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Roll Out the Red Carpet for National School Lunch Week

The countdown to the big premiere has begun! “Now Playing: School Lunch!,” this year’s National School Lunch Week (NSLW) campaign theme, may be their “ticket to good nutrition,” but it’s your ticket to the positive participation and surplus good PR this annual event reliably delivers.

This year’s movie-based theme was developed before the coronavirus pandemic caused everything to go topsy-turvy. Hollywood, like schools, shut down, but the entertainment industry—just like school nutrition—was resilient and innovative. Both professions found creative ways to keep making their respective brands of magic, reaching kids and adults alike who were stuck at home.

This fall, as many schools are reopening with varying approaches, so are movie studios and theaters. And while pandemic-prompted changes to meal service are sure to complicate the coordination of a weeklong NSLW celebration for many cafeteria teams, they also present truly exciting opportunities to apply a fresh inventiveness to your marketing efforts. Indeed, with high anxiety about participation numbers, NSLW is more important than ever to help you engage students and families in taking advantage of all the benefits of school lunch!

Movies have been a bedrock of American entertainment for more than 100 years. They’ve evolved along with changing technologies, but their fun-damental appeal endures, making this a wildly creative theme for #NSLW20.

Think of this toolkit as a canister of film. You’ll unspool many vivid ideas and resources designed to help you to tap your imagination in reaching different audiences, educating them on the many benefits of nutritious, delicious—and safe—school lunches. Use it to plan your celebration, set goals, organize timelines, build awareness and generate menu magic. Are you ready to produce your masterpiece?

“It is kind of fun to do the impossible.”
—Walt Disney
Establishing Shot: All About School Meals, SNA and NSLW!

Healthy, hearty meals have been prepared and served in schools for more than 100 years, but it was not until 1946 that they were considered essential to support children’s health and American agriculture, and President Harry S. Truman signed the National School Lunch Act to form the National School Lunch Program (NSLP). The NSLP led the way for other important federal child nutrition programs and initiatives, notably those for school breakfast, afterschool snacks and supper, summer feeding, fresh fruits and vegetables, farm to school and more.

Today, nearly 30 million children are served healthy lunches every school day. School meals comply with strict federal nutrition standards regarding vegetables, grains, fats, sodium, calories and more.

The same year the NSLP was established, two organizations representing school foodservice directors merged to become the School Food Service Association, which tweaked its name a few times over the years until 2004, when it became the School Nutrition Association (SNA). Now celebrating its 75th year, SNA represents 53,000 school nutrition professionals working at all job levels in communities all across the country.

National School Lunch Week (NSLW) was established in 1962 by Congress and President John F. Kennedy to promote the value of a healthy school lunch for students in K-12 schools. To leverage the opportunity of a brighter, broader spotlight, SNA develops an official campaign and art, along with merchandise, engagement ideas, customizable communications and educational and marketing materials. Be sure to check the other resources linked at www.schoolnutrition.org/nslw.
Producer’s Notebook:
Set Your NSLW Goals & Manage Logistics

The role of a movie producer is to oversee all aspects of filmmaking, from script development to production logistics to marketing. The producer is tasked with making sure the film is delivered on time and within budget, and he or she has final say on creative decisions. Are you ready to take on the producer’s role for your “Now Playing: School Lunch” NSLW celebration? Whether this is your first NSLW production or your 25th, the first step is to get organized!

What is my No. 1 goal for this year’s NSLW celebration? Be specific.
(examples: increase participation by x%, get xx media mentions, introduce one new menu item, engage the student advisory group, have activities in xx% of all schools in the district, etc.)

What is my budget for NSLW 2020?

How will I supplement those funds with staff talent, donations from area vendors or other resources?
(examples: crafty creations, hand-sewn costumes, donated prizes/giveaways)

Who do I know with talent and expertise in videography, script writing, film editing, etc.?
(examples: A/V teacher/club members, staff, students, parents, family members)

Have I reached out to these individuals to brainstorm ideas? Request help on specific projects? Record next steps here:

After brainstorming with team members, volunteers, potential partners, etc., what are the Top 3 NSLW-related projects or activities that we want to manage in the next month?

