

2023 EDITORIAL CALENDAR

If you are interested in contributing to any of the planned editorial topics, please contact Editor Patricia Fitzgerald at pfitzgerald@schoolnutrition.org. Planning deadlines are flexible up until six weeks prior to publication month. Note: The magazine format, monthly themes and editorial schedules are subject to change with minimal warning.

JAN/FEB

Imagine That!

- ▶ Tap into your creativity and imagine out-of-the-box solutions and forward-leaning innovations.
- ▶ Tips for brainstorming, breaking out of the comfort zone, dealing with "idea killers" and exercises to kickstart your imagination are possible directions for this issue.

FOOD FOCUS

Grilled Sandwiches

PLANNING DEADLINE

November 14, 2022

MAR/APR

The FOOD Issue

- ▶ Explore innovative food concepts and trends, including new flavors, "signature" menu items, innovating with USDA Foods and more.
- ▶ Why food bans in schools are not the best solutions to managing allergies and how school nutrition professionals can help change the conversation.

FOOD FOCUS

Winner, Winner Chicken Dinner (USDA Chicken)

PLANNING DEADLINE

January 6, 2023

MAY/JUN

Make Marketing Magic

- ▶ Marketing fundamentals for K-12 school meal operations in the new normal.
- ▶ Next-level ways to leverage Facebook, the power of TikTok and creative campaigns from school districts.

FOOD FOCUS

Takes on Bakes

ALSO IN THIS ISSUE

2023-24 National School Lunch and Breakfast Week Campaigns
#ANC23 Preview

PLANNING DEADLINE

Mid-March 2023

JUL/AUG

Back to School

- ▶ Unsung heroes of the school nutrition profession: production kitchens and warehouse employees, delivery drivers, office staff, maintenance workers, etc.
- ▶ Back-to-school events, best practices for meal applications and surviving crazy first days.

FOOD FOCUS

Smart Snacks from Scratch

ALSO IN THIS ISSUE

2023-24 SNA President's Profile: Chris Derico, SNS

PLANNING DEADLINE

Mid-May 2023

SEP/OCT

Train the Trainer

- ▶ Uncover best practices in virtual training and explore the challenge of balancing adult learning styles and remote/in-person preferences with pragmatic logistics.
- ▶ Meeting the challenges related to developing and presenting meaningful training in other languages.

FOOD FOCUS

Hawaiian

PLANNING DEADLINE

June 30, 2023

NOV/DEC

Easy & Extreme Kitchen/Cafeteria Makeovers

- ▶ Focus on kitchen/cafeteria redesigns/renovations (not new construction), accommodating new equipment and what you can do with a modest budget or a major grant.
- ▶ A look at the logistics and challenges of managing school meal operations in the wake of a natural disaster.

FOOD FOCUS

Breakfast (for Lunch)

PLANNING DEADLINE

Mid-September 2023

SN also includes periodic features on equipment, safety, nutrition, operations management, technology, DEI and legislation. Each month also features Bonus Web Content. Additional opportunities are available through sponsorship of SN Plus, our digital supplement article series.

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