

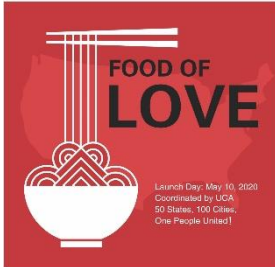


UNITED CHINESE AMERICANS

美國華人聯合會

“FOOD OF LOVE”: MEDIA OUTREACH (Local Teams Only)

全美華人愛心中餐日
Chinese American Food of Love Day



@ucasocial #foodoflove ucausa.org

“华人爱心中餐日”：媒体宣传推广

(为当地团队宣传备用)

“50 States, 100 Cities, One People United!”

“50个州、100座城市、万众一心!”

1. What are we doing?

我们将做什么？

On May 10, 2020, the United Chinese Americans (UCA) is partnering with a coalition of communities and organizations nationwide to launch the “Food of Love Day” to kick off a month-long celebration of Asian Pacific Islander American Heritage Month.

作为“亚裔传统月”的启动活动，美国华人联合会（UCA）与全国各地的分会以及社区组织联合将在2020年5月10日开展“华人爱心中餐日”。

On “Food of Love Day,” Chinese American communities and restaurants in all 50 states and over 100 cities are working together with their community to prepare free food for their fellow Americans. Teams from the Chinese American will deliver hot meals to homeless shelters and soup kitchens, and members of the local Chinese communities will assist food banks across the nation. This event continues the ongoing efforts of the Chinese American community to provide relief and charitable support to the people and institutions hit hardest by the new coronavirus.

在“华人爱心中餐日”这天，全美50个州100多个城市的华裔社区和餐馆将齐心协力，为美国同胞准备免费食物。参与此项活动的华裔各团队将为无家可归庇护所和免费食物中心提供热餐，当地的华人社区组织也将帮助全国各地的免费食物领取中心准备食品。华裔社区在新冠疫情中曾为影响深重的人民和机构不断提供了救济和慈善支援，这次的“华人爱心中餐日”是这一系列救援活动的一个延续。

May 10 is a significant date in the history of Chinese Americans. It marks the completion 151 years ago of the Transcontinental Railroad, which was built with the integral contributions and hard work of the early Chinese immigrants. Throughout the years, Chinese Americans played a significant role in creating the dynamic and vibrant American society that we have today with their contributions to the sciences, arts, industry, government and commerce.

5月10日是华裔美国人的重要历史纪念日。它标志着151年前第一条美国横贯大陆铁路的建成，这条铁路凝聚着早期中国移民的不懈努力和辛勤劳动。多年来，华裔美国人在创建充满活力和朝气的美国社会中发挥了重要作用，在科学、艺术、工业政府和商业等各个领域里做出了杰出贡献。

Throughout history, minority groups have faced discrimination. Today with the fear and frustration



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around COVID-19, there is an alarming rise in the incidents of hate crimes against Chinese Americans. To combat this hate, the Chinese American community chooses to respond with love and compassion for our fellow Americans.

纵观历史，少数民族一直面临歧视。如今，由于新冠病毒带来的恐惧和沮丧，针对华裔美国人的仇恨犯罪事件急剧上升。为了消除这种仇恨，华裔美国人社区选择以同情和爱心来回报我们的美国同胞。

2. Who are your local media contacts?

如何寻找本地媒体联系人？

In general, media markets are similar in different regions in the United States. Each market has:

- Television Stations (top priority). For news productions, stations are mostly affiliated with the “Big 5”: NBC, CBS, ABC, FOX, and PBS.
- Newspapers (Top priority). There are at least one or two local newspapers and several community papers.

(Due to logistics, we are not targeting other media outlets.)

一般来说，美国不同地区的媒体市场都很相似，都有如下几类：

- 电视台（首选）：在新闻制作中，电视台大多与这“五巨头”相关：NBC，CBS，ABC，FOX 和 PBS 有关。
- 报纸（首选）：至少一两家当地报纸以及几份社区报纸。

（由于操作的复杂性，我们目前没有针对他类媒体。）

3. How to contact local media?

如何联系本地媒体？

- Many of you have worked with local media and built personal connections. In this case, contact your local media through personal connections.
- If you don't have connections, please contact your local TV stations and newspapers using the information in the attached spreadsheets.
- Staff at the UCA office will also initiate contacts with media outlets in certain markets.
- If you have questions with regards to media outreach, please contact us (717) 203-2744, or email us at: media@ucausa.org.
- 许多人可能已经和本地媒体合作过并建立了联系。在这种情况下，请通过曾有的联系方式联系当地媒体。
- 如果从未有过联系，请使用附件电子表格中的信息与当地电视台和报纸联系。



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- UCA 的工作人员还将与某些方面的媒体建立联系。
- 如果您对媒体推广有任何疑问，请联系我们（717）203-2744，或给我们发送电子邮件：media@ucausa.org。

4. Media coverage: Content (1)

媒体报道：内容（1）

For local news media, this is a good heart-warming story at a depressing time. The news stations are actively looking for “feel good” stories right now, so this is a good angle for their stories. A news story or package (1-2 minutes long) will predictably focus on positive aspects. Our key message is that we are Americans who happen to be Chinese, and we are doing what many other Americans are doing—helping and caring for our fellow Americans.