Working backward from your NSLW premiere date, create a master to-do list for each week leading up to the big event!
During the first 2 to 3 days of NSLW, ask students to participate in an online survey (on your web page or through social media) identifying their Top 3 all-time favorite movies. Make a master list of all that were submitted, tallying those with multiple votes and share this with students at the conclusion of NSLW. Position this as a list of ideas for “Friday Family Movie Night” and at the end of the week, send home one packet of microwavable popcorn or a bulk serving of pre-popped popcorn.

Similar to a “lucky tray” giveaway, pack a limited number of “golden ticket” certificates in select meals sent home. The tickets can be redeemable for a DVD or a streaming gift card or a movie pass to a local cinema. Consider children’s movies with a food theme: “Ratatouille” and “Cloudy With a Chance of Meatballs,” for younger children or “Julia and Julia” and “The 100-Foot Journey” for teens.

Throughout late September, encourage families to submit short videos or photos of remote-learners picking up meals, eating school meals or making dishes together from meal kits or recipes suggested by your team. Work with an A/V teacher, film student or ask a tech-savvy staffer to use a “slideshow” app to stitch these together into a simple “documentary” that celebrates students, school meals, cooking, gardening and so on. Post this movie on your social media pages or website and promote it throughout NSLW.

Designate a specific movie theme for curbside pick-up days during NSLW. Encourage staff, volunteers and families to wear a costume tied to that theme.
On the outside of meal packages sent home to online learners, ask cafeteria staff to write the titles of their own favorite movies in different genres (children, superhero/adventure, sci-fi/fantasy, comedy, drama), signing their name, as well. Collect favorite movie titles from staff that all kids know, such as the principal and school librarian, and include these in the mix.

Modify the #7 idea by packing and sending home with the meals short messages about nutrition or simple affirmations “sent by” iconic movie characters. For example: “Did you know roast beef is a great source of iron? Love Iron Man” or “Harry Potter wants to know: What school lunch favorite would be a great addition to ‘Bertie’s Every Flavor Beans?’” or “Don’t Be Afraid to Believe in Yourself, Love Elsa.”

Reach out to members of the school drama club about creating short, filmed monologues in character as a different fruit or vegetable. Post these “Produce Productions” online and encourage all students to vote for their favorite during NSLW. At the end of the week, present an “Academy Award” trophy to the actor receiving the most votes.

Do you typically post completed NSLW coloring sheets in the cafeteria? You can include remote scholars in this activity, too. Distribute the template sheets on the Friday before NSLW and ask families to submit them to staff at meal pick-ups on Monday or Tuesday. Using an office copier, scan the colorful creations and compile into a multi-page document that is “displayed” online.
**Lights, Camera, Action!**  
**8 Ideas to Engage Students Eating School Lunch in Classrooms**

1. **Include one “lucky bag” for each classroom and pack it with an age-appropriate giveaway, such as a movie-theme bookmark, ruler, pencil or package of stickers or crayons.** If meal components are distributed separately, mark one with a gold star on the bottom of the package.

2. **Ask teachers to spend one day of NSLW engaging students in a lunch-time conversation about favorite movies or movie characters in a specific genre. Suggest that the discussion conclude with a classroom vote for the “favorite of favorites” and then share the results with the cafeteria manager.** At the end of NSLW, the cafeteria will distribute to each student a master list featuring each classroom’s favorite, along with an individual serving of popcorn.

3. **Distribute coloring and activity sheets along with school meals and request that teachers allow some time in the lunch period for children to complete these and to sign their names and classrooms on the back.** Ask teachers to collect these and send them to the cafeteria along with rosters and other mealtime materials. From those submitted, select a certain number at random for a small prize and send these prizes to the designated classrooms with the next day’s meals.

