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Transformation and Breakthrough of Broadcast Editors in the All-Media Era: Post-Print

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Abstract

As the all-media era unfolds and information sharing becomes increasingly pervasive, the question of how broadcast media—as a traditional media form—can achieve sustainable development and transform to break through under competitive pressure has become a subject of intense discussion. Broadcast editors, as a critical link in broadcast media communication, must consider how to develop and reinvent themselves to create compelling programs, which raises the issue of broadcast editor transformation. Indeed, the transformation and breakthrough of broadcast editors in the all-media era is an urgent imperative.

Full Text

Research, Discussion, and Exchange: The Transformation and Breakthrough of Broadcast Editors in the All-Media Era

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Abstract: With the advent of the all-media era, information sharing has become increasingly pervasive. How traditional media such as radio broadcasting can achieve sustainable development and transform to break through under this impact has become a hotly debated topic. As a critical link in radio media communication, broadcast editors must develop and break through themselves to make their programs vibrant and compelling, which raises the issue of transformation for broadcast editors. The transformation and breakthrough of broadcast editors in the all-media era is imperative.

Keywords: all-media era; broadcast editors; transformation

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1. Broadcast Editors Must Adapt to New Transformation Requirements and Enhance Their Capabilities

The all-media era has imposed heightened demands on broadcast editors, requiring them to continuously strengthen their capabilities to survive in an increasingly competitive market. This era is characterized by the rapid development of diverse media technologies, encompassing not only traditional radio, newspapers, and television but also integrating modern information technologies such as mobile terminals and the Internet, resulting in highly shared resources. To adapt to this media landscape, radio stations must prioritize news resource sharing. Consequently, broadcast editors must acquire first-hand news within the shortest possible timeframe by capturing three critical elements: timeliness, scene, and placement. The faster, more accurate, and more specific these elements are, the quicker news disseminates. Broadcast editors must therefore engage in continuous learning to supplement their knowledge and meet the new demands of the all-media era.

1.1 Mastering Advanced Technology to Achieve Cross-Media Integration

To conduct interviews, write, edit, and revise manuscripts promptly—ensuring rapid news dissemination against the backdrop of continuous technological development and media convergence—broadcast editors must proficiently master and scientifically apply advanced information collection and editing systems and news sharing platforms. They must understand the characteristics of news manuscripts across different media, access shared resources, and quickly process them into news content. Without strong network technology capabilities, interpersonal connections, and professional qualities, broadcast editors would struggle to perform their duties effectively. Therefore, they should continuously learn, expand their knowledge, improve their professional qualities, and swiftly adapt to all-media era requirements. Only by thoroughly understanding topics of audience concern and obtaining richer, more advantageous, and more vivid news materials can they edit and produce programs that better align with radio characteristics and listener needs while employing more flexible and rapid methods.

1.2 Enhancing Journalistic Literacy and Maintaining Correct Public Opinion Guidance

The proliferation of diverse media forms has enabled people to access increasing information resources and release major events instantaneously. Individuals

can use mobile phones to record occurrences around them at any time and upload them to the Internet through various media channels. Essentially, every media user has become a news disseminator without any threshold restrictions, allowing people to learn about the freshest news events through these sharing platforms. While this obviously provides broadcast editors with a broader space for news screening, it also imposes new and higher requirements: the ability to screen valuable news clues and enhance their own journalistic literacy. The all-media era demands that broadcast editors possess a broad-based, multi-compound knowledge structure, including basic knowledge of news theory and news business, mastery of cross-media technical skills, and the ability to psychologically connect with listeners to understand and promptly meet their information needs.

Radio holds an important position in China's journalism landscape. Since some online news content violates relevant policies, radio news editors must adhere to professional ethics, maintain political sensitivity, and improve their journalistic literacy. During the screening process, they must uphold the principle of seeking truth from facts, conduct strict verification of obtained news materials, ensure the objectivity, truthfulness, openness, and fairness of broadcast news, consistently maintain correct public opinion guidance, and guarantee the authenticity and objectivity of news information resources.

1.3 Proactive Planning and Active Innovation

Broadcast editors handle numerous manuscripts daily, which require not only proofreading and revision but also further polishing and processing. Innovation is essential in this process, provided that the authenticity of news events is respected. Given fierce media competition, presenting novel and thought-provoking news using the same source material has become a crucial task. During manuscript screening, editors must learn to take initiative, extract the essence, discard the dross, and create well-connected news manuscripts through in-depth processing.

Broadcast editors must actively participate in program planning, continuously improve work processes, and strive to identify news hotspots. Additionally, they should develop the habit of declaring topics daily and carefully planning these topics. They must maintain a holistic and coordinated perspective, avoid clinging to tradition, have the courage to innovate, conduct serious research on collected news resources, and execute effective program scheduling to achieve better results. Furthermore, broadcast editors should cultivate the habit of paying attention to social hotspots and people's livelihoods, organize the most popular news events, follow mainstream media development trends, timely adjust news broadcast content, and continuously bring forth new ideas.

1.4 Stepping Forward and Strengthening Broadcast Commentary

Broadcast commentary refers to comments and analyses on recent hotspot events published through radio. Due to its ephemeral nature and difficulty in preservation, broadcast news editors must quickly respond to these hotspot news events and organize them into rapid commentaries, which represents a fundamental capability for broadcast editors. Moreover, broadcast commentary carries strong political overtones. Therefore, the viewpoints extracted by broadcast editors must align with both news facts and China's political orientation and should be expressed in accessible language that considers audience psychology.

