



The Official Publication of the  
School Nutrition Association

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

- ***Are we on your media list***, receiving press releases about your new products and services? Check that your public relations list is updated with the correct mailing information: [snmagazine@schoolnutrition.org](mailto:snmagazine@schoolnutrition.org) or New Products Editor, School Nutrition, 2900 S. Quincy Street, Suite 700, Arlington, VA 22206.
  - ***Review several issues of the magazine***. Where might your information best fit? In addition to our product release section, “This & That,” there are other areas where information about your company, its products/services and school foodservice-related activities may fit. We also publish contest information and web resources in “This & That.”
  - ***Is your information appropriate for our news section, “What’s Cooking”?*** While we do *not* publish information about company movements and personnel changes, we are eager for items about reports, surveys, industry trends and so on.
  - ***“Food Focus” features a different food category each month***. *School Nutrition* looks to vendors to provide suitable recipes, photographs, nutrient analyses and article leads and assistance. Although information must be generic and non-promotional in nature, quotes are attributed and all recipes and photographs are credited. Contact the editorial office to discuss specifications for this department.
  - ***“In the Kitchen” is an appropriate column that focuses on equipment, food safety and technology***. Although it is written by regular columnists, vendors who have operator leads should contact the editorial office.
  - ***Review the Editorial Calendar***. Is there an upcoming topic that might be appropriate to your company? Feel free to pitch us an article idea—one that is non-promotional in nature—or to volunteer to be a resource to be interviewed. The Editorial Calendar is available on SNA’s website.
  - ***Keep an eye on SchoolNutrition.org***, as well as *Industry Insider*, the e-newsletter specially directed to
- SNA’s industry members and friends. 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 one on the proposed topic. We also crowd-source leads and ideas on different Facebook groups.
- ***Contact us with your ideas!*** Tell us your idea, what makes it special, unique and what information you would include (the more details the better), how it would help school nutrition operators and so on.
  - ***When sending any materials—the earlier the better!*** We start the specific planning for each issue about 4 to 5 months ahead of time. We will start editing copy about 3 months in advance.
  - ***Have patience***. The magazine has a small staff that also works on many other communications projects for SNA. We will do our very best to get back to you in a timely fashion.
  - ***Be involved!*** Many of the industry 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.
  - ***Don’t be discouraged***. Unfortunately, we cannot print all the news and information we receive. 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 at another time!
  - ***Stay in touch***. We encourage all 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!

***School Nutrition***  
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