

Postprint of the Special Issue on Field Command System for News Reporting

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Abstract

This paper examines how to employ the special topic format within a news field dispatch command platform to facilitate joint coverage of major conferences and sporting events by multiple media organizations. Through research and design of the special topic reporting workflow, this study conducts an in-depth analysis of special topic characteristics, examines the critical importance of data and information sharing and exchange in special topic interviews, enables flexible special topic design, and employs the currently prevalent communication tool—the WeChat platform—to achieve rapid real-time interactive functionality, thereby facilitating data and information exchange across the platform. Through the WeChat platform, the system achieves rapid and convenient unified dispatch of personnel and equipment, efficient command and interaction, unified command and dispatch, completes efficient and unified planning formulation and adjustment, and ultimately enhances reporting efficiency.

Full Text

Abstract

This paper discusses how to utilize thematic reporting formats within news field dispatch command platforms to accomplish joint coverage of major conferences and sporting events by multiple media organizations. Through research and design of thematic reporting workflows, we conduct an in-depth analysis of thematic characteristics and the critical importance of data and information sharing in thematic interviews. Our approach implements flexible thematic design by employing the popular communication tool—WeChat—to achieve rapid real-time interaction and data exchange. The WeChat platform enables fast and convenient unified dispatch of personnel and equipment, efficient command and interaction, and streamlined planning and adjustment, thereby significantly improving reporting efficiency.

Keywords: Dispatch Command; Thematic Reporting; Command Group; Media Collaborative Work System

1. Purpose of Thematic Reporting

Through strategic alliances, media organizations engage in multi-faceted cooperation encompassing resource sharing, event planning, joint marketing, and holistic interaction to collectively address increasingly fierce industry competition. The development of thematic reporting aims to establish organized workflows for major events while effectively leveraging shareable resources across media units, enabling cross-media, cross-regional comprehensive coverage. This approach provides an efficient cooperative platform for inter-media resource sharing, facilitating faster and more effective collaboration, real-time communication, and unified dispatch and command of interview resources. The system breaks through temporal and spatial limitations, better achieving maximized resource utilization, diversified media methods, and optimized communication effects.

Adopting the “Central Kitchen” approach of “one collection, multiple generation”—or “one fish, multiple dishes”—allows each media outlet to take what it needs and showcase its strengths. Each thematic project maintains its own independent virtual work environment and team workspace, where background materials, plans, progress, equipment usage, notifications, and other documents are shared. Editorial team members have equal access rights, enabling convenient sharing of their own materials and access to resources shared by others. Additionally, permission restrictions ensure that users can only view thematic projects they participate in under their relevant media organization, preventing access to unrelated themes and achieving effective isolation between projects.

Various materials and manuscripts within a thematic project can be processed with different levels of refinement, precision, direction, and technique to meet the hierarchical needs of diverse media and audiences for timely information release, vivid reporting, and in-depth coverage. Based on the attention received by published content, news popularity can be re-evaluated to organize secondary or extended reporting. Compared with traditional editorial departments, the virtual editorial department created by thematic projects transforms simple, one-way information provision into an interactive, reciprocal publishing model—shifting from single information production to integrated service models, and from traditional publishing channels with separate terminal interfaces to systematic, networked, and mobile internet-accessible integrated terminals, thereby achieving true cross-departmental cooperation and multimedia reporting. In this virtual space, editorial meetings are real-time, continuous, and have unlimited participation. Within this reporting organizational system, ordinary editors and organizational leaders share information equally, propose reporting ideas and discussions on equal footing, and achieve operational democracy that facilitates optimized reporting outcomes.

2. Research Approach and Implementation Methods

Current thematic production workflows share several common characteristics: they should facilitate convenient communication, enable real-time tracking of interview reporting, allow convenient resource management, support unified coordination and rational utilization of interview resources, and enable shared management and collaborative production of interview results. To address these requirements, we propose the following implementation methods.

First, we provide a shared interaction platform that leverages the internet's freedom from temporal, spatial, and geographical constraints, combined with the WeChat public platform's simple operation and convenient interaction features. WeChat provides instant messaging services that allow multiple users to transmit text messages, files, voice, and video in real time. As an emerging communication tool with users across all age groups, it offers various convenient interaction interfaces. By calling WeChat's APIs, our platform obtains messages and exchanges information and data.

Through WeChat public platform interfaces, we can obtain real-time location information of journalists and equipment, providing leaders with a powerful command tool for unified dispatch of frontline personnel and resources to maximize interview resource utilization. Simultaneously, leaders can issue interview tasks to frontline journalists in real time, coordinate resource dispatch, and communicate directly with journalists to resolve various issues encountered during interviews.

Frontline journalists can receive tasks in real time via WeChat, upload their current locations, report interview results and problems to the thematic command group, and send interview materials back to the management platform for sharing among various media organizations. The management platform receives text, images, audio, and video materials through WeChat's various APIs. It provides a unified thematic workspace for unified management and dispatch of resources, enabling direct message exchange with WeChat through interfaces. Internal editors can directly receive interview resources from frontline journalists, coordinate production, and generate content according to unified distribution plans for multiple media outlets.

The platform provides a timeline for tracking the entire thematic project's progress, recording all operational activities. Using internet technology, the timeline chronologically connects events to form a relatively complete recording system, presented to users in graphic and textual form. Timelines systematize, complete, and precisely organize past events based on time, displaying them in the most suitable format. This enables leaders to track the entire process, comprehensively grasp progress, conduct real-time coordination, and clearly understand developments across time periods to better manage various issues in the thematic workflow.

Through analysis of practical thematic reporting situations and combined de-

sign experience, this paper designs an easy-to-manage, convenient, and effective workflow for existing thematic reporting scenarios. It provides analysis on an efficient interactive management platform for cross-media, cross-regional thematic reporting, offering valuable design references for the field.

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