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Exploring Prefecture-Level Media Convergence Publicity: A Postprint of Quanzhou Radio and Television Station' s Converged Media Practice

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Abstract

In the all-media wave, prefecture-level media have faced tremendous impact. To survive and continue developing within this tide, they must construct their own all-media communication framework and actively explore new pathways for integrated media communication. This paper primarily discusses the exploration and related practices of media convergence communication for prefecture-level media, providing reference for their development.

Full Text

A Preliminary Exploration of Media Convergence for Prefecture-Level Media: The Converged Media Practice of Quanzhou Radio and Television Station

Abstract: In the all-media era, prefecture-level media have faced tremendous disruption. To survive and thrive in this tide, they must construct their own all-media communication framework and actively explore new pathways for converged media publicity. This paper examines the exploration and practical implementation of media convergence at the prefecture level, offering insights for the development of similar media organizations.

Keywords: prefecture-level media; all-media; media convergence; publicity

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The all-media era has arrived. As a prefecture-level media organization, how can Quanzhou Radio and Television Station accelerate integrated development and build an all-media communication pattern amidst this tide? President Xi Jinping has repeatedly emphasized media convergence during the 12th collective study session of the Political Bureau of the CPC Central Committee. With the continuous development of all-media, we now have full-process media, holographic media, full-staff media, and full-effect media. Information is ubiquitous, all-encompassing, and used by everyone, leading to profound changes in the public opinion ecology, media landscape, and communication methods, while posing new challenges to news and public opinion work. Currently, the overall advantages of media convergence in China have yet to be fully realized. We must adhere to integrated development, accelerate the transition from the additive phase to the fusion phase, optimize processes, rebuild platforms, achieve effective integration of various media resources and production factors, realize the convergence and interconnection of information content, technology applications, platform terminals, and management methods, catalyze qualitative fusion changes, amplify integrated efficiency, and cultivate a new batch of mainstream media with strong influence and competitiveness.

After years of development, Quanzhou Radio and Television Station has formed a relatively complete media matrix comprising radio, television, radio and television newspapers, the Quanzhou Vision website, the “Wireless Quanzhou” mobile app, Weibo, and WeChat. The station has also made attempts and explorations in converged media publicity.

1. Media Linkage and Multi-Party Collaboration: Building Overall Advantages of the Media Matrix

Since 2013, Quanzhou Radio and Television Station has organized large-scale joint interview activities across its “sound, screen, newspaper, and web” platforms around themes such as “Enhancing Crisis Awareness for Long-Term Development,” “Going to the Masses,” and “Comprehensive Innovation in Action.” These represent all-media joint interview activities conducted by the station’s “sound, screen, newspaper, and web” media resources and mark an exploration and trial in converged media development. The “sound, screen, newspaper, and web” platforms leverage their respective advantages and work in division of labor. Television reports adopt a combined reporting format, incorporating elements such as Weibo voice clips, WeChat notes, anchor commentary, and digital links, while applying comments and voices from netizens, viewers, and listeners on Weibo and WeChat to strengthen interaction between news reports and audiences through new media. Radio stations open talk show columns and launch series reports; radio and television newspapers publish special pages and compile special issues after activities to summarize the thematic interviews. Websites open interactive zones and launch special reports. Additionally, Weibo and WeChat interaction platforms are established, adopting forms such as micro voice messages and micro comments to allow netizens, viewers, and listeners to

participate in interactions.

This represents the preliminary practice of Quanzhou Radio and Television Station in exploring converged media publicity. Through joint interviews across “sound, screen, newspaper, and web,” combined with the “Go to the Grassroots, Transform Work Style, and Change Writing Style” campaign, the station achieved new breakthroughs in organization and implementation and “micro” innovations in reporting formats. This approach both served the central work of the Party committee and government and fulfilled thematic publicity reporting goals, while also integrating and enhancing the “sound, screen, newspaper, and web” media to realize collaborative operations, collective voice, and synergy formation, thereby leveraging the overall advantages of the media matrix in major thematic publicity.

