



The Official Publication of the  
School Nutrition Association

## **12 Tips for Contributing to *School Nutrition***

1) Remember that SNA's national magazine is a professional development tool. Almost every item included in it is designed, in some way, to give school nutrition professionals information, ideas, tips and advice that will help readers improve themselves and their programs. News and reports about local activities should be presented in the context of innovation. If the item is not particularly new, different or instructive, the information may be better suited for your state publication or social media platforms.

2) Review several past issues of the magazine. Where might your information best fit? Would it work in one of the regular departments, such as "Ideas at Work," "It's Your Business," "In the Kitchen," "Food Focus" and so on?

3) Review the magazine's annual Editorial Calendar at [www.schoolnutrition.org/snmagazine](http://www.schoolnutrition.org/snmagazine). Is there an upcoming topic that might be appropriate to share your activities and experiences?

4) Keep an eye on SNA's website ([www.schoolnutrition.org](http://www.schoolnutrition.org)), e-newsletters and Facebook page. We will post requests for story leads on upcoming topics. This is an excellent opportunity to respond and possibly be interviewed for a specific article, or to volunteer to write on the proposed topic.

5) Review the Contributor Guidelines, also available on SNA's [SchoolNutrition.org](http://SchoolNutrition.org) website at [www.schoolnutrition.org/snmagazine](http://www.schoolnutrition.org/snmagazine) and then send us a query e-mail at: [snmagazine@schoolnutrition.org](mailto:snmagazine@schoolnutrition.org)). Tell us your idea, what makes it special or unique, what information you would include in the article, how it would help your school nutrition peers and so on. Please allow up to 2 months for us to respond.

6) We love hearing about truly creative promotional and outreach activities, but have limited space to run these. Send brief reports and photos to "Things We Love via e-mail to [snmagazine@schoolnutrition.org](mailto:snmagazine@schoolnutrition.org).

The items reflecting the most innovation and the best quality photos are usually the ones chosen for publication. Note that space in this column is limited and selection is at the sole discretion of the editor.

7) When sending your materials—the earlier the better! We start the specific planning for an issue about 4 months ahead of time. We will start editing copy about 3 months in advance.

8) For possible inclusion in recaps of National School Lunch Week, National School Breakfast Week, School Lunch Hero Day, send your brief report and photos to via e-mail to [snmagazine@schoolnutrition.org](mailto:snmagazine@schoolnutrition.org). Be sure you include contact information should we need to follow up.

9) Have patience. The magazine has a small staff that also works on other communications projects for the national association. We will do our very best to get back to you in a timely fashion.

10) Be involved! Many of the SNA members who write articles or are interviewed or profiled in the magazine come to our attention because of their participation in SNA meetings and so on.

11) Don't be discouraged. Unfortunately, we cannot print all the news and information we receive. There are so many interesting activities going on in local districts, but we simply cannot cover them all. If a particular item you submit is rejected, please don't let that stop you from submitting something else that might be a better fit!

12) Stay in touch. We ALWAYS encourage our readers to give us feedback on the articles that appear in the magazine. Did you like a particular piece; was it helpful? Do you have an opposing view? What would you like to see more of? Less of? Do you have a list of topics that you'd like to see covered in the magazine in a future issue? Let us hear from you!

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