

2018-2019 Advertising Deadlines & Themes

September/October 2018

Theme: **School Safety**

Mental health awareness • Arming teachers • Student protest and educator involvement • Crisis communications • School climate • Student voice • Active shooter training • Safe schools planning • Counseling • Parent awareness • Community outreach, *and...more!*

Space reservation: June 28, 2018 Artwork deadline: July 30, 2018

November/December 2018

Theme: **Authentic Engagement**

Challenging students to think • Motivating students to succeed – student participation • Students as classroom leaders • Peer/team interaction • Content driven by students • Encouraging cultural expression • Gamification • Including diverse voices • Incorporating difference learning styles, interests and cultures, *and ...more!*

Space reservation: Aug. 27, 2018 Artwork deadline: September 24, 2018

January/February 2019

Theme: **Teacher Shortage/Educator Prep**

Special education, math, science issues • Best practices for recruitment – encouraging teachers of color • Keeping quality teachers – incentives • Support/professional development needs • Commission on Teacher Credentialing concerns • Rural districts hit hard • Emergency credentials and low-income schools, *and ...more!*

Space reservation: Oct. 29, 2018 Artwork deadline: Dec. 3, 2018

March/April 2019

Theme: **Emerging Media Literacy**

How are you using social media? • Video that tells your school story • Teaching to 21st Century needs • Devices in the classroom • Transforming communications • Data opportunities with digital media • Harnessing emerging media for education, entertainment and human well-being • Growing your brand, *and ...more!*

Space reservation: Jan. 9, 2019 Artwork deadline: Jan. 29, 2019

May/June 2019

Theme: **Women in Leadership**

Management styles • Access to training • Networking and the power of women working together • Digital networks – how women can use social media to scale barriers • Issues specific to women of color • Issues specific to trans women • Playing to our strengths • Navigating negotiations – why it's different for women • Stuck in middle management – why it's hard to move up • Navigating gender expectations/work and family, *and...more!*

Space reservation: Feb 25, 2019 Artwork deadline: March 25, 2019

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▪ Exact dimensions must be specified with reservations.