2. Multi-Screen Synchronization and On-Demand Distribution: Creating Superposition Effects in Platform Publicity

As the starting point of the ancient Maritime Silk Road, Quanzhou possesses profound historical and cultural heritage that constitutes its advantages and distinctive features. How can the station better leverage publicity effects and tell Quanzhou’s stories while spreading China’s voice?

The Lantern Festival is a shared “nostalgia” for Quanzhou compatriots at home and abroad. During the 2018 Quanzhou Lantern Festival, Quanzhou Radio and Television Station collaborated with CCTV News Mobile Network to broadcast the grand event through a converged media live streaming matrix, synchronizing the live broadcast on CCTV News Mobile Network, Quanzhou Radio and Television Minnan Language Channel, and the Wireless Quanzhou APP. With two aerial photography routes and six camera positions changing scenes, four anchors provided detailed commentary, presenting a panoramic view of the millennium-old, highly anticipated lantern festival in a simple and lightweight communication format. Large and small screens featured both content interaction and extended dissemination, achieving effective media convergence.

During major events and traditional festivals, Quanzhou Radio and Television Station actively cooperates with central and provincial media to launch comprehensive, multi-platform publicity campaigns. Such live broadcasts have become the norm. On the second day of the third Maritime Silk Road International Arts Festival opening, Quanzhou Station and CCTV News Mobile Network jointly launched a live broadcast titled “Maritime Silk Road Intangible Cultural Heritage Exhibition: Reproducing Thousands of Legendary Treasures” at the Quanzhou Prefectural Confucian Temple, exclusively exploring the intangible cultural heritage exhibition. The rich live content was simultaneously broadcast with dual logos across multiple platforms including CCTV News Mobile Network, CCTV News Client, and CCTV News Toutiao account. Among these, the cumulative reach on Toutiao and Mobile Network was 943,000, with 91,000 cumulative views.

In September 2017, global attention focused on the BRICS Leaders' Meeting in Xiamen. Among numerous reports centered on Xiamen, a mobile live broadcast from Quanzhou stood out as particularly innovative. From September 3-4, CCTV News New Media launched a 48-hour uninterrupted live broadcast titled "Meeting in Xiamen for BRICS," which included a two-hour segment from 17:00-19:00 on September 3 jointly conducted with Quanzhou Radio and Television Station for a micro live broadcast on mobile clients. This was the only micro live broadcast conducted outside Xiamen during the 48-hour high-specification, all-time-period live broadcast, demonstrating Quanzhou's uniqueness and importance in CCTV New Media's live broadcast layout. For Quanzhou Station, this represented a larger-scale micro live broadcast led by Quanzhou following its first micro live broadcast with CCTV in April 2017 at the Maritime Silk Road historic site Yongchun Kuzhaikeng. According to CCTV feedback data, the West Street live broadcast was simultaneously pushed across five CCTV platforms, achieving a total readership of 30.558 million.

Deep collaboration between central media and prefecture-level media, simultaneous broadcasting on mobile clients, television screens, and live platforms, along with innovations and trials in large-small screen interaction and station-network integration, allow mainstream media to establish "battle flags" and set benchmarks through their converged development capabilities. While adopting new media communication methods, they maintain the advantages of large-screen communication with large information capacity and macro scenes, ensuring the thickness of recording and witnessing and the height of observation and thinking. The content remains grounded, the communication builds popularity, and the public is provided with high-quality content that is convenient to watch. Against the backdrop of numerous cross-border participants entering the "public opinion square," this demonstrates the weight of mainstream media discourse and establishes mainstream value direction indicators.

