

On the 1+X Model for County-Level Newspaper Media in the Post-Print Era

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Abstract

The 4G era has accelerated the development of self-media, with internet-based social platforms such as websites, Weibo, and WeChat official accounts emerging endlessly. The establishment of these platforms has captured audience attention. Such attention has profoundly impacted traditional media, with audience groups continuing to shrink and some outlets struggling to survive. In the context of this era, how to develop, how newspaper media can avoid being abandoned by the times, and how to advance media convergence to establish a mainstream public opinion field—the Liyang City News Information Center has promoted media convergence through the 1+X model, establishing a powerful public opinion field.

Full Text

A Brief Analysis of the 1+X Model for County-Level Newspaper Media Development

Abstract: The 4G era has accelerated the development of self-media, with social platforms such as websites, Weibo, and WeChat public accounts built on the internet emerging endlessly, attracting audience attention. This attention has significantly impacted traditional media, shrinking audiences and making survival difficult for some. Against this backdrop, the Liyang News Information Center has promoted media convergence and established a strong public opinion field through the 1+X model, exploring how newspaper media can develop without being abandoned by the times.

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In 2017, the new media development of Liyang Times reached a new level. With clear vision and goals, the center's leadership kept pace with the times. Under the development philosophy of innovation, interaction, cooperation, and mutual benefit, and relying on the talent advantages of *Liyang Times*, they formed the 1+X model for newspaper media development (where "1" refers to *Liyang Times* as the carrier, and "X" refers to WeChat public accounts and WeChat live streaming, including *China Liyang*, *Today's Liyang*, *Green Liyang*, *Jinguazi E-commerce Park*, and *Liyang Newspaper Micro Live*, among others).

Through internal restructuring, resource integration, technology leadership, and transformation of business thinking, Liyang Times' new media gradually embarked on a path of sound development after more than half a year, achieving good social and economic benefits. New media amplified the mainstream narrative, won social acclaim, and entered the stage of integrated media development. The new media platform *China Liyang* planned and published early, with newspaper reporters interacting with the new media department to serve it with first-hand content. Reporters on the scene tracked developments and promptly sent back content and photos for new media production and release. When Shanghai Securities rang the bell at 9:30 AM on September 27, 2017, for Tianmu Lake Tourism's A-share main board listing, *China Liyang* WeChat public account had already released the news by noon, along with a report on Tianmu Lake's tourism development over the years. This timely release garnered significant social attention, with more than 4,000 clicks within just a few minutes. On November 14, 2017, when the national civilized city list was released by national media, our new media obtained the information, recreated the content, and within just over ten minutes pushed out "Warm Congratulations to Liyang for Winning the National Civilized City" on *China Liyang*. Television broadcasted the same evening, while the newspaper published the next day. Using the internet, new media seized the first moment among local official media. Through content transformation to serve new media, an invisible central kitchen was virtually constructed in terms of content collection and new media reporting formats.

1. Building an Invisible Central Kitchen: Content Transformation Serving New Media

The most valuable aspect of newspapers is their content, and the same holds true for their new media platforms. During new media development, grasping content transformation is key, forming an invisible central kitchen for content. Newspaper editors double as new media content publishers, selecting information sources. In the editorial process, manuscripts prioritize new media, with strict quality control. From morning content collection to production, review, and release, the process involves multiple layers of checks to serve new media WeChat public accounts. This workflow represents the conventional version of newspapers integrating with new media at the initial stage. The deep inte-

gration of traditional and new media gives new life to high-quality traditional content, shifting it to internet channels for new media release. Most new media content for newspaper media comes from the newspaper itself, which is then recreated. The format seeks change, moving away from the newspaper's text-dominant model by employing applications such as 135 Editor and H5, combined with original images, cartoons, animation, and video. While newspapers publish the next day and television broadcasts the same day, only new media can push content to audiences anytime, delivering at a speed that competes for every minute and second—an advantage granted by the internet era.

2. Focusing on Internal Talent Cultivation: Original Content Serving New Media

Content provided by the newspaper is only part of new media content; poor management could easily lead to homogenization. Therefore, new media must build an original content team and insist on original content, with content as king. Efforts must focus on business management and talent team integration to cultivate newspaper “amphibious talents”—referring to those who ensure newspaper contributions while also supplying content for new media, taking good photos, and adapting manuscript formats to promptly send content back to new media for production and release. The use of “amphibious talents” solves the daily manuscript supply problem for new media. It is essential to cultivate these “amphibious talents” while also developing an original new media team. Original team manuscripts can also be published in the newspaper for 反哺, achieving interactive and mutual use of talent and manuscripts. The original team digs into social information that local people care about, exploring industries, services, tourism, cuisine, homestays, and local specialty products advocated by the government. They “fly close to the ground,” deeply cultivating the local area for original content, winning new media development advantages through content strengths. They insist on innovation-driven development. In the internet era, journalists must not only write articles but also master new media editing and production technologies. We must cultivate new media talent who integrate interviewing, photography, production, and planning to serve new media. Cultivating original talent and insisting on originality gives our public accounts vitality and stickiness. *Liyang Times*' new media platform *Today's Liyang* launched “Walking Liyang,” telling small town stories through original content, images, and storytelling to record ordinary people's stories in the small town, attracting high fan attention. Original pieces such as *Liyang Cotton Cloth Shop*, *Dongfeng Barbershop*, and *Kangkang Sesame Seed Cake Shop* resonated with fans upon release and were even reprinted and forwarded by other social media platforms and personal WeChat accounts. Adding originality to WeChat public account content and applying for original status upon release represents a breakthrough version for new media content and is currently something WeChat public accounts must insist on doing. The release of original messages also increases content readability and fan numbers.

