

# Leadership Magazine

Published by the **Association of California School Administrators**  
Reaching more than 50,000 education professionals.

## 2024-2025 Advertising Deadlines & Themes

### September/October 2024: **Instructional Leadership**

How are principals driving instructional practices that put students in a position to achieve? Leading and coaching teachers • Using data to drive instructional practices • Ideas for raising math/ELA scores • Collaborative planning • Developing a culture of learning • Culturally responsive leadership — and more!

**Space reservation: July 11, 2024      Artwork deadline: July 25, 2024**

### November/December 2024: **Artificial Intelligence**

How are schools navigating the risks and opportunities that come with this new tool? Limitations on use • Student use of AI: Is it cheating? • Improving teacher/administrator efficiency • “Deep fakes” and bullying • Data privacy — and more!

**Space reservation: Aug. 26, 2024      Artwork deadline: Sept. 16, 2024**

### January/February 2025: **Labor and Negotiations**

What knowledge and practices do school negotiations teams need to ensure a collaborative and fair process that prioritizes the best interests of both parties? Collective bargaining and legal duties • Internal and external communication strategies • Maintaining good relations • Strike preparation — and more!

**Space reservation: Nov. 4, 2024      Artwork deadline: Nov 22, 2024**

### March/April 2025: **Ethnic Studies**

What are school leaders doing to successfully implement ethnic studies courses, which have been shown to have positive outcomes for students? Ethnic studies content and pedagogy • Professional development for teachers and administrators • Developing an ethnic studies curriculum • Successful and principled ethnic studies implementation • Student and community voices — and more!

**Space reservation: Jan. 21, 2025      Artwork deadline: Feb. 4, 2025**

### May/June 2025: **College, Career and Life Readiness**

How are education leaders ensuring that every student — including adult learners — is prepared for a happy and successful future? Career technical education • Encouraging college enrollment and A-G requirements • 21st century skills and the “future of work” • Adult learners • Graduate profiles and strategic plan alignment • Emotional intelligence and people skills — and more!

**Space reservation: March 3, 2025      Artwork deadline: March 19, 2025**

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### Contact:

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**Exact dimensions must be specified with reservations.**