



Information Resource

VP Communications

VP of Communications: Position Description

Introduction

Welcome

Thank you for taking on the role of VP of Communications. To ensure that the National Kitchen & Bath Association Continues to meet the needs of kitchen and bath professionals, the NKBA encourages our members to serve as officers in their local NKBA chapters.

The purpose of this document is to set the expectations and responsibilities of your role for a calendar year. Please review the information and direct any questions to the Regions and Chapters Department at Chapters@nkba.org

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Introduction, Continued

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Who Is Best Suited To Be VP of Communications?

Description

The ideal VP of Communications is a person who is:

- An effective communicator:
 - Verbally – speak at press functions, represent chapter at public functions when necessary
 - In writing – press releases, letters to the editor, articles for chapter e-newsletter and *NKBA Magazine*
 - Willingness to deal with the media
 - Time commitment of not more than 5 hours per month, but more is possible with press releases, working with the media, and being the "voice" of the NKBA for the Chapter
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Procedural Checklist

| Procedures | Time Line |
|-------------------------------------------------------------------------------|----------------------------------------|
| Notify chapter EXCO & members of deadline for e-newsletter | Ten weeks prior to publishing window |
| Prepare articles for e-chapter newsletter | Eight weeks prior to publishing window |
| Information required for chapter meeting notice e-mailings to the VP Programs | Four weeks prior to the meeting date |
| | |

Communications Committee

The Communications Committee, comprised of the VP of Communications and two or more members is responsible for the following:

1. Promote the Chapter, its members, and activities to both trade and consumer audiences.
2. Keep Chapter members aware of NKBA consumer awareness and marketing programs on behalf of members.

A Marketing Subcommittee can provide the manpower for such activities as publicity for National Kitchen & Bath Month, taking photos for the Chapter design competition, writing for the newsletter, laying out the newsletter or other Chapter promo. Asking members to be responsible for part of a project that is cyclical or short-term is one way to get them involved.

1. What NKBA activities should be promoted?
 - Benefits of Membership
 - Certification Programs
 - Kitchen & Bath Industry Show & Conference (KBIS)
 - Consumer kitchen and bath planner
 - NKBA Design Competition
 - Kitchen & Bath Month
 2. What recognition programs are available from the NKBA to publicize the member as a professional?
 - NKBA Logo located on the NKBA website, member center, resources
 - Certification (AKBD, CKD/CBD, CKE/CBE, CMKBD/CMKBE, & CKBP)
 - Hall of Fame
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Chapter Newsletter

The VP Communications can create the newsletter in its entirety and upload it electronically to your NKBA Chapter homepage of which will accept your camera-ready newsletters in Word, Publisher or Adobe PDF. The newsletter will appear in the NKBA Weekly which is emailed out to your Chapter members and non-members weekly. Please make sure to include your Chapter logo with the registered ® trademark. If you need your NKBA Chapter logo, you may download it from the Member Center on the NKBA website www.nkba.org under Resources, Logos and Marketing Tools and save it to your desktop for easy access.

As a reminder, proofreading is the responsibility of Chapter officers to ensure that all the information and spelling are current. Make a copy of your rough draft then, ask one of your fellow officers to review prior to uploading it to your chapter's home page on the NKBA website www.nkba.org. Upon receipt at National staff will validate sponsors eligibility.

Other Communication Opportunities

Chapter- Managed Website

Chapters building their own website are encouraged to link to the NKBA's website. Please notify the Regions and Chapters Department with your website information at Chapters@nkba.org.

News Releases

Form

Writing and Distributing A News Release

Sample press releases are available under Member Center, Resources, Logos and Marketing Tools, Press Release Templates at www.nkba.org. You must be logged in with your member ID to access the Member Center.

