“Telephone Pitch”

For Reporter Grayson Kamm; Reporter at WTSB 10 News

**Me**: Hi Mr. Kamm, my name is Kara Sisco and I’m the Director of Public Relations for Chris-Craft Corporation here in Sarasota. May I have a minute of your time to discuss a recent change in the company?

**Reporter**: Sure, go ahead.

**Me**: Great, thank you.

**Me:** Well I’m enthused to announce that Chris-Craft will be expanding their manufacturing facility by 10,000 square feet. This will allow adequate space for upcoming projects and renovation is sought to increase production by 33%.

**Reporter:** Wow that’s a significant addition of space! So are there already projects lined up that people should be aware of and looking forward to?

**Me:** So far, we actually have five new power yachts in the project plan, making the addition of extra facility space extremely beneficial to carry out these huge projects.

**Reporter:** Excellent, and what should the community be aware of regarding the economy after this project or potential increases in the actual products?

**Me:** Considering the recent spike in consumer demand for power yachts and other crafts, we’re confident that after this expansion and execution of new projects, consumers locally and internationally will benefit from increased production. And if more people are purchasing our crafts, then the economy is certainly being stimulated.

**Reporter:** I have certainly learned a lot from this phone call, and I’d love to run your story in next week’s news. I’ll be in contact with you before the weekend for further details.

**Me:** Thank you, Mr. Kamm. I look forward to hearing from you.