

# Make Media Work for You:

*Proactive Ways to Promote Your Program*

# Speakers



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President, CJ Public Relations*



# Affiliation or Financial Disclosure

- Diane Pratt-Heavner  
SNA Director of Media Relations  
NOTHING TO DISCLOSE
- Elizabeth Cowles Johnston  
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NOTHING TO DISCLOSE



# Objectives:

- Identify local media opportunities in your community & ways to utilize them
- Learn the elements of effective outreach materials & how to write them
- Find out ways to maximize media outreach efforts to expand your reach

# Tell a story: What

- What's happening?
  - New menu options
  - Student taste tests
  - Farm to School features
  - Events (NSBW, NSLW, SLHD)
  - Nutrition education
  - BIC or CEP expansion



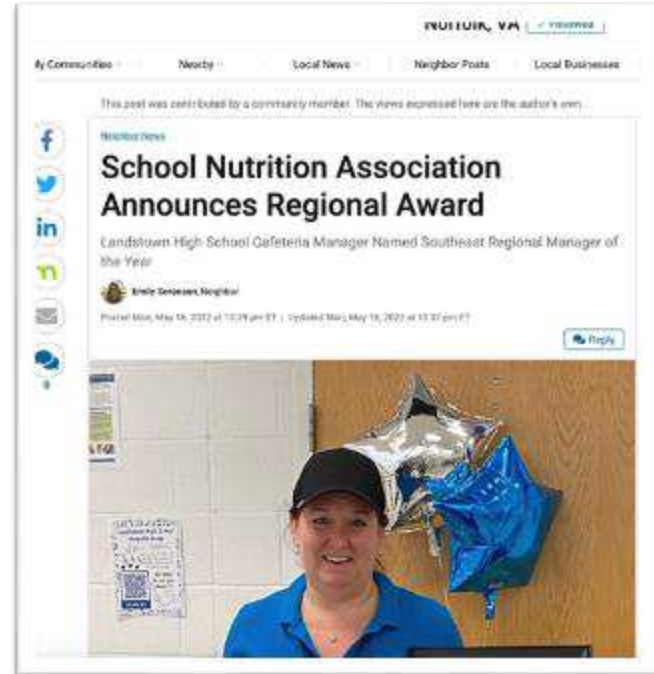
*Student enjoying MN Thursday menu of Fischer's Sleepy Bison Acres bison nachos, Red Lake Nation Foods wild rice pilaf and three sisters salad.*

# Tell a story

- What's *old* can be new too!
  - Create new times for the media story  
*Benchmarks, season tie-ins, annual updates*
  - Localize  
*National trend, neighboring district tie-in, state news*
  - Bring external data/trends to life  
*Program examples make it relevant and new*

# Media Opportunities: Where

- Local sources
  - School district web story / TV show
  - Weekly newspapers
  - Community magazines
  - Local online news sites/blogs
  - AM news radio shows
  - Social media sites
  - Neighborhood list serves



# Media Opportunities:

- Assess the process
  - Pick one to start
- Find connections
- Organize the effort
- Reuse & repurpose
  - Use results to create more visibility



NEWS 8  
wtnh.com

News ▾ Weather ▾ Watch Now ▾ Report It ▾ On-Air ▾ Sp

## Suggest a Story to News 8

If you see news happening Report It! Use this form to send an e-mail to the News 8 assignment desk and tell us about something you think would make a good story.