1. Contact name and phone number, followed on second line by distribution date and release date at top left.
 2. Simple title that gives the reader an idea of the subject. Subsequent pages should incorporate a small slug line at the top left along with the page number.
 3. The word “more” at the end of each page and “# # #” on the final page.
 4. Paragraphs are never divided from page to page in a news release. Instead place the entire paragraph on the following page to make it easier to read.
 5. On the first page, start body copy about halfway down; on subsequent pages, start body text at the top.
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Body

1. The most important facts appear at the beginning of the release, followed by less important facts.
1. The first paragraph or lead is the most important part.
 - It should be only one sentence long.
 - It should never include a person's name. If a person is the subject of the release, present a "blind lead" that introduces the person without mentioning the name (e.g. A local kitchen dealer was recently elected President of NKBA's Metro New York Chapter).
 - It answers the five Ws – who, what, when, where, why in the first paragraph. If “how” is relevant, that is included as well.

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News Releases- Continued

Use attribution to follow-up on an idea presented previously in the release or to introduce an idea.

- When quoting or attributing information, make sure the quote is relevant to the release and that an appropriate person is the source. ALWAYS attribute facts or statistical information.
 - When attributing a quote, use a direct quote: "The NKBA encourages members and non-members to attend this event," said John Smith, CKD, President of the (name of chapter) Chapter. However, an indirect quote can also be used: "The NKBA encourages members as well as non-members to attend, according to Chapter President, John Smith, CKD."
 - Whenever possible, attribute to the NKBA as follows: "According to the National Kitchen & Bath Association ..."
 - To establish uniformity, try to use attribution in the second paragraph.
2. Enclose abbreviations in parentheses or after a slash only after you have first written out the full name in the first reference (e.g., the National Kitchen & Bath Association (NKBA) provides benefits for all members of the kitchen and bathroom industry. The NKBA, a not-for-profit trade association ...).
 3. Always follow the TDP (Time/Date/Place) rule when writing about an event (e.g. This event will take place at 7:00 p.m., September 1st at the Rolling Hills Country Club, city, state).
 4. Proof.

Other Media

Radio and Television

Almost all radio and television stations allot a certain amount of their daily broadcasting time to public affairs at no cost to the organizations concerned. It's easier to get publicity on radio than on television, but both are possible. However, for television you must have something visual to present.

Sample Public Service Announcements and Interview Shows

1. Public Service Announcement (PSA): Three lectures on kitchen/bathroom design will be presented for consumers by members of the _____ Chapter of the National Kitchen & Bath Association on Saturday, May 10th, at the Empire Home Show, address, city, state. Contact Jane Smith at (214) 888-7777 for more details.
2. Interview Show. Have the station broadcast from the show. For radio, have one of the speakers interviewed during the show. For TV, tour the booth or show one of the presentations in progress.

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Other Media- Continued

Media Contact

One Chapter volunteer (VP or marketing committee member) should become the media contact for newspapers, radio, and TV stations in the geographic area. Personal contact with the media contact is essential.

1. Determine the areas of responsibility for committee members during the first committee meeting.
2. Ask each committee member to ...
 - Develop a contact card for each contact within an assigned area using the
 - a. publications/media that come into his/her business/home
 - b. library
 - c. Yellow Pages
 - Call the contact company to verify and get all the important information, particularly the contact's name. "I am updating the contact information cards for our Vice President-Communications. Would you please tell me the name of the person who holds the position of _____?"
 - Send out Initial Publicity Contact Letter form.
 - Contact each person by telephone one week later.

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Other Media- Continued

Advertising

Advertising templates for magazines, newspaper, TV, and radio are available on the NKBA website under the Member Tools section.

As stated in the NKBA Policy Manual, no advertising, promotional campaigns, endorsements or sponsorships shall be implemented without prior approval by the NKBA.

Institutional advertising by a Chapter is permissible (e.g. advertising which promotes the professionalism of the member by advertising the Association and advantages of membership). The chapter needs to obtain permission from each member in order to include them in any advertising. Advertising which promotes individual members, paid from Chapter funds, may jeopardize the tax-exempt status of the Association. The Chapter may create advertisements which incorporate names of members, as long as every member is afforded the opportunity to participate equally, pays a proportionate share of the advertisement, and as long as this type of advertisement is only incidental to the main activities of the Association. Improper advertising could jeopardize the tax status of the Association.