3. Project-Driven Deep Integration: Building a Unified Operational Mechanism

The public opinion supervision radio hotline program "Government Work Style Hotline," jointly organized by the Quanzhou Municipal People's Government Correction Office and Quanzhou Radio and Television Station, has been on air for over ten years. By inviting government functional department heads into the studio, having listeners call the live hotline or use SMS and network platforms to reflect problems, and having functional departments provide on-site responses and follow-up processing after the program, the show has built a bridge connecting with the masses. To better leverage the platform's advantages and role in the all-media environment, Quanzhou Radio and Television Station started with institutional mechanisms and organizational structure, establishing the "Government Work Style Hotline All-Media Reporting Group" in early 2019. Coordinated by the station's chief editor's office and with active participation from news radio channels, news centers, Quanzhou Radio

and Television Newspaper Co., Ltd., Quanzhou Vision New Media Development Company, and cooperative media units, the reporting group centers on the radio program “Government Work Style Hotline” as its source. It has established a hotline operation mechanism of “radio hotline accepting problems—assigning to functional departments for handling—selecting key leads for tracking—radio, television, newspaper, and new media networks jointly presenting final results and progress.” Utilizing six platforms including “sound, screen, newspaper, web, micro, and end,” the group produces radio “Government Work Style Hotline” programs, television people’s livelihood news columns such as “News Wide Angle Hotline Viewpoint” and “Hotline Tracking,” radio and television newspaper special pages like “Questionnaire Governance,” “Hotline Dynamics,” and “Hotline Echo,” and new media “two micros and one end” (Wireless Quanzhou APP) and “Quanzhou Government Work Style Hotline” columns. This has transformed the hotline from a situation where multiple departments took what they needed to one where a unified reporting group collaborates and integrates, laying a solid foundation for hotline all-media convergence innovation.

After the establishment of the all-media reporting group, the station leveraged hotline resources and platform advantages to increase the frequency and scope of hotline units, actively implemented special program planning, and made hotline programs closer to hot issues. It successively planned and launched special programs such as “Governance of Noise Pollution During Middle and College Entrance Examinations,” “Governance of Education Arbitrary Charges,” “Food Safety Concerns,” and “Attention to Year-End Wage Arrears Cleanup,” enhancing the social influence of hotline programs. Quanzhou TV’s brand news column “News Wide Angle” firmly grasped the platform resources of “Government Work Style Hotline,” focusing on strengthening tracking and feedback of hotline problem handling. The program integrated and interacted with the radio hotline program in terms of lead sources, coordination mechanisms, and guest communication, highlighting the follow-up process of problem resolution by departments after appearing on the radio hotline program, emphasizing the investigation process of key issues by reporters, highlighting public opinion supervision functions, and strengthening implementation. This presents a pattern of “listening to radio in the morning—guests on-site accepting and answering questions” and “watching TV in the evening—tracking follow-up progress,” where each leverages its advantages for harmonious interaction and unified service to the hotline brand.

In the “Internet Plus” era, the all-media reporting group has intensified the converged publicity of columns and new media, particularly the deep integration of “two micros and one end” new media (primarily WeChat, Weibo, and mobile clients) with traditional radio. It fragments the content of the Government Work Style Hotline program, allowing graphic news and column audio to achieve secondary and multiple disseminations through “two micros and one end” new media, compensating for radio media’s inherent limitations of “sound without image,” “no graphics or text,” and “difficult to retain.”

This project involves a wide range of areas across multiple departments with

complex work. The reporting group has established and continuously improved an all-media linkage operation mechanism, implementing a weekly editorial meeting system to achieve unified scheduling of topics and resources, unified planning, unified organization and implementation, and unified external information release. Simultaneously, it deeply integrates publicity across “sound, screen, newspaper, web, micro, and end,” promoting deep integration and integrated operation of the column in content, channels, platforms, operation, and management. It explores all-media information collection, information sharing, topic broadcasting, and joint supervision interaction to build a new pattern of public opinion guidance and enhance communication power, guidance power, influence, and credibility.

Through establishing the Government Work Style Hotline all-media reporting mechanism, various media platforms achieve unified coordination and scheduling within the reporting group, realizing “resource sharing, complementary advantages, clear division of labor, combination of unified and separate operations, and distinctive features.” This forms an all-media linkage model of “radio has sound, TV has images, newspapers are readable, and networks are interactive,” fully demonstrating government department images, more widely listening to people’ s voices, and better improving the service quality of radio public opinion supervision hotlines.