对于本地新闻媒体来说，应该提供一个动人的好故事。新闻台现在正在积极寻找“鼓舞人心”的故事，因此这正是他们寻求的好角度。预计报道我们这次活动的新闻故事（约长1-2分钟）都将集中在正面积极的方面。我们要传达的主要信息是：我们是美国人，又恰好是华裔，我们正在做许多其他美国人正在做的好事——帮助和照顾我们的同胞。

- You will share what you have been doing and what impact it has made or will make.
- It is always good to tie to personal perspectives and stories (about you and people you know). Personal and emotional stories can build that beautiful connection with the audience.
- Many interviews end with the same question such as “Do you have anything else to share?” It’s a good time to share your thoughts and/or something very special you have on your mind. Remember, many in the audience don’t really know us personally, allowing stereotypes and prejudices lodged in their heads. We become real in these good news stories. We have the opportunity to positively put a human face on what it means to be a Chinese American.
- **Immediate context.** Since day one, we have been at the forefront of the fight against COVID-19, working side by side with our fellow Americans in neighborhoods, in hospitals, at workplaces, etc. We are first responders; we organize fundraisers; we provide meals, PPEs, etc.
- **Historical context.** Chinese and Asian Americans, like other hyphenated Americans, have made huge contributions to our country. Our forefathers helped build the Transcontinental Railroad; generations of Chinese Americans excelled in sciences and arts, making the United States what it is today. (One example is Peter Tsai, who invented the N95 mask in his work at the University of Tennessee-Knoxville. <https://tickle.utk.edu/the-man-behind-the-mask/>)
- 我们分享所做的事，以及这些事情产生的影响或将产生的影响。
- 我们可以讲个人看法和故事（比如您自己的故事和熟人的故事）。个人故事和情感故事有助于和观众建立美好的联系。
- 许多采访以相同的问题结束，比如“您还有其他想要分享的吗？”这是分享您的想法和某些事情的良好时机。请记住，很多观众并不真正了解我们，他们脑海里可能会有



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刻板印象和偏见。这些好故事会让我们变得真实起来，我们有了机会来正面地表达这一点，成为华裔美国人究竟意味着什么。

- **小背景（眼前）：**比如，“从第一天起，我们就一直在 COVID-19 疫情的最前沿，与其他美国人一起，在社区、医院以及工作场所并肩作战。我们是第一响应者；我们组织筹款活动；我们提供餐食；我们提供医用防护用品”等等。
- **大背景（历史）：**华裔和亚裔美国人，像其他裔族美国人一样，为美国做出了巨大的贡献。我们的祖先曾帮助建设了美国横贯大路铁路；几代华裔美国人在科学和艺术方面表现卓越，帮助建造了今天的美国。（其中一个例子是彼得·蔡（Peter Tsai），他在田纳西大学诺克斯维尔分校工作时发明了 N95 口罩。
<https://tickle.utk.edu/the-man-behind-the-mask/>）

5. Media coverage: Content (2)

媒体报道：内容（2）

While your local TV reporters may not ask for your opinions on sensitive issues about race and discrimination and perceived roles of Chinese Americans, it doesn't hurt to be prepared. (These issues will be likely covered more in print media or by national outlets.) Here are some thoughts and suggestions:

尽管当地电台记者可能不会就种族、歧视或华裔美国人的感知角色等敏感问题向您提问，但做好准备有利无害（这些问题可能会在平面媒体或国家主流媒体上有更多报道）。以下是一些想法和建议：

- **The “equal parts American and Chinese” narrative.** As mentioned, the purpose of the May 10 “Food of Love Day” is to show our love and care as any other American community would do. We need to emphasize that we are first and foremost Americans. The “first half and second half” question/narrative seems less relevant.
- **“美国和中国对等”的叙述：**如前所述，5月10日的“华人爱心日”的目的是展示我们的爱心和关怀，就像美国其他任何社区成员一样。我们需要强调的是“我们首先是美国人”。所谓“上半场和下半场”的叙述似乎与此不太相关。
- **“Chinese virus” and discrimination.** It's still quite possible that topics about hate crimes against Chinese/Asian Americans be raised. Then, address them head on:
- **“中国病毒”与歧视：**很有可能提出关于针对华裔/亚裔美国人的仇恨犯罪之类的话题，如果是这样，应该直接这么说：
 - We condemn any sort of discrimination against any ethnic group.
 - We are concerned about the rapid rise of hate crimes against Chinese and Asian Americans.
 - It's unfortunate and we strongly denounce any insensitive remarks made by politicians and national leaders that have contributed to this rise in hate crimes.
 - We are very grateful for the outpouring of support from our fellow Americans.