Your Name \*

Your E-Mail \*

Your Phone

Story or Event Subject

When did this happen? \*

Where did it happen? \*

Describe the Story/Event

# Assemble a team: Who

- District communication support:
  - Help them help you
  - Set regular cadence
- Who else can help
  - Assess interest & opportunity
  - Student roles
  - Other cafeteria/building support
- External supporters



# Elements of effective outreach: Why

- Clear message
  - Get someone to take an action
  - Educate a discussion
  - Share something new
  - Balance an issue
  - Bring it to life



# Elements of effective outreach: Why

- Supporting points
  - Photos
  - Data points/stats
  - Student feedback
  - Quotes: internal and/or external
  - Logistic details (time/location)



# How to: Photo captions

- Action photos
- Basic details
- Student releases



# How to: Local News Briefs

- **Headline/title**
  - Short active sentence
- **Concise content**
  - Include priority message
  - Use descriptive words



**Simpsoncounty**  
THE MAGEE COURIER &  
Simpson County News

**SCSD'S VERY OWN CHILD NUTRITION DIRECTOR TO PRESENT AT NATIONAL CONFERENCE**

Fri, 04/28/23-2:56PM, 368 Reads

Simpson County School District's Director of Child Nutrition, Dr. Derricka Thomas, has been selected by a group of her peers from across the country to speak at a national conference this summer in Denver, Colorado. Chosen by industry professionals of the School Nutrition Association (SNA), Thomas will lead an education session during the 2023 SNA Annual National Conference, which uni...

# How to: SNA templates

- Press Releases
  - NSLW/NSBW
  - SLHD/Awards
- Talking Points

## [INSERT DISTRICT] Official Heads to Capitol Hill in Support of School Meals

[INSERT DATE], 2024 – Next week, [INSERT NAME, TITLE, DISTRICT] will participate in School Nutrition Association's (SNA) annual [Legislative Action Conference \(LAC\)](#) in Washington, D.C. During the conference (March 3-5), [INSERT NAME] will join 850 school nutrition professionals from across the country in urging Congress to permanently increase funds for school meals, preserve current nutrition standards and provide every student equal access to free, healthy school meals.

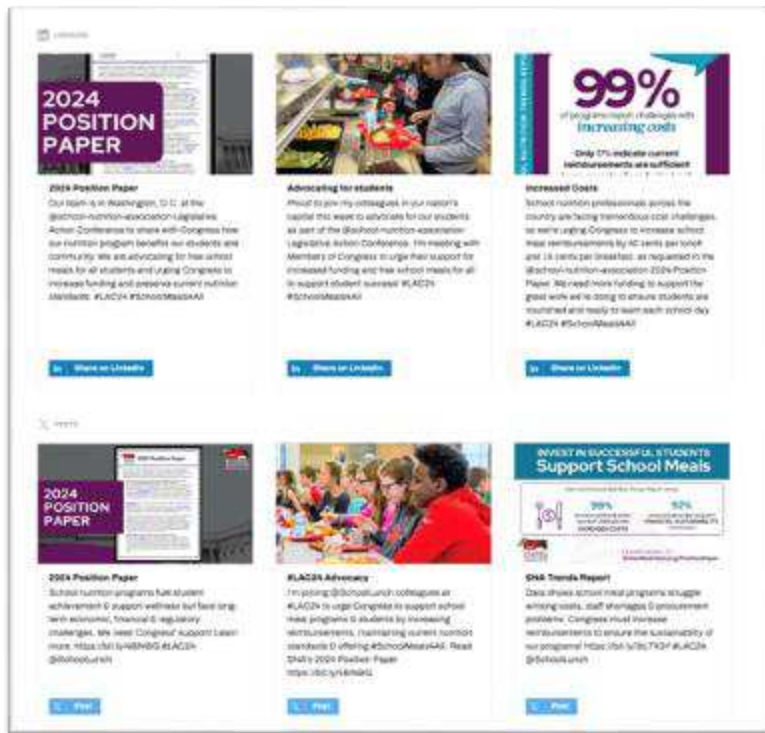
"I am attending LAC to encourage our representatives to help us ensure all students are nourished and ready to learn," said [INSERT NAME]. "I look forward to sharing how DISTRICT'S nutrition program supports our children's health and academic success. As schools face critical long-term economic, procurement and regulatory challenges, we need Congress' support to ensure the sustainability of these critical school meal programs."

