



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 regional 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 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 news 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.

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.

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

[CITY NAME] Joins Nationwide Discussion of President Trump's China Policy, April 24

Three leading experts will discuss issues and opportunities in the U.S.-China relationship in light of the first 100 days of President Trump's China policy at CHINA Town Hall 2025, a national conversation conducted on Thursday, April 24 at 6:30 p.m. EDT [INSERT LOCAL TIME].

[CITY NAME] will join more than 80 venues around the country for the program, which will feature **Ryan Hass**, director of the John L. Thornton China Center at the Brookings Institution; **Matthew Turpin**, visiting fellow at the Hoover Institution; and **Lingling Wei**, chief China correspondent at The Wall Street Journal; in a conversation moderated by Stephen Orlins, president of the National Committee on U.S.-China Relations.

At a critical time in the U.S.-China relationship amid numerous emerging issues of global concern, this examination of key sectors, including tech, economics, and politics, will enable Americans to discuss the issues that have an impact on their communities, institutions, and nation.

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

SPEAKERS: **Ryan Hass**, Director of John L. Thornton China Center at the Brookings Institution
Matthew Turpin, Visiting Fellow at the Hoover Institution
Lingling Wei, Chief China Correspondent at The Wall Street Journal

WHEN: Thursday, April 24, 2025, 6:30-7:30 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*]

Joseph Weed
Director of Communications
National Committee on U.S.-China Relations
646-604-8001; jweed@ncuscr.org