4. **Encourage teachers to play movie soundtracks during NSLW. Offer age-appropriate suggestions, including both song-based movies (such as “Frozen,” “Moana,” “Return of Mary Poppins,” “Coco,” “La La Land,” “A Star Is Born” and “Black Panther”) and those with recognizable orchestral scores (such as “Star Wars,” “The Hunger Games,” “Up” and “E.T.”).**
Assign each grade in the school a specific movie genre: comedy, action/adventure, western, sci-fi, superhero, musical, animated, mystery, etc., and encourage students (and teachers) to come to school on a designated day during NSLW dressed as general or specific movie characters in that genre. Request that a staff person or intern visit each class to take pictures and post these either on a website or social media (depending on photo policy/parental releases).

Ask groups of 3 to 4 classrooms to participate in writing a short “progressive” movie script together. You can assign the genre and the premise. For example: “The Case of the Kidnapped Kumquat”—a detective must identify suspects and follow leads to solve a produce mystery. Students must write the scene in a script format with dialogue and camera directions (provide an example and a glossary of terms). The scene should end on a cliffhanger and then be picked up by the next classroom on the next day of NSLW. At the end of the event, share the complete scripts with all the participating classrooms. Invite a panel of judges—the principal, school nutrition director and media club advisor—to evaluate all the school or district’s scripts to identify a grand-prize winner. Treat the winning classroom(s) to a free pizza party.

Will students be picking up their lunches from hallway kiosks before heading back to classrooms? Consider theme-ing the cart, kiosk or mobile station as a “Box Office” or a “Movie Concessions Stand” or creating a “marquee”-style banner to advertise the day’s menu offerings.

Work with the student newspaper reporters to interview their peers to compile a review of school lunch or NSLW in the style of soundbites that could be used on a future movie poster or trailer. Suggest some prompts: “Which menu item was the ‘star’ or gave an ‘award-worthy or breakout performance’?” “Do you give school lunch a ‘thumb’s up’?” “How many stars does today’s meal earn?” “Who is your favorite cafeteria ‘leading lady’ (or man)?” Share all the positive reviews on social media channels.
Lights, Camera, Action!
8 Ideas to Engage Students Eating School Meals in the Cafeteria

1. Provide small samples of a brand-new menu item and market it as its “world premiere.” Use a simple posterboard featuring “thumbs up or thumbs down” column headers and ask students to record their reaction to the new item using a colored dot label on the appropriate side of the display.

2. Work with the school librarian to identify books in the collection that inspired popular movies. Use these as part of a serving line display or suggest the librarian conduct a “mobile” lending library in the cafeteria during NSLW. These might include old and new classics, plus non-fiction/biographies: the Harry Potter series, The Hunger Games trilogy, The Lord of the Rings trilogy, The Perks of Being a Wallflower, Matilda, The Hate U Give, The Princess Bride, Hidden Figures, Crazy Rich Asians, Into the Wild, Just Mercy, Like Water for Chocolate, Friday Night Lights—there are so many! Coordinate a different genre for each day of NSLW.

3. Distribute to each student a coloring sheet with a blank individual movie “frame” with a horizontal orientation. Invite students to draw a scene for a movie on a particular theme that you decide: “A Day in the Life of a Fruit or Vegetable,” “Robots Serving School Meals in the Cafeteria of the Future,” “A Forest Animal Picnic” or another idea. Collect these and assemble them in a long row all across a cafeteria wall or window, so they look like a film reel that is unspooling. Encourage students to add to “the movie” throughout NSLW.

