



Press Outreach Guidelines & Press Announcement Template

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

1. Community Event Calendars

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

2. Local and Regional Newspapers

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

Most news outlet websites will provide general contact information for editorial departments, and occasionally contact information for 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 the chance of the event receiving coverage.

The National Committee has access to media directories that include editorial staff from most newspapers nationwide. Please contact our director of communications, Joseph Weed, at jweed@ncuscr.org if you would like contact information for your local news outlets.

3. Local Television and Radio

Local television news websites normally have high traffic and popular community calendars. These sites usually list email contacts or online forms for story submissions to invite television coverage. Local radio and affiliate NPR stations should also be notified. Local NPR or radio programs may be open to proposals to host the local speaker for an on-air segment.

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

[CITY NAME] Joins U.S. Ambassador to China Nicholas Burns for Nationwide Event on October 11

U.S. Ambassador to China Nicholas Burns will be the featured speaker for CHINA Town Hall 2023, a national conversation on how the U.S.-China relationship affects our cities, towns, and communities, on October 11. From supply chains to national security, new technologies to climate change, the future of both countries will be determined by their relations with one another and the global community.

[CITY NAME] will join more than 80 venues across the country for the program, which will feature Ambassador Burns in conversation with National Committee on U.S.-China Relations President **Stephen Orins**, followed by on-site discussions about U.S.-China relations and the issues that are having an impact on each local community, its institutions, and the people themselves.

Established in 1966, the **National Committee on United States-China Relations** is the leading American non-profit, non-partisan public affairs organization devoted to building constructive relations between the United States and Greater China.

EVENT: **CHINA Town Hall** – Webcast followed by local conversations at more than 80 venues nationwide

SPEAKER: **Nicholas Burns**
U.S. Ambassador to China

WHEN: Wednesday, October 11, 2023 / 7:00–8:00 p.m. EDT *[Insert local event time]*

RSVP: *[Insert local venue registration info, if available]*

INFORMATION: www.ncuscr.org/cth

LIVESTREAM: www.ncuscr.org/livestream

HOST: National Committee on U.S.-China Relations - www.ncuscr.org

CONTACT: *[Insert local press contact]*

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