

# Media Relations for Public Affairs

# Meet Your Speakers



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**Carly Schildhaus**

Director of Public Affairs  
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National Confectioners  
Association

# Who is NCA?

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MISSION

FOSTER AN ENVIRONMENT THAT  
**ENABLES**  
CANDY MAKERS TO  
**THRIVE**  
— AND —  
**PROMOTE THE**  
UNIQUE ROLE OF  
CONFECTIONS IN A  
HAPPY, BALANCED  
**LIFESTYLE**

VISION

**CHOCOLATE  
AND CANDY**  
ARE CELEBRATED FOR  
THEIR CONTRIBUTIONS TO  
**OUR CULTURE,**  
OUR SOCIETY,  
**OUR ECONOMY**  
& OUR EVERYDAY  
**MOMENTS  
OF JOY**

# Candy360

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# Narratives

**NCA**  
KNOW A TREAT

## always a TREAT

**HELPING AMERICANS MANAGE THEIR SUGAR INTAKE**

America's chocolate and candy companies are committed to providing consumers with more transparency, choice, portion guidance and information about what's in our products. From big celebrations to meaningful moments and all the "treat yourself" in between, chocolate and candy sweeten our memories and help bring us closer together.

**72%** of consumers feel physical health and emotional well-being are connected.

**78%** of all adults believe it is perfectly fine to occasionally treat with chocolate or candy.

**72%** of consumers agree that it is important for chocolate and candy brands to offer portion size variety.

**IN PACKAGING THAT GIVES YOU CHOICES.**

The confectionery industry is committed to providing more package size options for consumers.

**WITH A LITTLE SOMETHING FOR EVERYONE.**

From beloved classics to new offerings like zero sugar and organic, our companies are meeting consumers where they want to be right. As the confectionery industry grows and consumer tastes change, confectionery companies are offering a wide range of treats and thoughtful treats for any lifestyle.

**FOR SPECIAL MOMENTS.**

People understand that chocolate and candy are treats, and they embrace them as a special social currency. Sharing a little bit of confectionery is a time-honored tradition and an important consideration for consumers when they purchase chocolate and candy.

**84%** agree that candy is a fun part of special celebrations and traditions.

**88%** share with family and friends at least half the time when treating chocolate and candy.

**2-3x per week** average about **40 calories** and just one teaspoon of added sugar per day.

Primary Source: 2022 State of Confectionery Report  
© The National Health and Nutrition Examination Survey (NHANES)

**NCA**  
KNOW A TREAT

## fun and unique

**MORE THAN JUST DELICIOUS PRODUCTS. WE'RE MAKING EXPERIENCES AND SPECIAL OCCASIONS A LITTLE MORE MEMORABLE.**

Chocolate, candy, gum and mints hold a special place in our lives. American confectioners are proud to be part of the family celebrations, holiday traditions and moments of enjoyment that have helped spread happiness for many generations.

**THE ROLE OF CONFECTIONS IN OUR LIVES**

Consumers understand the unique role that chocolate, candy, gum and mints play as a "treat" balanced lifestyle.

- 75%** of people enjoy chocolate 2-3 times per week.
- Americans average about 40 calories per day from confectionery treats.
- Chocolate & candy account for about one teaspoon of added sugar per day.
- 78%** of all adults believe it is perfectly fine to occasionally treat with chocolate or candy.

**LIFESTYLE & EMOTIONAL WELL-BEING**

Treats like chocolate and candy can help bring joy and happiness to any occasion—whether shared with a group or as part of a "treat yourself" moment.

- 3 out of 4** Americans believe emotional well-being and physical health are interconnected.
- 88%** of Americans share chocolate and candy with family and friends.
- Nearly 3/4** of consumers agree that it is important for chocolate and candy brands to offer a variety of product sizes.

**CELEBRATE WITH CANDY**

Candy is a special treat that has played an important role in cultural traditions and seasonal celebrations for thousands of years.

- NEARLY 1/2** of total annual confectionery sales take place during the seasonal sales periods of Valentine's Day, Easter, Halloween and the winter holidays.
- 77%** of Americans agree that chocolate and candy make great gifts.
- 3 out of 4** Americans say that chocolate and candy are a fun part of special celebrations and holidays.

Consumers enjoy chocolate, candy, gum and mints and appreciate them as a great way to bring people together in fun and unique ways.

