

**Contact Follow-Up Phone Call Form**

This is \_\_\_\_\_\_\_\_\_(name) of the \_\_\_\_\_\_\_\_(name) Chapter of the National Kitchen & Bath Association. I am responsible for getting news about our members, industry and Association into your hands. More importantly, I'd like to become a resource for you. I've called to find out if there is any information on kitchen/bathroom design/remodeler trends that our Association might be able to provide for you. Do you presently have any special home improvement sections planned? Is there anything we can do to help?

Type of News: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Length: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (Note all information on your contact card)

Pictures:

 Black/White\_\_\_\_\_\_\_\_ Color\_\_\_\_\_\_\_\_\_\_\_\_

 Prints\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Slides \_\_\_\_\_\_\_\_\_\_\_

 3x5s \_\_\_\_\_\_\_ 4x6s \_\_\_\_\_\_ 8x10s \_\_\_\_\_\_\_\_

Deadlines: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Publication Dates:

* Ask if he/she speaks before local business groups. If so, on what subject that might be of interest to our members. If not, who in the company would be a potential speaker. Take names/topics/phone numbers and forward to the Programs Chair.
* Review the schedule of upcoming programs and ask if he/she would like to attend meetings. If a nationally known industry speaker or some other noted individual is to speak, the press might even come to take pictures. Offer a complimentary dinner.
* Position your invitation properly. If it appears you are simply looking for publicity, the press may not be interested. However, attending a local meeting will become more appealing if an editor sees that an interesting feature story can be developed from the program content.