

CONSULATE HIGHLIGHTS

The Washington Wizards Return to China in Honor of 30 Years of U.S.-China Relations



The Washington Wizards visit the USA Pavilion site at the Shanghai Expo. Pictured from left to right, Caron Butler, a two-time NBA All Star and current Wizards, Gheorge Muresan, the tallest player ever to play in the NBA and Wes Unseld Sr., one of the NBA's top 50 All-Time players and a member of the original delegation that travelled to China. Click [here](#) for more pictures.

The Wizards were the first NBA team to visit China after the normalization of diplomatic relations in 1979 (at that time known as the Washington "Bullets"). A star player from each of the three decades since the team's historic visit to China participated in a goodwill tour in Shanghai and shot a few baskets with Shanghai World Expo 2010 mascot "Haibao" at the USA Pavilion construction site on September 7, 2009.

Media Summary

The visiting Washington Wizards delegation created a buzz in China during their first stop in Shanghai, September 6-8. The Public Affairs Section arranged media events dominated all relevant media coverage; stories run by Chinese media at both the national and the regional levels were very positive and noted that the theme for the Wizards' return trip to China to observe the 30th anniversary of bilateral diplomatic relations. The Wizards' presence at the USA National Pavilion construction site and their interacting with the 2010 Expo Mascot became a focus for the most stories generated so far and the picture showing the players shooting baskets with the mascot of the 2010 Expo appeared in almost all coverage.




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Haibao shows off dizzy skills with NBA players

Date: 09/09/2009



Look out, guys, Haibao's on the case. The 2010 World Expo mascot took to the court yesterday with Washington Wizards player Caron Butler, retired great Wes Unseld and Gheorge Muresan in the under-construction USA Pavilion. The Wizards will also visit Beijing and southwest Sichuan Province. Washington became the first NBA side to visit China 30 years ago.

Media Coverage



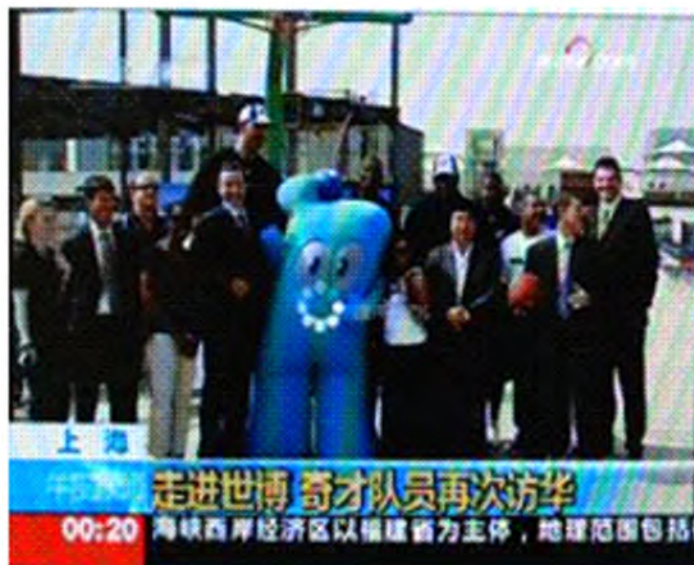
Xinhua News Agency (09/08)

“Old and New Wizards Players Visit Shanghai” (http://www.sh.xinhuanet.com/2009-09/08/content_17630859.htm)
(Online reposts: 28)

China News Service (09/08)

“NBA Wizards Revisit Shanghai, Shooting Baskets with Haibao [Expo’s Mascot] at Expo Site” (<http://www.chinanews.com.cn/ty/ty-klsk/news/2009/09-08/1854537.shtml>)
(Online reposts: 462)

Note: Xinhua News Agency and the China News Service are the two official news agencies in China. Most other Chinese language media outlets heavily depend on the wire service provided by these two agencies.



China Central TV (09/07) (covering the whole China)

China Central TV 1 (CCTV 1) aired about-1-minute-40-second-long coverage (around 22:26) at its Evening News Program (22:00-22:30, Monday, 09/07).

China Central TV News (CCTV 13) aired the brief version of the CCTV coverage (about 1 minute) (around 00:19) at its Midnight News Program (00:00-01:00, Tuesday, 09/08)

Media Coverage



[Shanghai] Wenhui Daily (a national daily with a circulation of 400-600 thousand)

“Washington Wizards Has ‘Ice-Breaking’ Trip Again” (09/08)

Jiefang Daily (Shanghai Communist Party’s mouth piece, daily circulation: 400 thousand)

“30 Years Later, Wizards Visits Shanghai Again” (09/08)

Shanghai Youth Daily (Shanghai Communist Youth League’s mouthpiece, daily circulation: 300-400 thousand)

“[Unsel] Still Remembers Playing Game with Yao Ming’s Father” (09/08)

Oriental Morning Post (government-controlled, daily circulation: 250 thousand)

“Washington Wizards Has Their ‘Ice-Breaking’ Trip Again” (09/08)

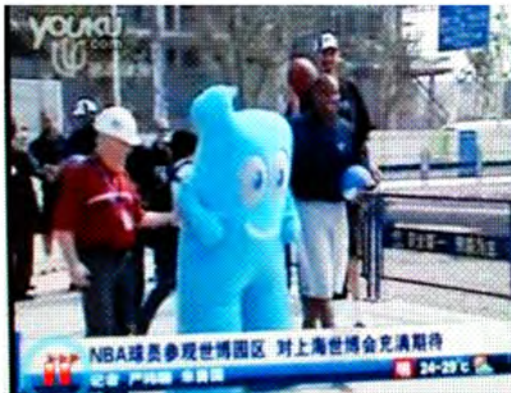
Xinmin Evening News (government-owned evening paper, daily circulation: 1 million)

“Old Photos Trigger Good Memory, Players Gather Together with Great Enthusiasm” (09/08)

Shanghai Daily (government-owned English-language daily, circulation: 60 thousand)

Photo Coverage – “Wizards Players Shoot Baskets with 2010 Expo Mascot”

Media Coverage



[Shanghai] Dragon Satellite TV (09/08) (covering the entire country)

Shanghai Dragon Satellite TV aired 1-minute-27-second-long coverage (around 18:18) at its "Prime Time News Program" (18:00-19:00, Monday, September 7)

Shanghai TV (with regional influence)

Shanghai TV aired 1-minute-33-second-long coverage (around 18:26) at its News Channel's "Prime Time News Program" (18:30-19:00, Monday, September 7)



In addition, new media's enthusiasm in covering the Washington Wizards' trip to Shanghai was also very high. While the above coverage has been widely reposted at most of China's portal sites, QQ.com launched special coverage with a focus on the Chinese host organizations. PAS Shanghai cooperated with eastday.com (the most influential portal site in East China) to host a live online web chat and web cast for the Wizards on 09/07. According to the statistics provided by Eastday.com, the total number of online netizens during the chat (15:15 – 16:00) was 7,509 with 127 questions and there were 232,461 page views during the first 24 hours. There have also been approximately 750 reposts of articles on this webchat so far, with about six minutes broadcast on TV.