**NCA**  
KNOW A TREAT

## Power of Sweet

**OUR STRONG ECONOMIC IMPACT**

Our industry plays an important role in the U.S. economy. We create good-paying jobs manufacturing chocolate, candy, gum and mints and support thousands of additional American jobs through the sourcing of our raw materials and distribution and sale of finished products. Additional jobs, known as indirect jobs, are supported by re-spending wages throughout the supply chain.

**696,558 TOTAL JOBS**

**203,248** direct jobs

**493,310** indirect jobs

**21,880** wholesale jobs | **57,602** manufacturing jobs | **123,766** retail jobs

**268,975** support jobs | **224,335** indirect jobs

**DIRECT ECONOMIC IMPACT IN THE U.S.**

**\$49B** ECONOMIC OUTPUT | **\$10.5B** WAGES | **\$13.7B** FEDERAL, STATE & LOCAL TAXES

**NATIONAL MULTIPLIER EFFECT**

**1** U.S. confectionery manufacturing job | **11** SUPPORTS other jobs in the U.S. economy

**NATIONAL IMPACT**

**\$37.5B** in confectionery retail sales<sup>1</sup> | **\$1.8B** in manufacturing exports<sup>2</sup> | **1,613** manufacturing facilities throughout all 50 states

Primary Source: John H. Johnson & Associates LLC, New York, NY  
© 2022, All Rights Reserved  
1: IRI, NPD Group, Inc.  
2: IRI, North Dakota, America

\*Figure includes business-to-business (B2B) supplies and industrial industries.

# Key Moments of Activation



Valentine's Day



Easter



National Candy Month



Halloween



Winter Holidays

# Issues Management

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**Food Additives**



**Farm Bill**





TRENDING:

MARJORIE TAYLOR GREENE

MAYORKAS IMPEACHMENT

MIKE JOHNSON

TRUMP HUSH MONEY TRIAL

SPONSORED:

CONTENT FROM AMERICAN CHEMISTRY COUNCIL

## Just In...

**Rep. Tim Burchett on UFOs: 'Yeah, I think there's a cover up'**

NEWS - 15 MINUTES AGO

**Israel ambassador to US says Israel 'will respond' to Iran strikes**

INTERNATIONAL - 1 HOUR AGO

**Johnson turns to Democrats on Ukraine aid amid ouster threat**

HOUSE - 1 HOUR AGO

Los Angeles officer who



# Johnson turns to Democrats on Ukraine aid amid ouster threat

Business and Lobbying  
Reporter

The Hill

# Taylor Giorno

# Ground rules

*On the record:* A reporter can attribute quotes and comments directly to you

*On background:* Not for attribution

Note: A reporter will likely have to clear anonymity with their editor and provide them and their readers with a reason.

*Off the record:* Keep in mind that a reporter may be able to verify and publish the information through other sources.

**ESTABLISH THESE TERMS AT THE START OF A CONVERSATION.** You can't retroactively go on background or off the record, but you can ask a reporter to go on background or off the record during your conversation.

## Power called Hillary Clinton 'a monster'

BY IAN SWANSON - 06/05/13 12:35 PM ET

"She is a monster, too – that is off the record – she is stooping to anything," Power said.