4. Rent a popcorn wagon and staff it in the cafeteria, offering students individual servings of this fresh-popped whole grain. The intoxicating smell will probably draw infrequent customers to your cafeteria just as it entices movie theater patrons!
If your team is up for the challenge, you could declare a different costume theme day for every day of NSLW. These could range from celebrating different film genres (westerns, action, animated movies) to paying tribute to Hollywood’s earliest legends (such as Charlie Chaplin, Mary Pickford, the Marx Brothers, Audrey Hepburn, Humphrey Bogart, Vivien Leigh, Fred Astaire, Shirley Temple, John Wayne and Katherine Hepburn). Invite students from different grades to participate on select days, and plan one all-school event.

Create a “Paparazzi Station” for students to take their own photos—or for you to take them—standing on a large square of red carpet or next to food art or other decorations that celebrate iconic movies. Check with your local movie theaters—do they still have on hand any of the large promotional display cut-outs of characters used to generate attention to blockbuster movies? Perhaps they’ll be willing to lend or give these to you.

Tack up large pieces of blank white flip-chart paper on cafeteria walls and stack a supply of markers nearby. Invite students to write the names of their favorite movies, movie characters or actors/actresses. Keep this on display throughout NSLW so students can see what their peers have added over the course of the week.

Use cafeteria monitors to play movie clip compilations available on YouTube. For example, when you search “Movie Musicals” on the video site, you’ll find several different playlists that range across eras, from “Singing in the Rain” to “Sister Act” to “Mama Mia!” Also, consider using search terms like “bloopers,” “funniest” and compilations,” along with the movie genre. Be sure to screen these yourself all the way through to confirm suitability.
Dress the Set: Suggestions for Decorating Your Serving Areas

If you sit through the credits at the end of a film, it’s positively mind-boggling to realize just how many individuals contribute to the movie magic you’ve just enjoyed. Most of these experts work behind the scenes, creating the visual effects, set decoration, art direction and cinematography that combine to take us to a different world, making every moment seem 100% genuine. How will you direct the look of your “set” to make the most of the “Now Playing: School Lunch!” theme?

LOCATION

Pay attention to all areas—physical and virtual—that can help you convey your messages about NSLW, this year’s theme, the benefits of school meals and movie magic. These include:

<table>
<thead>
<tr>
<th>The Cafeteria/Dining Area</th>
<th>Serving Lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kiosks/Mobile Carts/Grab ‘n’ Go Stations/ Curbside Pickup</td>
<td>Bulletin Board Displays</td>
</tr>
<tr>
<td>Cafeteria/Kitchen Doors</td>
<td>School Marquee</td>
</tr>
<tr>
<td>Delivery Vehicles</td>
<td>Meal Packaging</td>
</tr>
<tr>
<td>Web page</td>
<td>Social Media Channels</td>
</tr>
<tr>
<td>Flyers/Newsletters</td>
<td>Parent/Family Communications</td>
</tr>
<tr>
<td>Morning Announcements</td>
<td>Media Advisories</td>
</tr>
</tbody>
</table>
PROPS

Be sure to use the official #NSLW20 campaign art, including the downloadable logo and social media tools. In The SNA Shop, you can purchase a large vinyl banner, as well as posters, balloons, rolls of stickers and buttons, plus aprons and tees. A “movie award” trophy, also available, will add to your set decorations (or make for a special prize or thank-you gift to the key partners who help you coordinate this year’s celebration).

How will you design the “look” of your event? One way that the movie theme can be conveyed is through the representation of an awards ceremony or premiere event (red carpet, paparazzi, marquee, ticket booth, special tickets/passes, trophies, etc.). Or you may want to decorate with the iconic tools of moviemaking, such as film canisters and reels, film projectors, movie cameras, director’s chair, clapperboard, megaphone, projector screen, movie posters, film lights and bound scripts. You may also choose to celebrate one particular movie, such as “The Wizard of Oz” or focus on a movie genre, such as animated favorites, with props and decorations to match.