- The racism hurts our national relief efforts; it's hurtful, shameful, and most importantly, it is unAmerican.
- 我们谴责对任何种族的任何形式的歧视。
- 我们对针对华裔和亚裔美国人的仇恨犯罪迅速增加感到担忧。
- 很不幸有些政治人物和国家领导人发表了不慎和缺乏敏感度的言论，这些言论助长了仇恨犯罪。我们强烈谴责这些言论。
- 我们非常感谢美国同胞的大力支持。
- 种族主义损害了我们国家的救济工作。这是有害的，可耻的。最重要的是，它非常不符合美国价值。

Do not hesitate to avoid answering a question that you don't feel comfortable answering. If the interviewer asks such a question, you could say something along the lines of "I'm sorry, but I don't feel comfortable answering this question. I'd like to focus on our efforts to help our community." This is a positive answer that puts the focus on our desire to help our fellow Americans rather than the negative aspect.

如果遇到让你不舒服的提问，请毫不犹豫地避免回答。如果提问者出这样的问题，您可以说“很抱歉，但是我不愿意回答这个问题”，或者“我想专注于我们为社区所做的努力。”一个肯定的答案是，要将重点放在我们帮助美国同胞的良好愿望上，而不是放在消极的方面。

6. Media coverage: Technicalities 媒体报道：技术性问题

- **Confidence.** It's our time to let the American public know that the Chinese American community is a good and caring community that is eager to help. Create and embrace media opportunities. Actively pursue media coverage for you, for your team, and for everyone involved. There is a larger good for our Chinese community. Be confident. Don't be shy. They need to know that while our heritage is Chinese, we are absolutely Americans and we are proud of being both.
- **自信：**现在是让美国公众了解我们的时候——华裔美国人社區是一个渴望帮助、具有良好心愿和关怀情怀的社区。我们要创造并把握住这次机会，积极为您、您所在的团队和所有参与者争取到媒体的报道。这对华人社区有很大的好处。大家要有自信心，不要羞怯。要知道，我们是华人传承，但也绝对是美国人，我们为此深感自豪。
- **Schedule.** Make a schedule that works best for both you and the media. And stick to the schedule. (Feel free to contact the UCA national office if you need assistance.)
- **Arrangements.** Sometimes, it takes a little bit time to prepare a set for filming or photography. Use your judgement. The rule of thumb is to present the venue in a best possible light.



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- **Dress code.** As to what you will wear, it's your choice, although we prefer the outfit that best represents you as you would dress at your work environment. If you prefer, you can wear your organization/business outfit or a pin or a hat or place a logo (for publicity and branding).
- **Clearance and consent forms.** Once an interview location is set, make sure that the organization or business is informed and aware of it. In general, your clients will be willing to participate (it's also good for them). You might be asked to sign a release form that allows the media outlet to use your image. This is common practice. Please feel free to sign the form.
- **时间表:** 制定最适合您和媒体的时间表, 并遵守时间表。如果需要帮助, 请随时与UCA 办公室联系。
- **事先安排:** 有时准备拍摄或摄影用的设备会花一些时间。请用你的判断来确定如何安排。经验法则是以最佳的角度出现在采访场地。
- **着装:** 我们希望在工作环境中穿出最能代表您的衣服, 当然您要穿什么是您自己的选择。如果愿意, 您可以穿上组织/公司的衣服或有标志性的别针或帽子, 或贴上徽标 (用于宣传和品牌的塑造)。
- **批准书和同意书:** 设置了采访地点后, 请通知相关的组织或企业, 确保他们知道了这个安排。通常您的客户会愿意参与采访 (这对他们也有好处)。他们可能会要求您签署允许媒体报道时使用您的图像的发行表格。这是惯例, 请在表格上签名。

Above all, remember that this is our time and chance to show the general public who Chinese and Asian Americans truly are—caring, vibrant people who are proud Americans that contribute to our community in so very many ways. We are a vital part of America and make a large contribution to what has made our country great. Good luck! Go Chinese Americans!

总之, 请记住这是我们的时间和机会! 这是向普通大众展示华裔和亚裔美国人的真实面貌的时机——我们是充满爱心, 朝气蓬勃的人, 我们是自豪的美国人, 我们以多种方式为自己的社区做出了贡献。我们是美国的重要组成部分, 我们为这个国家变得强大做出了巨大贡献。

祝您好运! 华裔美国人加油!