

# Planning and Production of Special Programs for District-County Level Television Stations in the New Media Era (Postprint)

**Authors:** Lin Changmeng

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## Abstract

In the era of new media, with the rapid development of the Internet, an increasing number of unique video productions are being broadcast on major well-known video platforms such as iQiyi and Youku. The viewership ratings of many television stations have declined substantially, particularly for special topic programs whose planning concepts and production methods are outdated and lagging behind, failing to meet the viewing demands of modern audiences and resulting in a limited audience base. This paper examines the problems existing in the planning and production of special topic programs at district- and county-level television stations in the new media era, and proposes corresponding countermeasures and suggestions from both practical and experiential perspectives, with the hope of providing assistance to colleagues in the field.

## Full Text

### Preamble

#### Planning and Production of Special Programs for District and County Television Stations in the New Media Era

**Abstract:** In the new media era, with the rapid development of the Internet, an increasing number of distinctive video productions are being broadcast on major video platforms such as iQiyi and Youku. This has led to a significant decline in television station viewership, particularly for special programs. The planning concepts and production methods employed by many stations are outdated and fail to meet contemporary viewing demands, resulting in a limited audience base. This paper examines the problems in planning and producing special programs for district and county television stations in the new media era, and proposes corresponding countermeasures and suggestions from practical and experiential perspectives, hoping to provide assistance to industry peers.

**Keywords:** new media era; county-level; television station; special program; planning; production

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**Author:** Lin Changmeng

We live in an era of extremely fierce competition, and television special programs are no exception. On one hand, the development of the Internet and the popularization of smartphones have enabled individuals to create massive personal IPs and attract considerable online attention—this is what we call self-media. On the other hand, as people's mindsets evolve, television programs that fail to keep pace with social development and cultural needs, and that cannot find their proper place in this competitive environment, risk being eliminated. This is a question that television professionals must seriously consider. Despite various constraints, there remains considerable flexibility in the planning and production of special programs for district and county television stations. Therefore, we must work diligently to improve the standards, production capabilities, and overall image of these stations by seeking new breakthroughs and gradually enhancing professional competencies to plan and produce higher-quality television special programs in the new media era.

## Problems and Challenges

**Unclear Program Positioning and Blurred Boundaries** In the new media era, the primary issue in planning and producing special programs for district and county television stations is unclear positioning and relatively blurred boundaries in design. In today's fiercely competitive Internet age, failure to identify one's own positioning not only leads to rating problems but also restricts individual development. This is also related to the insufficient attention these stations pay to special programs. How to use a good special program to attract more attention and prompt more people to reflect further on our society—rather than being preoccupied with entertainment and neglecting deeper social and life issues—is a question worth considering. Currently, major domestic television stations continuously launch various programs. In addition to attracting capital and outstanding creative talent, they demonstrate originality in their editing and reporting processes, producing special programs that resonate with audiences. Whether from the perspective of human emotions or the vicissitudes of life, these are all materials for the editing process. Planning represents creativity and constitutes a major breakthrough for district and county television stations to stand out. Unfortunately, many such stations fail to grasp this powerful tool, instead adhering rigidly to conventions and neglecting to identify breakthrough points in the editing process.

**Weak Editing and Reporting Capabilities, Planning Needs Improvement** District and county television stations are in a relatively weak position regarding editing and reporting capabilities, and their special program planning needs further enhancement. The weakness in editing and reporting manifests in two aspects: lack of materials and fundamental problems within the stations themselves. At present, major domestic television stations continuously launch various programs. Besides gaining capital favor and attracting outstanding creative talent, they exercise great ingenuity in the editing process, producing special programs that can trigger resonance between audiences and the programs themselves. Whether from human emotions or the multifaceted nature of society, these are all materials in the editing process. Planning is creativity and a major breakthrough for district and county television stations to stand out. However, many district and county television stations fail to properly utilize this tool, mostly sticking to conventions without discovering breakthrough points in the editing process.

**Weak Overall Awareness and Lack of Excellence-Oriented Mindset** More importantly, district and county television stations often suffer from weak innovation consciousness and lack of excellence-oriented mindset when producing special programs. The capabilities and qualities of relevant editing and reporting personnel need improvement, with common issues including low professional standards and weak sense of responsibility, which require strengthening in future work.