EFFECTS CREW

In addition to decorating with various props, employ the artistic talents of cafeteria team members, other school staff, teachers, students and anyone else who is willing to volunteer to paint, carve food art, craft decorations, build structures, design posters, sew costumes and film and edit videos.
Crafting Menu Magic: Connect Your Meals to the #NSLW20 Theme

On a movie set, meals, beverages and snacks are provided by catering and craft services teams. How will you “craft” your menus to connect to the “Now Playing: School Lunch!” campaign theme? There are different approaches you can explore.

STICK TO THE SCRIPT

Menu traditional favorites or even keep to your menu cycle, but have fun by changing the names of select items. Some examples follow below and on the next page. Also, if you are planning events around specific genres of movies or particular classic films, it will expand your options for word play.

That’s a Wrap!

Popcorn

Chicken

Funny Franks

Premiere Pasta

Hero Hoagie

(soft drinks)

(chicken nuggets)

(pasta)

(hero hoagie)

(wrap sandwiches)

(sub-style sandwich)
CINEMA CLASSICS

Gather your team to brainstorm menu items that connect with specific movies, such as the spaghetti and meatballs shared by “Lady and The Tramp,” the macaroni and cheese in “Soul Food,” the mashed potatoes shaped into the Devils Tower National Monument from “Close Encounters of the Third Kind,” tortilla soup in “Tortilla Soup,” cheddar cheese from “Wallace & Gromit,” the omelet in “Big Night,” the ratatouille in “Ratatouille” and pizza from “Eat. Pray. Love.” or “Mystic Pizza.” A student advisory group (or the children and grandchildren of cafeteria staff) may be able to identify more-contemporary movie food connections.

NUTRITION IN FOCUS

The secondary headline of this year’s #NSLW20 theme is “Your Ticket to Good Nutrition.” You can go light on making a movie connection and stay focused on how school meals introduce children to unfamiliar foods, especially fruits and vegetables; provide key nutrients that are often deficient in children’s at-home diets; and help to build awareness of food sources, American agriculture and the impact of healthy eating on the body and mind.

MOVIE HOUSE CONCESSIONS

Food served in theaters has come a long way from giant sodas, candy and popcorn (although these are all still available). There are some items you can menu to recreate a movie concession experience. Popcorn is a whole-grain and a nutritious snack when it’s not slathered in a butter-like oil or loaded with salt. Nachos, pizza and franks are popular both at the theater and the school cafeteria. A soft pretzel is another item to consider.
Generating Buzz: Social Media Is Your Ticket to NSLW Excitement

There is nothing more essential to a movie’s box office success than positive word-of-mouth. And there’s no better way to generate that kind of buzz than leveraging social media tools. The same is true for your NSLW celebration. But you won’t be able to maximize its effect unless you create a social media plan. This plan should include several key elements.

1. Identify the social media platforms you will use to in your marketing efforts. You do not need to manage them all equally, but you shouldn’t ignore any channel completely. Remember that posts should be tailored to reach different audiences (Facebook for parents, Instagram for students, Twitter for local media). They can be similar in tone, information and call to action, but should not be identical.

2. Consider your NSLW campaign goals (page 4). Reflect on how social media can help you meet these goals. What messages are most important to convey—and which platforms lend themselves best—for your desired outcome?

3. Develop a timeline for each social media platform. Think in terms of momentum. When do you want to start “teasing” your event and activities? (Have you noticed that movie studios now drop a “teaser trailer” as the first step in their marketing efforts?) When is it important to convey more details?

   As the big week approaches, your posts should become more frequent. But take care to find fresh messages each time. If posts all say the same thing, or use the same visuals, users will start tuning them out.

4. Use the following three hashtags on all Facebook, Instagram and Twitter posts about your NSLW plans, activities, photos and reports:
   
   #NSLW20  
   #SchoolLunch  
   #NowPlaying

5. Change your page profile and cover photos to the official #NSLW20 art. Keep these until a full week after the conclusion of your events and activities. A few days before #NSLW20, publish any special menus (including pre-order deadlines).

