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## How Local Television Stations Integrate News Editorial Work with New Media (Post-Print)

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### Abstract

Survival of the fittest is a natural law, and local television stations are no exception. In the context of the current new media era, the news gathering and editing work of local television stations faces numerous problems and challenges, with competition becoming increasingly fierce. This paper analyzes the impact of new media on television stations' news gathering and editing work and the existing problems, and based on this analysis, presents the author's perspectives and insights on strengthening the integration of local television station news gathering and editing with new media, for reference.

### Full Text

#### Abstract

The law of survival of the fittest applies universally, and local television stations are no exception. In the current era of new media, local television news gathering and editing face numerous challenges and increasingly fierce competition. This paper analyzes the impact of new media on television news gathering and editing, identifies existing problems, and proposes strategies for strengthening the integration between local television news operations and new media.

**Keywords:** new media; local television stations; news gathering and editing; impact; problems; strategies

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### 1.2 Insufficient Depth and Breadth in Grassroots Issue Reporting

In today's new media landscape, where diverse types of news saturate the online world, many local television stations fail to conduct thorough investigations and comprehensive analysis during news gathering, compromising the authenticity

and objectivity of their reporting. In practice, much online news is published anonymously, and if editorial staff are not sufficiently diligent, they may inadvertently disseminate false information, causing serious negative impacts on local television stations and reducing editorial efficiency. Additionally, local television stations generally exhibit poor interactivity. Audiences have their own needs and preferences when watching programs, yet editorial staff often fail to engage effectively with viewers, resulting in programming that diverges from public demand. Under current new media conditions, most local television stations have not effectively utilized platforms such as Weibo and WeChat, and their interaction with audiences remains inadequate, preventing new media from fulfilling its potential.

From the perspective of business scope and influence, local television stations cannot compare with China Central Television, with significant differences in both geographical coverage and audience demographics. Local television audiences consist primarily of local residents, especially farmers who are more concerned with information directly related to their production and daily lives, such as “three rural issues” and policies benefiting the people. However, some local television stations fail to effectively integrate grassroots realities and needs, providing incomplete coverage of various local issues and struggling to satisfy the psychological demands of the masses.

### **1.3 Inadequate Innovation in News Reporting Patterns**

The two fundamental elements of news reporting are authenticity and timeliness. In the new media era, the drawbacks of traditional news dissemination have become apparent, as it fails to ensure both authenticity and timeliness. The development of new media has particularly exposed the limitations of traditional broadcasting. This also demonstrates that local television stations lack innovation in both content and operational models, with news topics, reporting formats, and methods following conventional patterns that cannot keep pace with social development or audience needs. Many news stories suffer from poor originality, with reports appearing similar or nearly identical, failing to achieve diversity in form or flexibility in presentation. Local television lags behind new media in various aspects, including depth of content expansion, perspective selection, and current affairs analysis, and cannot effectively adapt to industry development and audience expectations in the new era.

## **2. Innovation Paths for Local Television News Gathering and Editing in the New Media Era**

Based on the above analysis of problems and deficiencies facing local television under the new media background, practical efforts should focus on continuous innovation and improvement through the following approaches:

## 2.1 Accurate Positioning to Enhance News Relevance

Due to the overwhelming volume of information in new media, audiences not only crave more information but also experience anxiety from data overload. Local television stations serve as a bridge and mouthpiece between the Party and the masses, playing a crucial role in guiding public opinion. They remain pivotal in information filtering, gatekeeping, and agenda-setting. In terms of topic selection, local television stations should establish clear positioning, learning and applying new media technologies while evaluating metrics such as click-through and forwarding rates. They must recognize that new media content tends to be more fragmented and less credible, and address these shortcomings through innovation and improvement based on new media integration.

For example, one county television station launched the “Government Affairs Window” program focusing on the county committee and government’s urban acceleration and transparency initiatives. Using the mass line and urbanization construction as leverage points, the station planned a series of reports that delivered authoritative content directly to audiences, effectively preventing misjudgment based on incomplete media information. Through in-depth interpretation and brief commentary, the station helped the public correctly understand news information while inviting village elders to explain traditional customs, demonstrating value and capability that self-media cannot match. Although self-media information dissemination may appear personal and relatable, covering everything from daily necessities to corporate development, local television should base its reporting on actual conditions. By leveraging refined news communication with correct orientation and audience-centered perspectives, stations can seamlessly connect policy reporting with national development, making policy news both authoritative and accessible.

When a flood disaster struck one region, editors planned a special report titled “24-Hour Hold,” documenting how ordinary journalists obtained first-hand disaster information through friends and conducted frontline reporting, organically integrating various people, events, and emotions throughout the rescue process. The broadcast work reproduced ordinary people’s authentic reactions when disaster struck. Simultaneously, the television content was updated in real-time across the county via WeChat and Weibo, enabling the public to immediately appreciate the performance and efforts of all participants in the flood relief efforts. This successful special report captured the crucial human element in news reporting. By vividly and authentically portraying ordinary people’s survival instincts and desire for safety information through journalists seeking help and the immediate response from the scene, the report achieved emotional resonance with audiences.

