

When local newspaper, radio or television stations want an interview, there are some simple ways to help prepare and maximize the opportunity. CJ Public Relations is available to support members through the process. In addition, the School Nutrition Association has an informative section on its website [schoolnutrition.org](https://schoolnutrition.org) with public relations tools: <https://schoolnutrition.org/resource/media-outreach-best-practices-guide/>

**Before you answer questions, *ask* questions first:**

- What is the focus of the story?
- What is the deadline?
- How will the interview be conducted?
- Who else is being interviewed?



L to R: Kristie, Elizabeth, and Emily

Listen to those answers first, then schedule a time to answer their questions later. Even just a few minutes can give you time to get prepared.

**What if you are being asked about a controversial topic?**

You have options! Giving a written response is more controlled than doing an interview. It's best not to ignore the request for comment - just because you don't respond doesn't mean the story will not run! Make sure to notify your district's communications team or loop in MSNA for support.

**There are benefits to a response.**

Providing interviews and comments can balance the story, provide accountability, and show your efforts related to the topic. Additionally, it can build relationships with media, which can be a benefit in the long run.

Feel free to reach out to CJ Public Relations before you answer questions. We often have talking points and background information on issues related to school nutrition from the School Nutrition Association.

Elizabeth, Kristie & Emily

[ECowles@cjpr.com](mailto:ECowles@cjpr.com)

[KBorges@cjpr.com](mailto:KBorges@cjpr.com)

[ESorensen@cjpr.com](mailto:ESorensen@cjpr.com)



PUBLIC  
RELATIONS

50 Center Street, 2nd Fl.

Southington, CT 06489

860.426.9991

[www.cjpr.com](http://www.cjpr.com)