6. Make sure your plan includes a few posts that promote user engagement. Maybe it’s a poll or a short video or even a live streaming event of your preparations or one or more of your NSLW activities.
Social Media Dos & Don’ts:
Maximize Your Marketing Efforts

**DO:** Use relevant hashtags to track the conversation and amplify your own posts (#NSLW20, #SchoolLunch, #NowPlaying). Also use the official #NSLW20 cover banner and button artwork.

**DON’T:** Share poor-quality photos. Learn how to stage great food photos. Shoot in natural light. Remove background items. Highlight bright colors of trays, plates and ingredients. Crop images after you’ve taken them, instead of using the zoom function; this will avoid a grainy quality. Practice!

**DO:** Use photos of nutritious menu items and create captivating captions to describe the item beyond its menu name. For example: “Our stir-fry features roasted chicken, crispy green beans and a sweet-and-sour sauce that makes this a fan favorite among students. It’s paired with creamy mashed potatoes and crisp apple slices.”

**DON’T:** Post any photos of students without understanding your school/district policy regarding media releases from parents. Check with the principal or communications office for guidance.

**DO:** Be intentional about the audience for each social platform. Tailor your messages and images accordingly.

**DO:** Use different tools to increase engagement, such as compelling photos, infographics about school meals, links to relevant content, such as resources from SNA, a compelling human interest story in the media, a poll, a video or a live event.

**DON’T:** Give in to anxieties about being a social media novice. This is a great occasion to play with the different tools available on social media and learn to grow your skills. Don’t let “perfection become the enemy of the good.” Your efforts may seem rough compared to those of other districts, but you’ll get there! Don’t have an official district/school meal program social identity? SNA loves to share member photos through our channels. If you post to your personal pages or in a Group, tag us Facebook (@SchoolNutritionAssociation), Twitter (@SchoolLunch) and Instagram (@SchoolNutritionAssoc).

@SchoolNutritionassoc
@SchoolLunch
www.facebook.com/SchoolNutritionAssociation
Parental Guidance (PG)
Suggested: Strategies to Engage Parents in #NSLW20

The continued threat of the COVID-19 pandemic means you can’t rely on some of the fundamental approaches you’ve used in the past to engage parents during NSLW. It’s unlikely that guests will be allowed to join students for meals in the cafeteria, for example. In addition, even in communities where in-person learning—and cafeteria or classroom meal service—is available, some parents are opting for homeschooling and aren’t taking advantage of school meals. Getting support from parents will be critical to the success of your NSLW campaign.

**Emphasize Safety** Be assertive in promoting the steps you and your staff are taking to ensure that not only are meals safe, but the environments in which they are prepared, served and consumed is, too. SNA has produced a one-page flyer that reinforces these key messages. Available in English and Spanish, you can download, print and distribute copies, as well as share electronically via social media. Visit the Back to School Resources page at www.schoolnutrition.org.

**Encourage Healthy Eating** Suggest that parents and students review the NSLW menu together and begin a dialogue about key nutrients and strategies to allow all foods to fit, in moderation, in a family diet. Share the #NSLW20 infographic to remind parents of the nutritional benefits of school lunch. Point out how every lunch complies with federal standards for fruit, vegetables, grains, fats, sodium and protein—and note the challenges of meeting this daily benchmark with meals prepared at home.

**Note Cost Savings** With ongoing economic pressures in many industries and communities, the value of free school meals has never been more important! Even parents who are not experiencing tighter budgets may be compelled by a side-by-side price comparison of an average school lunch (between $2.50 and $2.75) and brown-bagged or takeout meals.

**Confirm Cafeteria Connections** During last spring’s school closures, many parents noted how meals distributed via curbside pickup or delivery were an important touchstone of normalcy for their children. With the pandemic now many months along, students may have adjusted somewhat to the new normal of remote learning and social distance protocols onsite. But all activities that help students engage with one another, with your team and with the school environment are welcome and valuable to children’s ongoing emotional well-being. In your parental outreach efforts, emphasize aspects of the campaign that are “just like” past celebrations.