# Media Relations Dos and Don'ts

## Do

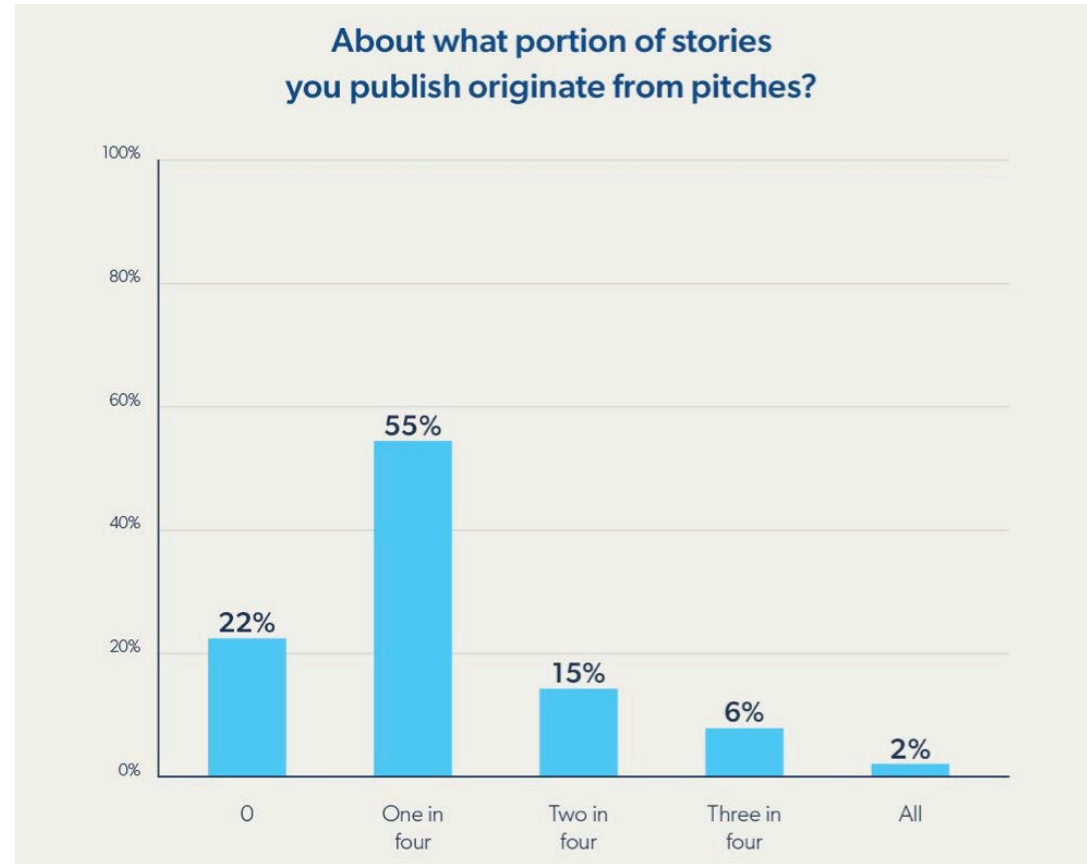
- Establish your niche
- Introduce the reporter to your people (and not just your CEO)
- Know your audience's audience
- Engage with reporters' work
- Share quotes for breaking news
- Take "no" for an answer
- Be flexible

## Don't

- Ask a reporter to share a draft of their story
- Ask a reporter to change their headline or story after publication **unless there is a factual error**
- Spam cold, mass emails that aren't related to what a reporter covers
- Be too pushy
- Not have a media-specific email or even current contact information on your website

# Trends

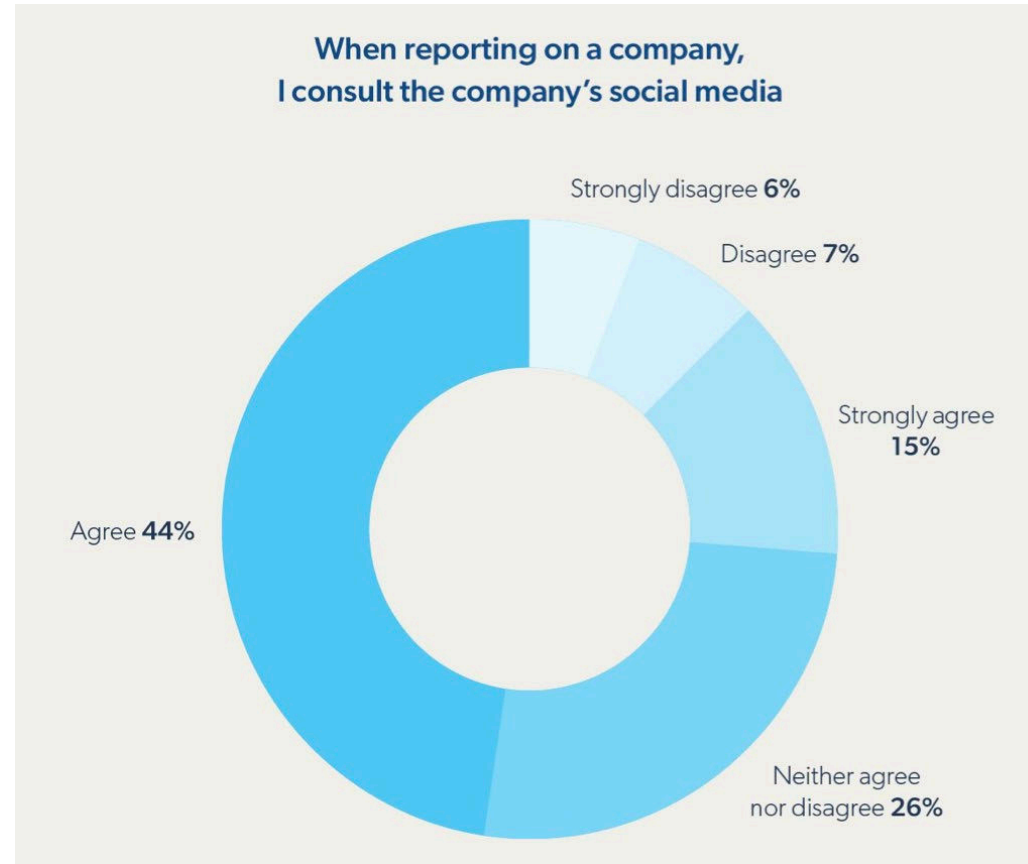
Just 2 percent of reporters say all of their stories come from pitches — pitching your people, your organization and your insights into big events is more effective.