## 2.2 Optimizing News Types and Innovating Interview Forms and Content

Local television news gathering should not focus solely on “major events” but rather adjust content priorities. Editorial staff should utilize modern new media technologies, particularly big data analytics, to comprehensively analyze news types that attract relatively high audience attention. They should collect information from multiple perspectives and channels, broaden news acquisition pathways, and set various reporting types and proportions according to audience preferences while controlling reporting balance. News reporting should pay close attention to details and social issue depth, maintaining balance rather than focusing only on “hot topics” to enhance news value and influence.

Simultaneously, stations should continuously explore innovations in interview content and form. In the new media era, different media possess distinct advantages: radio offers immediacy, traditional newspapers provide depth, and modern networks feature strong interactivity. Television news combines sound and visuals with authoritative credibility unmatched by other media. New media has broken down the previous isolation among traditional media, particularly in news gathering, which now incorporates the strengths of various media and attempts format innovation, giving rise to all-media news gathering models.

When producing a special report on a construction project, for instance, editors should plan related reports immediately upon obtaining project approval data, then conduct panoramic reviews of the approval process, interview local government and department heads, and sort through relevant historical materials. However, when one such project affecting the interests of hundreds of thousands of people failed to become a local hot topic as expected, a WeChat Moments post provided inspiration: combining trending social media topics with policy reporting could make news stories more narrative, relatable, and topical. During the editing process, collaborating with frontline journalists to filter and analyze project-related hot information on WeChat and integrating government land acquisition and construction preparation with residents’ property purchases and new business opportunities created more humanized, audience-relevant project coverage. This approach enriches news reporting and narrative perspectives, and the evolving new media technologies have brought tremendous changes to local television news reporting.

## 2.3 Innovating News Broadcast Patterns and Conducting In-Depth Reporting

To effectively integrate local television with new media, news gathering and editing should fully utilize modern new media technologies to transform traditional single-form communication, enabling audiences to actively receive information and establishing unified coordination platforms. Local television stations should adopt modern new media technologies, effectively utilizing various media forms and technical means such as text, audio, images, and video. By leveraging

broadcasting, telecommunications, and internet carriers, news can reach users through computers, mobile phones, and televisions, enabling immediate access to relevant information and facilitating interaction between users and new media.

For example, one local television station established programs such as “Local News,” “Public Voices,” and “City Zero Distance,” each with distinct focuses. All reporting content has associated WeChat public accounts, enabling timely updates of local television news and fundamentally changing previous single-form content production and reporting. This approach improves production efficiency and integrates multiple media platforms. Simultaneously, stations should conduct in-depth reporting to serve depth journalism. Compared with traditional media, new media differs significantly in content angles, values, and guidance orientation. To better achieve integration, local television gathering and editing should gradually deepen to effectively attract audience attention, as viewers habitually compare traditional media reports after event coverage to uncover high-value content.

When one local television station’s news website and WeChat public account reported on “downtown road construction and closure,” the story gained widespread public attention because the closed section was a central city route affecting all citizens. That day’s local television news program not only reported the road closure but also provided details about the renovation, including road surfaces, water pipe networks, and streetlights. Through authoritative interviews, the station introduced how the underground civil defense project would become a new emergency shelter after construction. Upon completion, the north section would adopt pedestrian-vehicle separation to effectively alleviate parking difficulties and traffic congestion, giving the city center a completely new appearance. Such in-depth reporting attracted extensive public attention and helped citizens comprehensively understand the reasons and significance behind the construction, greatly reducing inconvenience and public anxiety and complaints caused by the road closure.

When integrating local television news gathering and editing with new media, in-depth reporting of hot and major events can improve television news ratings. In summary, local television stations should keep pace with the times in the new media era, 正视 current problems and development status, actively integrate with new media, and strengthen organic integration in concepts, models, and methods to effectively enhance social value and recognition of local television news through new media.

Regardless of how local television news gathering and editing innovate, their narrative methods remain irreplaceable. Story-based approaches have become common consensus in information gathering and editing for news messages, special reports, and interview programs. Whether plots are simple or full of ups and downs, all narrative types provide audience experiences. News storytelling, story dramatization, and dramatization through details have become mainstream directions for local television narrative innovation. In television news storytelling,

stations should maintain objective perspectives, comprehensively balance relationships among parties and communication intentions, help audiences view events authentically, and improve news credibility. On-camera reporters presenting news facts from the perspective of witnesses and participants effectively enhance news presence and tension.

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*Note: Figure translations are in progress. See original paper for figures.*

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