser)**  
**item #M103C-M (co-editor)**  
**item #M103D-M (assistant editor)**  
**item #M103E-M (photographer)**  
**item #M103F-M (business manager)**  
**item #M103G-M (marketing manager)**  
**\$2.50 each**

# Advisers Market

**YEARBOOK STAFF**  
gifts



## gift cards

Staffers love pizza, coffee and burgers, which makes these gift cards from Pizza Hut, Starbucks and Sonic a “can’t miss.” All cards are for \$5 increments only.

**item #M169-M (Pizza Hut™)**

**item #M169SB-M (Starbucks®)**

**item #M169S-M (Sonic®)**

**\$5.00 each**



## carabiner key ring

A functional key ring for students and advisers who are always on the go.

**item #L00119-M**

**\$1.50 each**



## goofy face stress ball

Take the smile off the ball’s face and put one on yours by squeezing this stress reliever. Keep plenty on hand.

**item #L00206-M**

**\$2.50 each**

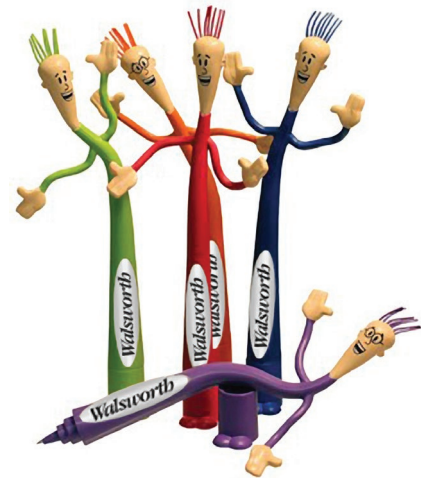


## shoelace earbuds

Listen to your music in style with these colorful earbuds that look and feel just like a shoelace.

**item #L00342-M**

**\$8.00 each**



## bend-a-pens

Put the fun into notetaking with these flexible bend-a-pens.

**item #L00325-M**

**\$2.00 each**



## stress ball

Stressed out? Keep a few of these around.

**item #L00022-M**

**\$1.50 each**



# Advisers Market **YEARBOOK STAFF** gifts



## burst sticky note book

Give your comments a fun look with a sticky-note speech bubble.

item #L00328-M  
\$3.50 each



## gel highlighters

Color code your notes or edits with these gel highlighters.

item #L00327-M (5/pkg.)  
\$3.50



## yearbook beads

Use these festive beads to brighten any day. Scan the I ❤️ Yearbook one with Yearbook 3D and watch it come to life!

item #L00313-M  
\$1.50 each



## coffee mugs

Ceramic mugs can hold a drink and a thought.

item #L00333-M  
\$7.00 each



## acrylic tumbler with lid/straw

Protect the yearbook room from spills with this cup.

item #L00303-M  
\$5.00 each

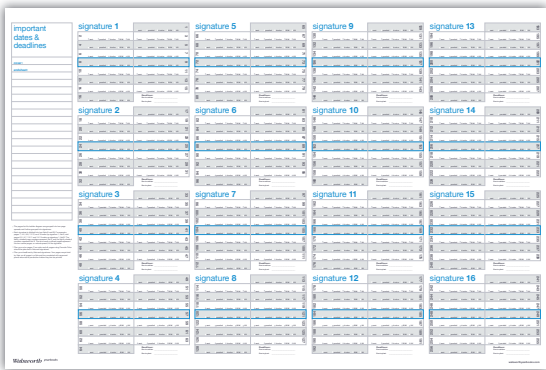


## stadium cup

Be green and save money by drinking from reusable cups.

item #L00306-M  
\$1.25 each

# Advisers Market **EXTRA KIT ITEMS**



## two-sided wall ladder

Hang this large ladder diagram on the classroom wall for the entire staff to use. This ladder, laminated on one side for dry erase markers, is a valuable tool to keep track of every page in your book.

**item #38 - up to 128 pgs.**

**item #39 - up to 256 pgs.**

**item #40 - pgs. 257 to 576**

**\$1.00 each**



## student planner

Have staff members keep whatever they need to know for yearbook – and other classes – in this handy planner. With places to write contact information, assignments and deadlines, this planner will be indispensable.

**item #SP100**

**\$2.00 each**



## gel ink pens

These metallic ink pens allow students to sign legibly on dark endsheets or on color pages throughout the yearbook. Available in gold and silver.

**item #M100-M (Gold)**

**item #M101-M (Silver)**

**\$1.00 each**



## autograph gel pens

Each imprinted with different fun messages, the pens come in a four-pack of four vibrant colors: metallic silver, neon purple, neon orange and neon green. Sell them with the yearbook or at signing parties.

**item #GELPEN**

**\$7.00 (4/pack)**



## kudos notepads

Keep yearbook staff morale high and let students know they're in the yearbook with these fun notepads.

**item #203-Y (Trophy)**

**\$4.00 ea. (25 sheets per pad)**

**item #204-Y (Speech Bubble)**

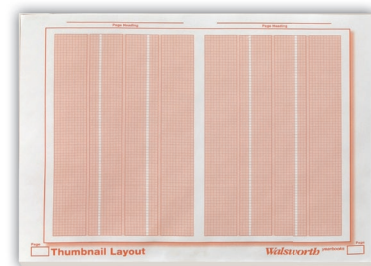
**\$4.00 ea. (25 sheets per pad)**

**item #205-Y (High Five)**

**\$1.00 ea. (50 sheets per pad)**

**item #206-Y (You're in the Yearbook)**

**\$1.00 ea. (50 sheets per pad)**



## thumbnail layout pad

Use these layout sheets to teach students about spread design. 8.5" x 11"

**item #24**

**\$0.75 each**



**Walsworth** *yearbooks*  
customer service 800.972.4968  
computer support 800.369.1530  
[walsworthyearbooks.com](http://walsworthyearbooks.com)