SNA's [2024 School Nutrition Trends Survey](#) found that virtually all (99.3%) responding school meal program directors are challenged by increasing costs - just 17% reported the federal reimbursement rate is sufficient to cover the cost of producing a school lunch. Meanwhile, 90% of respondents cited staff shortages and challenges with the availability of student-accepted foods that meet current sodium limits. Survey findings also highlighted the benefits of offering free meals to all students. School districts with free meal service, through state initiatives or the [Community Eligibility Provision \(CEP\)](#), reported reduced stigma for low-income students, less unpaid meal debt and increased operational efficiencies.

LAC will allow [INSERT NAME] and other attendees to meet with their Members of Congress to discuss these challenges and share SNA's [2024 Position Paper](#), which offers solutions and urges Congress to ensure all students have equal access to free school meals.

[INSERT DETAILS ABOUT SCHEDULED MEETINGS WITH LOCAL REPRESENTATIVES]

# How to: SNA Social Press Kits



The image shows a grid of social media posts for the 2024 Position Paper. Each post includes a header image, a title, a main text block, and a 'Share on LinkedIn' button.

**2024 POSITION PAPER**  
Our team is in Washington, D.C. at the @school-nutrition-association Legislative Action Conference to share with Congress how our nutrition program benefits our students and community. We are advocating for legislation that will increase funding and provide current nutrition standards. #LAC24 #SchoolMealsAAI

**Advocating for students**  
Thank you to my colleagues in our reports capital this week to advocate for our students as part of the @school-nutrition-association legislative Action Conference. I'm meeting with Members of Congress to urge their support for increased funding and that school meals for all to support student success! #LAC24 #SchoolMealsAAI

**Increased Costs**  
School nutrition professionals across the country are facing tremendous cost challenges. We're urging Congress to increase school meal reimbursements by 10 cents per lunch and 14 cents per breakfast, as requested in the @school-nutrition-association 2024 Position Paper. Appreciate more funding to support the great work we're doing to ensure students are nourished and ready to learn each school day. #LAC24 #SchoolMealsAAI

**2024 POSITION PAPER**  
School nutrition programs fuel student achievement & support wellness but face ongoing economic, financial & regulatory challenges. We need Congress' support! Learn more: <https://bit.ly/4W8NBG> #LAC24 #SchoolNutrition

**#LAC24 Advocates**  
I'm joining @schoolnutrition colleagues at #LAC24 to urge Congress to support school meal programs & students by increasing reimbursements, maintaining current nutrition standards & offering #SchoolMealsAAI. Read @SNA's 2024 Position Paper: <https://bit.ly/4W8NBG>

**INVEST IN SUCCESSFUL STUDENTS Support School Meals**  
99% of young Americans' childhoods with increasing costs  
Only 17% indicate current reimbursements are sufficient

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**SNA Trends Report**  
Data shows school meal programs struggle with rising costs, staff shortages & procurement problems. Congress must increase reimbursements to ensure the sustainability of our programs! <https://bit.ly/4W8NBG> #LAC24 #SchoolMealsAAI

## PR Resources from SNA

Home / Advocacy / SNA Legislative Action Center / PR Resources from SNA


SHARE: +    

## Helping School Nutrition Professionals Promote Their Programs

SNA's PR Kit provides members with a multitude of tools to help spread the message that school meals are healthy, delicious, and a great value. Between talking points, outreach tips, and customizable promotion tools, these resources make it easier than ever to earn positive coverage for your program.

- **Media and Outreach Guides:** How to capture the media's attention and prepare for interviews
- **Talking Points:** Messages to promote your program and respond to frequent and tricky questions
- **Customizable PR Tools:** Template backpack brochures and flyers, letters to the editor and a PowerPoint presentation to promote your program
- **Videos:** SNA-produced video clips to promote school meals and explain supply chain challenges
- **About School Meals:** An overview of school nutrition programs, including key statistics and details on nutrition standards

# AI Writing Tools

ChatGPT 3.5 


## How can I help you today?

Write a thank-you note to my interviewer

Write a course overview on the psychology behind decision-making

Hemingway | Plus

## Free Online Proofreader

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# Questions?

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# Thank you!

