



# ADVISER ASSISTANCE



## VARSITY YEARBOOK

# Mark your calendars!

The spring convention season is just around the corner! Be sure to stop by the Varsity Yearbook booths for fun giveaways and a chance to network.

Make sure to let your rep know if you're attending! There are lots of opportunities to connect with other advisers in the Varsity Yearbook network and schedule a meeting with one of our yearbook gurus.

### **CSPA's 101st Annual Spring Scholastic Convention and Centennial Celebration**

**March 19-21** | Columbia University | New York, NY

The Columbia Scholastic Press Association invites high school students and faculty advisers to this national gathering of student editors and advisers across all forms of student journalism. [Click here to learn more.](#)

### **JEA/NSPA National High School Journalism Convention**

**April 24-26** | Sheraton Grand and Convention Center | Seattle, WA  
Sponsored by the Journalism Education Association and the National Scholastic Press Association, this semi-annual convention brings together high school journalists and advisers from across the country. [Click here to learn more.](#)

## Check this out!

Press Pass Academy debuted in January at the national high school cheer and dance championships — giving 75+ yearbook staffers and advisers front-row, behind-the-scenes access to the biggest stage in school spirit.

***"Press Pass Academy created the optimal environment for hands-on learning for student journalists. I also enjoyed seeing my students interact with Varsity and ESPN staff. They were attentive and truly engaged in the experience."***

**Testimonial from 2025 Press Pass Academy attendee**

We're excited to announce Press Pass Academy will return in 2026! Yearbook staffs can join the National School Spirit Championships alongside their cheer squad, dance team or school band. [Learn more and stay in the loop.](#)

## eDesign Tip of the Week:

Worried about yearbook sales? **It's not too late to sign up for [Sales Assist](#).**

Our targeted email campaign to parents and guardians helps increase yearbook sales and takes the promotion off your plate.

Simply upload a name list with parent emails and let your yearbook rep know you're ready to be enrolled.

**Need to rewind? All previous [Adviser Assistance emails](#) are available on their own page.**





Varsity Yearbook recycles 2,000+ tons of paper and 200+ tons of aluminum plates every year.

This email was sent to: [bkrevels@varsity.com](mailto:bkrevels@varsity.com)

This email was sent by:  
Varsity Yearbook

5736 W. 74th Street, Indianapolis, IN 46278

We respect your right to privacy - [view our policy](#).

[Unsubscribe](#)

C