Simultaneously, when facing hotspots and social events, broadcast editors must have the courage to step forward and deliver impromptu commentaries. Impromptu commentaries require daily accumulation, as only by mastering extensive materials can editors quickly sort out news events and provide well-reasoned commentary on issues that concern the public and remain unresolved, thereby seizing the initiative and enhancing the influence of broadcast media.

2.1 Improving Program Broadcasting Methods to Meet Audience Needs

Compared with news media platforms such as Weibo, Tencent, and Baidu, radio suffers from the drawback of being ephemeral. Consequently, traditional radio typically includes rebroadcasting segments, which results in low broadcasting efficiency. Many programs suffer from low ratings for both initial broadcasts and rebroadcasts, particularly those with small audiences. Repeated rebroadcasting only increases costs and reduces efficiency. Broadcast editors can store news programs in a frequency band, enabling listeners to conveniently locate and access their preferred news programs at any time. When listening again, audiences may encounter previously broadcast news, thereby increasing ratings. This approach is particularly suitable for programs with weak timeliness requirements.

For instance, radio on-demand services and radio push services represent two effective methods for improving ratings. Radio push services, in particular, which integrate with the Internet, enhance program search and on-demand capabilities, thereby benefiting audience growth.

2.2 Increasing Feedback and Interaction with Listeners and Accepting Their Opinions Humbly

The rapid development of new media has created a better environment for interaction between broadcast editors and listeners. Broadcast editors need only maintain communication platforms such as radio station Weibo accounts and WeChat public accounts. Listeners can use these platforms to provide feedback on programs to broadcast editors. For example, editors can understand listener

preferences through questionnaires. Based on survey results, they can regularly set up discussion topics on the platform for audience participation, provide brief summaries during program broadcasts, or offer small gifts to listeners with outstanding contributions, thereby making programs more accessible to audiences.

To achieve comprehensive improvement in interaction and listenership, changes must be made in various aspects, including topic selection, program flow, and activity design. Archimedes data demonstrates that setting a topic for the current program and guiding user participation can help increase program listening activity by an average of 3.5 times and program community activity by an average of 3.8 times. Publishing preview information about live topics before program broadcast can create a warming-up effect and arouse listeners' anticipation. During live broadcasts, users can be guided to interact and discuss in a targeted manner. Users serve as both listeners and providers of topic resources. The host's real-time oral broadcast of user interaction messages can greatly stimulate listeners' enthusiasm for participation.

Meanwhile, using new media platforms to collect feedback allows listeners to fully express their suggestions, questions, and needs regarding programs, providing a reference basis for program teams to adjust program content, time slots, and formats. Broadcast editors conduct comprehensive analysis and evaluation of programs and perform deep processing on programs with higher audience popularity. In addition to listening to audience opinions with an open mind, broadcast editors must continuously make improvements in their work. Only in this way can programs achieve better development prospects.

2.3 Changing Mindsets to Create More Popular Programs

The era of online new media has brought significant impact to broadcast media dissemination. Therefore, as frontline workers in radio stations, broadcast editors should fundamentally change their mindset and establish the concept of lifelong learning. New media provides more development opportunities for broadcast media. As long as they seize these opportunities, broadcast programs will still gain more listeners. Broadcast media has merely encountered a bottleneck. Since the public fundamentally determines program quality, even with mobile network communication platforms, WeChat, Weibo, etc., broadcast media is indeed weaker in timeliness compared to these media. However, timeliness issues can be improved—for example, by storing programs in a frequency band for public selective listening. Excluding timeliness, the most critical factor remains public preference. How to leverage their own advantages to create more programs that attract the public is more crucial.

In fact, broadcast media possesses very obvious advantages. It has years of program production experience and a more mature program production process that requires only some improvement. Broadcast editors must re-examine and summarize their experiences in the all-media era, thoroughly studying the advantages and appealing features of new media. In the all-media era, people can

browse news and current affairs and watch their favorite programs anytime and anywhere through computers and mobile phones. Therefore, it is necessary for broadcast editors to fundamentally change their concepts. Learning from and leveraging new media has become an inevitable trend. By learning to draw on successful examples of new media, knowing how to be flexible, and transforming their existing development methods, they can create programs that meet public preferences, thereby increasing the audience.

2.4 Promoting the Establishment of a Complete Business Model to Enhance Program Influence

During the transformation process of traditional broadcast media, some new problems have emerged. For example, to cater to the public, broadcasters often create programs similar to other media, sometimes blindly following trends, which instead causes broadcast programs to lose their competitiveness. Such programs can only be popular temporarily before fading away. The primary reason traditional media is affected by the all-media era is that traditional broadcast programs cover too narrow a scope, and listeners cannot choose to listen to their desired programs or news anytime and anywhere. This is a problem faced in the development of traditional media. Broadcast media should implement transformation to continuously adapt to all-media era requirements. To fundamentally solve this problem, broadcast media must establish a complete business model based on the all-media era, which requires the efforts and promotion of broadcast editors to continuously develop their created programs and learn marketing.

In the all-media era, mastering core technology is the most critical factor. New media has already transformed into value expansion. Therefore, on the basis of giving full play to their own advantages, broadcast editors should fully utilize new media technology to promote the establishment of a complete business model for broadcast media itself, create their own programs, enhance program influence, and improve the market competitiveness of broadcast media.

Broadcast editors in the all-media era face more challenges. While continuously adapting to the all-media era, they must also strive to break through themselves, master core technology, innovatively integrate various types of information, and use new media technology to make news and programs distinctive, connotative, and high-quality, thereby gaining recognition from broader mass audiences. They should give full play to their advantages, promote the establishment of a commercial model for broadcast media, build their own brand, and continuously enhance brand influence.

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

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