**Promote Family Activities** Share ideas of activities that families can do together, especially if you are sending meal kits home for remote learners. Parents and their children can prepare lunches and other meals together, learn culinary skills from school nutrition-produced videos, share their culinary creations via social media and participate in educational activities like school garden projects or learning about cultural traditions and practices through food.
No Stunt Doubles: Transforming Traditional Legislator Visits and Media Events

NSLW is a reliable occasion for coverage by local media and visits by lawmakers. The COVID-19 pandemic is likely to limit these opportunities, but just like the decision to reopen to in-person learning, it will be up to local officials to determine parameters. If the number of dignitaries and media members is limited, everyone follows protocols for masks and social distancing and events are staged outside, you may find there’s a will and a way to make them happen.

Confirm district policy and limitations regarding such events. Start by contacting your district communications office and explain what you have in mind.

If an event is green-lighted, be organized, as your guests are likely to be on a very tight schedule. Develop an agenda, as well as specific messages you want lawmakers—or the media—to know about your efforts to serve meals to students during the pandemic. Prepare a document with key facts, such as the numbers of emergency meals served in the spring and summer, the financial impact on your program and staff, plus highlights of creative innovations.

Find out if legislators or candidates are conducting in-person campaign events. Call the offices of your senators and representative, as well as the campaign offices of any challengers. Explain that you are gauging their interest and availability for a visit to see school meals in action during NSLW.

Print SNA’s sample press release on your school/district letterhead and send to media representatives at least one week prior to NSLW.

Work with the district’s communication team to conduct a similar outreach to bloggers, news producers and reporters with local papers and news stations. Discuss the conditions under which they will send reporters and a camera crew. Be sure that any event under consideration complies with district policy about filming children.

Assign someone on your team to capture photos of the event to post on social media.

After the event has concluded, be sure to send thank-yous to all who were involved.
From Silent to Streaming: Milestones in the History of Films and School Meals

This year marks the 75th anniversary of both the National School Lunch Program and of SNA. National School Lunch Week is a prime opportunity to promote the enduring legacy of school meals. The following timeline celebrates highlights in the history of school meals, as well as the advancements of the film industry. Find ways to incorporate these trivia milestones into your NSLW activities!

SCHOOL MEAL MILESTONES

1946 President Harry Truman signs the National School Lunch Act; two foodservice organizations merge to become the School Food Service Association.

1955 The Association establishes its first national headquarters in Denver.

1962 A joint resolution in Congress establishes National School Lunch Week.

1966 The Child Nutrition Act of 1966 creates a school breakfast pilot and increases funds to feed needy children.

1969 A White House conference leads to the expansion of child nutrition programs.

1973 The Association establishes an annual legislative conference to facilitate grassroots advocacy efforts.

1981 The federal government cuts one-third of child nutrition funding, with a devastating impact on child nutrition programs.

1989 National School Breakfast Week is established.

1990 The Association moves from Denver to the Washington, D.C., metropolitan area.

FILM INDUSTRY MILESTONES

1888 The single-lens camera is invented to make the first moving picture sequences. A durable and flexible celluloid film strips/roll film is developed a year later.

1896 The first “storefront theater” dedicated exclusively to showing motion pictures opens in New Orleans. Admission is 10 cents.

1902 Georges Melies, a magician-turned-filmmaker, introduced innovative special effects in his 400th film: “Le Voyage Dans La Lune” (Trip to the Moon).

1903 Hollywood is officially incorporated as a municipality. By 1913, it becomes the epicenter of American filmmaking.

1914 Charlie Chaplin makes his first films.

1916 Mary Pickford signs the first million-dollar contract in Hollywood.

1924 Walt Disney directs his first cartoon.

1927 Release of “The Jazz Singer” heralds the end of the silent era of films.

1933 Five-year-old Shirley Temple is signed to a contract.
SCHOOL MEAL MILESTONES (continued)

1995 The Association leads a successful fight against a congressional proposal for elimination the federal program in favor of block grants to states.

