

- 2005 publication of Lyons meeting notes
- Updates, if appropriate, as study progresses.
- Study Completion in 2007/8.
- Fall-out from study.

TACTICS:

- Develop understanding/needs of targeted media
 - APCO/China prepares brief for Communications Committee on how Chinese media works with special emphasis on Shanghai/Beijing media.
 - APCO develops lists/appropriate contacts for targeted media
- Develop effective spokespeople
 - Media/presentation training developed and provided to Irons, Hua and Wong and others as appropriate. Cultural differences in media to be highlighted.
 - Training should be done before official kick-off
- Develop effective media materials
 - Prepare media kits for official kick-off, incorporating key messages, as appropriate.
 - Provide photos and bios on Irons, Hua and Wong and backgrounds on each of their institutions.
 - Provide photos and one page profile of Research Center.
 - Develop/Update questions/answers.
 - Prepare media releases as appropriate
- Develop/promote Research Center.
 - Provide SHS briefing/tour to Shanghai media. Irons, Hua and Wong to host.
- Develop ongoing dialogue with targeted media as appropriate
 - Promote SHS website to targeted media
 - Issue updates, if and when appropriate, during study.
- Develop Media Plan to communicate results/implications of study when completed.

TIMELINE: (very tentative)

- Official kick-off: Early Fall 2003
- Research Center Opens in Shanghai: Center is completed, do not yet know if it is operating.