**Lack of Distinctive Features and Inability to Achieve Improvement** District and county television stations do not prioritize talent cultivation, often lacking corresponding reward and punishment mechanisms when producing special programs. They fail to reflect regional advantages and characteristics, and their program topic selection lacks appeal. There remains considerable room for improvement in their multimedia technology and program production techniques, and both promotional methods and production content need further enhancement.

### **Countermeasures and Suggestions for District and County Television Station Special Programs**

**Innovate Program Planning and Topic Selection to Avoid Obsolescence** To increase the attention and break the low ratings of district and county television stations, we must innovate the planning and topic selection of special programs to avoid outdated conventions. Existing resources should be utilized effectively, combined with regional characteristics, to bring special programs closer to the masses and imbue them with ideological depth. This allows audiences not only to resonate with the content but also to trigger deeper reflection. Selected topics must be close to the people—coming from the masses and going to the masses—closely connected with real life. During program selection,

we should start from reality to enhance the ideological and realistic qualities of special programs.

**Innovate Special Program Planning Angles to Strengthen Program Significance** To master the preferences of local audiences, we must start from life and reality to strengthen program significance. Important local news topics often attract public attention. For example, special program content can interpret local policies and regulations to help audiences better understand, support, and comply with relevant policies and rules. Additionally, we can design multiple segments based on local news angles, maintaining appropriate depth to further familiarize audiences with relevant common knowledge and enable them to better and more deeply understand policy regulations and apply them to their own lives and production activities.

**Innovate Special Program Shooting Techniques to Create Novel Experiences** To further improve the quality of district and county television station special programs, we must work hard on shooting techniques and innovate shooting methods to generate new points of interest for audiences. CCTV news is authoritative, so its special programs use precise language and concise expression. However, district and county audiences generally have relatively lower cultural levels and professional qualities. Shooting techniques should be as simple and intuitive as possible to facilitate understanding by local audiences, easily triggering resonance and bridging the distance between programs and the masses to attract viewers. Taking legal education as an example, we can adopt first-person shooting perspectives in scripts and character narratives, using accessible language and clear, straightforward shots to make it easier for audiences to understand and grasp legal knowledge.

**Enhance Professional Competencies and Be Good at Learning and Summarizing** Outstanding talent often brings stronger vitality to work. To improve the quality and ratings of television station special programs, we must enhance the quality and capabilities of program production personnel, encouraging and supporting continuous training and learning. First, “go out”—participate in training programs to learn advanced theoretical knowledge of television special program planning and production, or gain experience from major television stations. Second, “bring in”—invite teachers with rich experience in special program production to teach theoretical knowledge and production skills, helping editing and reporting personnel at grassroots television stations improve their professional capabilities and make breakthroughs in topic selection, planning, and production of special programs, thereby improving program quality.

**Innovate Programs Through the Internet and Highlight Local Characteristics** Against the backdrop of the new media era, especially with the continuous emergence of self-media, district and county television stations should

learn from the advanced experience and creative techniques of self-media, highlight local characteristics, and rely on the Internet. By utilizing various video platforms such as Douyin, Xigua Video, Xiaohuoshan, and Kuaishou, they can expand the distribution channels for special programs to gain significant attention and traffic. Therefore, when producing special programs, district and county television stations should combine local characteristics, inherit local culture, and leverage Internet advantages to achieve broader dissemination.

In summary, for district and county television station special programs to stand out in the fierce market competition of the new media era, they must possess strong innovation consciousness, be good at learning, find topics from life, gain inspiration from excellent vertical programs, draw enlightenment from horizontal related media, grasp their own characteristics and positioning, and maximize program effects. It can be said that at local district and county television stations, if special programs can be close to life and reality, reflecting local characteristics, they need to truly understand the development trends and directions of special programs for district and county television stations in the new era, discover problems and summarize experiences in the learning and exploration process, absorb the essence, combine local realities with advanced program experiences, integrate passion and innovation into the planning and production of district and county television station special programs, combine ingenuity with practical action, practice the unity of knowledge and action, leverage their own characteristic advantages, and through unremitting efforts, make special programs of county-level television stations distinctive and outstanding.

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(Author' s Affiliation: Sanya Radio and Television Station)

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

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