

怎么把华人的故事讲给主流媒体？
**How to tell Chinese-American Stories to
the Mainstream Media?**

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为什么我们要办这个讲座？

Why we are offering this seminar?

1. 美国华人为美国抗疫做出了杰出的贡献，但是

*Chinese Americans have contributed greatly to COVID-19 relief efforts, **BUT***

- 很多事迹没有得到主流媒体的报道

Their stories are not reported or under-reported by the mainstream media (MSM)

- 有些社团和企业不会联系主流媒体

Some local organizations/businesses don't proactively reach out to the MSM.

- 很多社团和企业不知道如何与主流媒体交流

Many local organizations/businesses lack experience in English media outreach.

2. 讲座的目的 | **Purposes of Our Seminar**

- 鼓励参与捐赠的组织与主流媒体联系

*Encourage Chinese-American groups to **PROACTIVELY** connect with the MSM regarding their COVID-19 relief efforts.*

- 介绍与主流媒体进行有效联系的方式方法

Briefly introduce effective ways of MSM outreach.

**Tell Chinese-American stories through
EMPOWERMENT of local organizations!**

怎样向主流媒体叙述我们的故事？

How to tell our stories to the MSM?

1. 简单方式：发新闻消息

The Informal Approach: Send A News Tip

- 写一两段话，发给当地媒体 *Email 1-2 Paragraphs to your local media.*
- 简单，快速 *Simple and Instant, But...*
- 但常常没有足够的信息给记者做事后的报道 *Messaging may not be sufficient for after-event reporting.*
- 适合活动前通知媒体，及个人或小规模捐助活动 后给媒体的通报 *Applicable for notifying media outlets before the event or for individual-level and small-sized philanthropic events/activities after the event.*

2. 专业方式：做新闻发布

The Formal Approach: Issue A Press Release

- 以标准的格式讲述好故事 *Tell a good story in a standard format.*
- 符合新闻记者采访报道的要求 *Story telling aligns with news reporting.*
- 适合组织及大规模捐助活动 *Suitable for organizational-level and large-sized events/programs/activities.*

写新闻发布的要素 (1)

Key Elements of A Strong Press Release (1)

- 1. Create an attention-grabbing headline.**
- 2. Summarize the key event in your 1st paragraph: Get to the point.**
- 3. Answer 6 “W”s**
 - **Who:** Organization, key organizers, participants, and recipients.
 - **Where:** Location (State, City, Country, Township, Venue...).
 - **When:** Date and time.
 - **Why:** Reason, purpose, and/or significance.
 - **What:** The donation amount, quantities of goods donated, services provided...
 - **How:** Newsworthy channels of mobilization, procurement, delivery...
- 4. Elaborate on your data & facts: be concise and detailed at the same time. Cite sources if applicable through references and hyperlinks.**

写新闻发布的要素 (2)

Key Elements of Press Releases (2)

- 5. Tell your story with impact:**
 - Describe your passion/cause/motivations...
 - Individualize and humanize your story as much as possible.
- 6. Provide direct quotations, ready for reporters to cite:**
 - From key organizers/contributors.
 - From recipients.
- 7. Choose your media contact strategically, someone:**
 - Familiar with the event(s) and your organization.
 - Can communicate key messages and elaborate on facts.
- 8. A short description of your organization with a web link.**
- 9. Length: preferably 300 words or less.**

新闻发布式样 (A)

A Sample Press Release (A)

Title: To help combat COVID-19, the Dallas Chinese Association Has Donated 20,000 Masks and other PPEs to Local Hospitals

For Immediate Release

April 17, 2020

Dallas, Texas: On April 15, 2020, the Dallas Chinese Association (DCA, *hyperlink the organization website*) made a generous donation of 20,000 surgical masks and other highly sought after PPEs (*hyperlink news stories/ recipient coverage if possible*) to Memorial Hospital (*hyperlink the hospital website*) in downtown Dallas [*location*]. It was received by Mr. Dan Smith, head of Medical Supplies at the Memorial Hospital. As a civic organization representing over 500 compassionate Chinese Americans in our vibrant community, DCA hopes that its contributions will make a positive impact on our local health care sector's battle against the COVID-19 pandemic.

