



The Official Publication of the
School Nutrition Association

Contributor Guidelines

We welcome your contributions for possible publication in *School Nutrition*. The following are specific recommendations to increase the chances of your article or idea being accepted. Also, please review a copy of "12 Tips for Contributing to *School Nutrition*" before submitting your article or query.

General Information

School Nutrition is the official publication of the School Nutrition Association and is read by SNA's 58,000+ members. From new program regulations and legislation to technological innovations, best practices and cafeteria renovations, school nutrition professionals rely on *School Nutrition* to bring them the practical information they need to succeed in this rapidly changing business. It is their #1 source for K-12 foodservice solutions and strategies

Publishing 11 issues per year, *School Nutrition* stands alone as the focused, authoritative source on the K-12 school nutrition market. No other foodservice magazine provides our depth of coverage for professional development success.

Article Requirements

Query: We strongly recommend that you send us (via e-mail to snmagazine@schoolnutrition.org) a query letter and/or outline that describes your proposed article so we can be sure your idea is on target with our editorial needs. Be specific and provide details as to how your article will be developed. Queries can be targeted to specific main feature topics on the magazine's editorial calendar or suggestions for one of our regular departments. Not sure where it fits? That's okay, too. If you successfully sell why your article is a good fit with the magazine, we'll work with you to find the best fit. Expect that a query review may take some time, however.

Specifications: Following query approval, which will include details about length and strategic direction, articles must be submitted via e-mail to snmagazine@schoolnutrition.org. We use Microsoft Word for Windows, but we can convert from some other formats. Always include your name, title, business mailing address, phone number and email address with your article. *Articles sent without an approved query and handwritten articles will be rejected without review.*

Tone: Write in a personal, direct tone in an active voice. Whenever possible, give specific examples from an actual school nutrition environment, preferably by an SNA member school or district. Quotes are encouraged. Sidebars (short accompanying pieces of tips, pointers or resources) can be helpful if they illustrate points in the article.

Artwork: We accept electronic images, saved in a jpeg format at a high resolution (300 dpi) and sized as a conventional 3x5 or 4x6 image. We will accept prints on photographic paper or slides as necessary. Include captions, but *do not write on the backs of photos*. Identify people and the activity in the photo on a separate sheet of paper or on a paper label attached to the back. Indicate if you need to have pictures returned. Know that if we accept your artwork, we may need to keep it for several months. We also encourage charts, graphs and other artwork; please contact editorial office in advance for appropriate specifications. Check out our tip sheet, "8 Steps to a Publishable Photo," online at www.schoolnutrition.org/snmagazine.

Topic Areas

The editorial content in *School Nutrition* is divided into feature articles, food articles, regular departments and columns. The Editorial Calendar lists feature topic areas that are planned for a specific issue. For a copy of the calendar, refer to SNA's website (www.schoolnutrition.org/snmagazine) or contact the editorial office.

Feature articles: These are usually written by the editorial staff or assigned by the editors to professional writers or experts in the industry. If you are interested in writing on a specific topic, you can send us a query and outline of your article idea; the editor may opt to have you serve as a resource for interview rather than as an author. Also, please feel encouraged to submit your name as a potential expert.

Food articles: These focus on a specific food topic, often accompanied by recipes and photographs. ***Query the office for specifications before submitting to this department.*** Also, check out the "Food Focus Recipe Guidelines and Policies" tip sheet at www.schoolnutrition.org/snmagazine.

Regular departments: Although we assign many of these departments to regular contributors, if your article idea is particularly appropriate for one of our periodic columns (e.g. "It's Your Business," "Ideas at Work," "In the Kitchen," "On the Grow," "To Your Credit" or "Things We Love"), we will consider it for publication. "This & That" features new product releases, website resources, books and contest information; these are selected at the sole discretion of the editorial staff.

Editorial Policies

Review and acceptance: For features and departments, we will review all articles for timeliness and appropriateness and will attempt to notify authors of our decision within 12 weeks of receipt. Note, however, that your article may not be scheduled for publication at the time of its acceptance. In addition, advertising and space considerations may "bump" your article to a different issue. Published authors will receive a minimum of two complimentary copies of the magazine in which their article appears. Press releases submitted for "This & That" will be reviewed for appropriateness to the K-12 school nutrition market. Advertisers with regular schedules are frequently given preference, but duplication of releases will not be permitted.

Product endorsements: Feature articles must be non-promotional and generic in nature. The editors will delete references to product brand names in articles or recipes. However, authors do receive bylines, and we credit all photographs, artwork and recipes.

Originality: Aside from occasional book or magazine excerpts, adaptations or reprints, we accept only previously unpublished manuscripts.

Opinions: On rare occasion, *School Nutrition* will publish a bylined opinion piece in its main feature section. This is at the sole discretion of the editor and publisher and usually pertains to the themed focus for the month. Contributors are welcome to submit letters to the editor; the "InBox" column is scheduled upon receipt of a sufficient number of letters with a designated period prior to publication.

Copyright: All published material is copyrighted by the School Nutrition Association under the "work made for hire" provision. ***Article submission implies author agreement with this policy.*** We retain rights for electronic publication and reprint opportunities; in certain circumstances we will negotiate the return of all other rights to the author.

Proof review: We reserve the right to alter any accepted manuscript for clarity and adherence to *School Nutrition's* editorial style. ***Manuscript submission implies author agreement with this policy.*** With certain exceptions, we do *not* provide authors with proofs of edited versions of their manuscripts, unless by specific request and arrangement or a need to for clarity and follow up.

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