Any ads that mention an individual member firm should be sent to the NKBA for approval. If you understand the above rule, there will be no problem; but it is best to find out before you go too far. NKBA staff may also be able to give you some suggestions to make your advertisement more effective.

Trade and Home Shows

Participation by a Chapter in local consumer home shows is encouraged, provided that the Chapter's sponsorship at the show represents *all* NKBA members within that Chapter. Chapter funds may not be utilized for the benefit of individual Chapter members, but must represent the NKBA as a whole. Access to membership lists must include all NKBA voting Members. ***Personal business solicitations at NKBA Chapter-sponsored shows are prohibited.*** Chapter funds may not be utilized to benefit any particular chapter member(s), but must be used for the benefit of the Chapter as a whole.

Similarly, NKBA sponsors an annual National Kitchen and Bath Industry Trade Show, KBIS[®]. The NKBA is bound by the terms of a contract to produce this show. The terms of this contract prohibit NKBA, or any of its Chapters, from participating in or sponsoring, any other trade or consumer show in the United States which may in any way compete with KBIS. **Therefore, it is essential that Chapters wishing to participate in a trade or consumer show activity obtain prior written permission from the Chapters Department at the National Office.**

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Trade & Consumer Shows

Home Shows

Home Shows are excellent sources for recruiting members for the Chapter, and educating consumers about the Association. Work with the VP of Programs or the NKBA Chair to maximize the publicity your Chapter and the Association can realize.

NOTES: Remember

Your objective is to say ...

- To the trade: Join the NKBA because...
- To the consumer: Buy from an NKBA member because...

Give all members the opportunity to participate equally in your home show.

In the promotion of this type of event, it is extremely important to use your Chapter name in conjunction with the NKBA so that no one will think that the Association is sponsoring or co-sponsoring this event. The Association has contractual restrictions that do not allow co-sponsorship of local shows. It is perfectly correct, however, to show Chapter name with the NKBA in the promotion, as long as any sponsorship or co-sponsorship is in the name of the Chapter.

Example: The Greater Chicago Home Show
Sponsored by: The Chicago Tribune and the Chicago Midwest Chapter of the National Kitchen & Bath Association

Be aware that there are certain restrictions on Chapter's sponsorship or participation in local trade and consumer shows.

Chapter Sponsorship/Participation in Local Trade Show

Under our contract with Nielsen Expositions, the producer of KBIS, there is certain limitations on Chapter sponsorship and participation in local trade and consumer shows.

Chapters may “co-sponsor, own, endorse, produce, operate or participate in any manner” in or with a “Local Show” that is not considered to be directly competitive with KBIS. Whether or not a Local Show is directly competitive may sometimes be difficult to determine, however a local show that primarily targets consumers or a broad set of design and product interests of its target audience is not directly competitive.

Even if the Local Show is directly competitive with KBIS, the Chapter may still co-sponsor, own, endorse, produce, operate or participate in the show if certain conditions are met:

1. The Local Show does not contain more than 150 paid exhibits or exhibit booth spaces; and
2. The Local Show is not held within a 50 mile radius of a KBIS which has been or is scheduled to be held within 10 months before the date of the proposed Local Show or within 10 months after the date of the proposed local show.

Should you have any question about your Chapter’s involvement in a trade or consumer show, please contact the NKBA Chapter Department for assistance.

Available NKBA Forms for the VP of Communications on the NKBA Website

The following forms for the VP of Communications position are available on the NKBA website www.nkba.org . These forms can be accessed by clicking on the link below. They are also located under the Member Center, Tools For Chapters, Chapter Officer Forms.

- [Chapter Roster Policy & Permission Form](#)
 - [Contact Follow-up Phone Call Form](#)
 - [Downloading & Using Membership Lists](#)
 - [Media Contract & Contact Cards](#)
 - [Initial Publicity Contact Letter \(Sample\)](#)
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