新闻发布式样 (B)

A Sample Press Release (B)

2nd (3rd and 4th) Paragraphs:

Through active community organizing and innovative tools of outreach, DCA and its volunteers (*describe the number of volunteers*) raised \$50,000 in two weeks from mostly grassroots donations, with which it secured a batch of critical PPEs (20,000 surgical masks, 500 N95 masks, 350 pairs of gloves and 10 protective gowns) from Insight Medical Technology(*provider of the items, if applicable*).

It took more than 15 volunteers at DCA thousands of hours to organize the donation drive, make the purchase and deliver donations on this Wednesday. DCA members came from diverse backgrounds in the Dallas Chinese-American community. They have voluntarily united for a noble calling to assist local healthcare professionals fighting this unprecedented crisis on the frontline.

According to Director Smith, in Memorial Hospital where the COVID-19 cases have risen to xxx, over 600 doctors, nurses and affiliated first responders will benefit from DCA's good-Samaritan giving.

新闻发布式样 (C)

Sample Press Releases (C)

Quotation paragraph:

Mr. James Liu, president of DCA, said: “The Chinese-American community wants to help America and Dallas combat this historic epidemic. As an organization with over 2 decades of strong presence in our local community, the DCA endeavors to fulfill our duties and make our contributions as a compassionate civil society partner. Thanks to our virtuous social network and our volunteers’ hard work, we were able to raise necessary funds and obtain equipment in time to donate to Memorial Health. Since Dallas is the place we all call home, I want to call out to all local residents and likeminded groups to join our collective efforts going forward!”

Media Contact: Name, phone number and email address

About the Dallas Chinese Association: Founded in 1996, DCA is a

DCA’s Website Link

写新闻消息的要素

Key Elements of A Strong News Tip

1. **Create an attention-grabbing headline**
2. **Summarize the key event in your 1st paragraph: Get to the point**
3. **Answer 4-6 “W”s: Who, Where, When, What , and possible Why and How.**
4. **Leave your media contact.**
5. **Include your organization with a web link.**
6. **Length: preferably 150 words or less.**
7. **The best timing to send: a couple of days before the event.**

A concise and timely News Tip will lead to news coverage.

如何发给新闻媒体

How to Identify and Reach out to Media

1. **Go to their websites, find the contact information of your local newspapers and TV stations:**
 - Most media platforms have dedicated emails for news tips
 - Many list the email addresses of their content editors or news reporters for various segments, select the right news reporter to send your story to.
 - For those with just online forms: you can fill in the entries with your PR.
2. **Do's and don'ts when issuing the press release:**
 - On the subject line, do write “Press release: your headline”
 - If sending to more than one reporters/platforms, **don't** put their email addresses on the recipient or cc line, do write them on the bcc line, to protect their privacy.
 - Do put your own media contact's email on the recipient line.
3. **Best time to issue: Monday-Thursday before 11:00 AM.**

美国华人大联盟的宗旨

Chinese Americans United for America's Missions

The Chinese Americans United for America (Chinese name “美国华人大联盟”) is a non-profit, non-political and non-partisan group devoted to promoting a positive public image for Chinese Americans and contributing to the COVID-19 crisis relief efforts. Its missions are:

- 1. To demonstrate Chinese Americans' exemplary citizenship and devotions to the American society during the COVID-19 pandemic and beyond;**
- 2. To encourage more philanthropic activities and civic participation among Chinese Americans.**

To report your donations, please click:

https://docs.google.com/forms/d/e/1FAIpQLSeliQiFI7G4mfNiEseQiirr0o1OXyFXyridt_AZQUmmEE3-1g/viewform?vc=0&c=0&w=1

Our Website (under construction): www.CAUFA.org.

Q&A