3. Serving Government Departments: Creating Revenue for New Media

New media talent cultivation must not only create social benefits but also economic benefits, making it imperative to serve government departments. While doing well in operating its own new media public accounts, the newspaper must also actively expand the market to win economic benefits. Opening service doors and extending service tentacles to various government departments allows services to go beyond the department itself to win new markets, transforming new media department technology and services into economic benefits. Expanding the scope of business services and leveraging technical advantages, we develop and serve government department WeChat public accounts in areas such as logo design, account registration, operation, and hosting, solving problems such as weak professional talent, insufficient staff, poor business proficiency, slow content updates, and low page design quality. Our advantages can compensate for their shortcomings. They outsource services to us for operation and hosting, adopting signed cooperation agreements. This approach generates both social and economic benefits while also improving team work enthusiasm and enhancing the brand and influence of the new media team. Currently, the Liyang Times new media team operates *China Liyang* and *Today's Liyang*, and hosts *Green Liyang* and *Jinguazi E-commerce Park*—four WeChat public accounts in total. With brand influence, business naturally increases. Currently, multiple government department WeChat public account hosting businesses are under negotiation. With the service market opened, the new media department has achieved certain economic benefits. This year, the new media department completed economic revenue of 500,000 yuan, taking the first step toward survival and development.

4. Leveraging Technology Leadership: Expanding Channels to Enhance New Media

In the Internet Plus era, we live and work in this age and should comply with its development, keep pace with the times, constantly innovate, and continuously add to the X behind the traditional media “1.” We must develop purposefully toward a strong X direction, introducing equipment, building teams, and expanding new service channels to serve new media. Here, X refers to WeChat live streaming—Liyang Newspaper Micro Live. In June this year, the new media department invested more than 200,000 yuan to purchase equipment, introducing advanced internet live streaming all-in-one machines, buying multiple cameras, high-definition drones, etc., and opening up transmission lines. The newspaper media internally formed a live streaming team, attempting the cross-boundary development of newspaper business—WeChat live streaming. On June 12, they completed WeChat live streaming for the “2017 Liyang First Charming Cheongsam Competition.” The new media team used television live streaming methods with multi-camera positions and third-party channel push streaming cooperation, releasing it to fans’ mobile phones through the *Today's*

Liyang WeChat public account. The first successful broadcast of *Liyang Newspaper Micro Live* boosted the morale of the new media team, expanded its influence, and won praise from all sectors of society. WeChat live streaming business gradually opened up. On September 1, they completed WeChat live streaming for the “Three Big and Practical” financial benefit propaganda literary and artistic performance in the revolutionary old district of Zhuzha Town. On October 8, they completed WeChat live streaming for the city’s discipline inspection and supervision system’s integrity literary and artistic evening performance titled “Welcome the 19th CPC National Congress, Build the Chinese Dream Together.” On November 10, WeChat live streaming completed the current political knowledge competition titled “Gathering Spirit and Energy, Building a New Liyang,” launched jointly by six departments including the Municipal Party Committee Organization Department, Municipal Party Committee Propaganda Department, and Municipal Party Committee of State Organs. Over half a year, WeChat live streaming has reached six times, forming good internal division of labor within the WeChat live streaming team and establishing management systems. The team can be deployed and performs well. WeChat live streaming is currently the most fashionable and potentially most powerful communication method, being intuitive, wide-reaching, fast in dissemination, and convenient to watch—an alternative to television live streaming.

The era continues to progress, and technology continues to develop. Currently, the “mobile first” strategy has been fully rolled out, with “accuracy,” “novelty,” “micro,” and “speed” as the basics, with more integrated communication methods to follow. In 2020, the 5G era will arrive, and the network will undergo completely new changes, connecting everything in the optimal way. This means media will have new opportunities, new challenges, and new development space. Our traditional media must work together with new media, using innovative development perspectives for deep integration, integrating resources, cultivating talent, leveraging strength to grow, and jointly building a localized new media platform ecosystem, enhancing brand layout for the future. We will continuously integrate the X in the newspaper 1+X model into the internet era, continuously developing the X industries within newspaper new media. By grasping the pulse of internet era development and continuously innovating and integrating, the newspaper media industry will surely have good survival and development space.

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

Source: ChinaXiv — Machine translation. Verify with original.