Source: [MuckRack's State of Journalism 2023](#)

# Trends

Most reporters will probably look at your social media during the reporting process — but I will say, I am more inclined to keep up with individuals than organizations on social media.

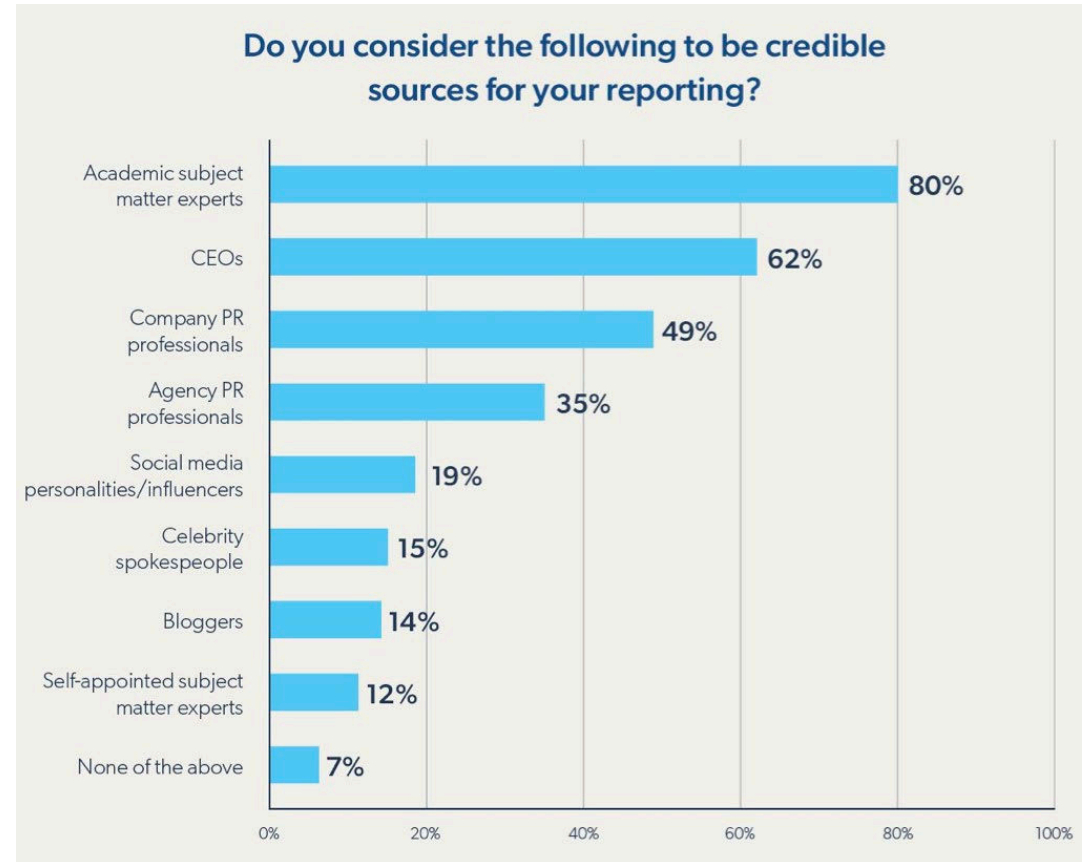


Source: [MuckRack's State of Journalism 2023](#)

# Trends

Just 62 percent of journalists consider CEOs to be credible sources, down 12 percent since 2021.

Let your people shine!



Source: [MuckRack's State of Journalism 2023](#)

# Question & Answer