2004 The organization changes its name to the School Nutrition Association.


2010 The Healthy, Hunger-Free Kids Act increases student access to federal child nutrition programs and updates nutrition standards for school meals and snacks.

2014 The Community Eligibility Provision allows high-poverty schools to offer free school meals to all students without collecting applications.

2015 Professional standards for school nutrition operators mandate annual training and hiring standards.

2017 The National School Lunch Program is the second-largest single source of federal funding for elementary and secondary schools.

2020 School meal programs across the country pivot in a matter of days to establish emergency meal distribution at school curbsides and via delivery routes as the coronavirus is declared a global pandemic.

FILM INDUSTRY MILESTONES (continued)

1946 “It’s a Wonderful Life” is released.

1950 To counter gains by free television, Hollywood introduces wide-screen films and gimmicks like 3-D viewing.


1975 Sony Corporation introduces the videocassette recorder (VCR) for consumer home use. Rival JVC introduces the VHS system a year later.

1977 “Star Wars” is released, grosses $200 million in its first release and revolutionizes movie merchandising.

1985 The first Blockbuster Video store opens in Dallas. It remains a leader in video rentals for decades before filing for bankruptcy in 2010.

1995 Microsoft develops the first media player for personal computers that allows users to stream video and music.

1996 “Twister” is the first Hollywood feature film to be commercially released on DVD.

1997 Netflix begins to offer postal shipping of rental DVDs to subscribers.

2000 The national average ticket price for theatre admission is $5.39.

2001 “Harry Potter and the Sorcerer’s Stone” and the first movie in the “Lord of the Rings” series, “The Fellowship of the Ring” are released.

2007 Netflix becomes the first subscription service to offer ad-free, legal video streaming of movies directly to a personal computer. It also teams up with electronic companies to provide devices to download films to television sets.

2014 Alejandro Gonzales Inarritu becomes first Mexican filmmaker to win a Best Picture Academy Award for “Birdman.”

2017 For the first time in the history of the Academy Awards, black actors and actresses are nominated in each of the four acting categories.

Brought to you by: SEDNA School Nutrition Solutions
That’s Entertainment!
More Tools to Support Your #NSLW20 Activities

Consider this Toolkit as just one of many pre-production resources. SNA’s NSLW website, www.schoolnutrition.org/nslw is a one-stop shop of support for your “Now Playing: School Lunch!” campaign. You’ll discover:

**Activity Sheets:** Access popular coloring pages and puzzles you can download, print and distribute to engage students.

**Artwork & Logos:** The official #NSLW20 campaign art is available for select uses.

**Infographic:** This one-page flyer is a great communications tool for parents on the importance of a healthy school lunch.

**Merchandise:** Find #NSLW20-branded gear online at The SNA Shop at www.schoolnutrition.org/snashop.

**Press Release:** Customize our template with details about your #NSLW20 celebration.

**Proclamation:** Download the sample proclamation and add your school or district’s information. Request that the mayor or city council proclaim October 12-16, 2020 National School Lunch Week.

**Social Media Tools:** These include images to use on your school nutrition program’s social media channels and web pages, as well as sample posts.

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**HOLLYWOOD HISTORY, TRIVIA AND TERMS**

Check out these links to help you make the most of movie tie-in opportunities.

- **Academy of Motion Picture Arts and Sciences:** www.oscars.org
- **Internet Movie Database:** www.imdb.com
- **AMC Filmsite/Timeline of Greatest Film Milestones and Turning Points in Film History:** https://www.filmsite.org/milestones
- **Movie Outline/Glossary of Screenwriting Terms & Filmmaking Definitions:** www.movieoutline.com/articles/a-glossary-of-screenwriting-terms-and-filmmaking-definitions
- **American Film Institute:** www.afi.com

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