



## **Press Outreach Guidelines & Press Advisory Template**

In the weeks leading up to CHINA Town Hall (CTH), the National Committee on U.S.-China Relations will reach out to national-level media outlets and will be actively promoting CTH via social media. However, experience has shown that local media outreach is most effective when initiated by local partner host organizations, particularly through established connections, since local news outlets are often more responsive to organizations in their coverage area. The following approaches will help gain local coverage:

### **1. Community Event Calendars**

Listings on community event calendars are usually free, including for local newspaper and television station websites. Most require submission at least a couple of weeks prior to the event date.

### **2. Local and Regional Newspapers**

Press advisories with event and speaker details should be sent to local newspapers 1-2 weeks prior to the event to give editorial staff enough time to process the item, but not so far in advance that it might get lost in the shuffle. Advisories should include local organizer contact information for any follow-up questions.

Most publication websites will provide general editorial contact email, and occasionally additional information on specific journalists or editors. If an editorial directory is available, the advisory should be sent to a managing or assistant managing editor (for a smaller news outlet), or a metro editor for a larger news outlet. In both cases, sending additional notification to journalists and editors who normally cover the local program topic (such as business or foreign policy), would raise chances of the event receiving coverage. In addition, many publications have a submission form, which could be used if direct contact is not feasible.

### **3. Local Television and Radio**

Local television news websites normally have high traffic and populated community calendars. These sites usually list email contacts for story submissions to invite television coverage. Local radio and affiliate NPR stations should also be notified.

*Please see next page for a press announcement template >>>*

## Nationwide Discussion on China to Feature Investor Ray Dalio, Starting November 10

Frictions between the United States and China in politics, security, and trade have a direct impact on the lives of every American. To encourage a wider discussion of how Americans are affected during these turbulent times, join renowned investor, philanthropist and *New York Times* best-selling author **Ray Dalio** for a special CHINA Town Hall conversation about the key issues, risks, and opportunities in the Sino-American relationship, on November 10, 2020, presented by the National Committee on U.S.- China Relations.

[Venue Name] will join audiences across the country for the program, which will launch a week of events on the most critical topics facing both countries and the global community in the 21<sup>st</sup> century. These programs will feature leading experts, and at select venues will include in-depth discussions on aspects of the U.S.-China relationship of interest to the local community. This unique series will provide access to experts and opportunities for insightful discussion on how America will navigate relations with China in an increasingly complex global context.

**EVENT: CHINA Town Hall**, a nationwide series featuring Ray Dalio and leading experts

### INFORMATION:

#### Keynote

November 10, 7:00 p.m. EST

**Ray Dalio**, founder, co-chief investment officer, and co-chairman, Bridgewater Associates, LP

Moderator: **Stephen Orlins**, President, National Committee on U.S.-China Relations

Information and Registration: <https://www.ncuscr.org/event/CTH-2020-ray-dalio>

#### Society & Culture

November 12, 7:00 p.m.

**Raymond Chang**, baseball operations manager, Major League Baseball (MLB) China

**Lucas Sin**, Chef and founder, junzi kitchen.

**Janet Yang**, president, Janet Yang Productions

Moderator: **Alison M. Friedman**, artistic director of performing arts, West Kowloon Cultural District Authority

Information and Registration: <https://www.ncuscr.org/event/CTH-2020-society-culture>

#### Economics & Trade

November 17, 7:00 p.m. EST

**Amy Celico**, principal, Albright Stonebridge Group

**Dr. Huang Yiping**, Jin Guang chair professor of Economics, deputy dean, National School of Development, and director, Institute of Digital Finance, Peking University

**Andy Rothman**, investment strategist, Matthews Asia

Moderator: **Stephen Orlins**, President, National Committee on U.S.-China Relations

Information and Registration: <https://www.ncuscr.org/event/CTH-2020-economics-trade>

### Health & Climate

November 18, 7:00 p.m. EST

**Margaret “Peggy” Hamburg**, foreign secretary, National Academy of Medicine

**Ryan Hass**, fellow and Michael H. Armacost Chair, Foreign Policy Program, Brookings Institution

**Angel Hsu**, assistant professor, environmental studies, Yale-NUS (National University of Singapore) College

Moderator: **Merit E. Janow**, dean of faculty, School of International and Public Affairs

Information and Registration: <https://www.ncuscr.org/event/CTH-2020-health-climate>

**CONTACT:** [Insert local press contact]

Joseph Weed  
Director of Communications  
National Committee on U.S.-China Relations  
646-604-8001; [jweed@ncuscr.org](mailto:jweed@ncuscr.org)

*The National Committee on U.S.-China Relations is the leading American nonprofit nonpartisan organization that encourages understanding of China and the United States among citizens of both countries.*

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