In the process of media convergence development, major mainstream media have broken traditional models, continuously made breakthrough innovations, and conducted beneficial trials in reporting concepts, content production, and communication forms. Whether mainstream media can leverage convergence development to enter the main battlefield, continue to play the role of the main force in the main battlefield, and truly enable the main force to enter the main battlefield—the establishment of the “Government Work Style Hotline All-Media Reporting Group” is an inevitable product of the all-media environment, an important decision and deployment for Quanzhou Radio and Television Station to promote media convergence construction, and a beneficial trial and “experimental field” for media convergence development. Driven by projects, establishing and improving integrated operation mechanisms, and leveraging converged linkage advantages, Quanzhou Radio and Television Station is continuously exploring and practicing. It has established a station media convergence work leading group, advancing media convergence development as a top-priority project. Currently, media convergence has evolved from simple addition to integrated development, with convergence effects improving from “1+1=2” to “1+1>2.” How should prefecture-level media accomplish this “1+1>2” goal? Further deepening consensus and integration is still needed across three important dimensions: concept, content, and channels.

4. Conceptual Integration Should Take the Lead

New media and traditional media share the same media attributes and similar purposes, differing only in form and means. They are not independent of

each other but can complement and integrate with each other to jointly perform functions. In converged publicity, mutual conceptual borrowing constitutes an important foundation, and conceptual integration should take the lead. Traditional media emphasizes content authority, audience certainty, and communication method singularity; emerging media focuses on content openness, audience infiniteness, and communication method diversification. In conceptual integration, on the one hand, both sides should learn from each other to enhance strengths and avoid weaknesses. Traditional media should actively learn new media thinking, considering how to produce programs from the audience's perspective and needs to win their favor; new media should actively absorb the excellent genes of traditional media, aligning with traditional media in terms of authority and credibility. On the other hand, they should abandon working in isolation and fighting alone. Both sides should form a consensus on integration in concept, achieving "you have me, I have you," and jointly build a main force that adapts to and is capable of winning the all-media era's news publicity main battlefield.

5. Content Integration Should Be Deepened for Efficiency

In media convergence, content integration is fundamental. The transition from simple form addition to deep content integration involves personnel, technology, platforms, mechanisms, and other aspects. As mentioned earlier, the "sound, screen, newspaper, and web" thematic publicity joint interviews and the Government Work Style Hotline all-media reporting reflect the difference between form addition and content integration. One involves various media producing and broadcasting around the same theme according to their respective media characteristics, forming publicity synergy; the other follows an integrated operation model, forming multi-media content blending through the bonding effect of interactive platforms. Therefore, content integration requires efforts in team building, cultivating all-media journalists and all-media reporting teams, training versatile all-media talent, and establishing a people-centered content integration mechanism. Simultaneously, it requires efforts in mechanism efficiency, strengthening integrated operation awareness, innovating reporting methods, producing adapted content, and forming an immediate collection and precise dissemination reporting mechanism.

6. Channel Integration Should Be Shared and Interconnected

The key to channel integration lies in establishing a channel sharing mechanism that enables channels to both converge and diverge, cross each other, and share interconnectivity. New media and traditional media have entirely different communication channels with significant complementary space. New media channels are more popular, personalized, and fragmented, while traditional media channels are more official, formal, and integrated. As a prefecture-level media organization, on the one hand, internal channel integration requires establishing and improving institutional mechanisms in platform construction and

command systems. Adhering to news as the foundation and the dragon head, it should build an all-media news gathering and editing center or all-media news command center for unified deployment and scheduling, achieving full-process all-media linkage operation in program planning, content production, and information release. On the other hand, external channel integration requires achieving win-win cooperation through multi-party collaboration and diversified dissemination. One aspect is collaboration with central media, provincial media, regional media alliances, and peer media; the other is collaboration with county-level converged media centers. Through channel and resource integration, vertical and horizontal linkages can achieve diversified communication channels and maximize communication effects.

Concept first, content integration, and channel sharing—there is much more to the article of media convergence that requires continuous exploration and practice. As a developed coastal economic region, Quanzhou’s active private economy and profound historical culture provide endless reporting materials for media at all levels and offer more space and impetus for local mainstream media to accelerate converged development. More prefecture-level media will find their own converged development path in the all-media era and achieve sustainable development through innovation and reform.

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

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