

On the Breakthrough Strategies for Local Radio News Programs in the All-Media Competitive Environment Post-Print

Authors: Feng Yaofang

Date: 2023-10-08T00:00:00+00:00

Abstract

With the advent of the all-media era, online news and news programs of major satellite television stations have experienced unprecedented development, posing tremendous challenges to news programs of local radio stations. Therefore, this paper analyzes how local radio news programs can break through in the all-media environment, and proposes that local radio stations should achieve breakthrough by grasping local audiences' media consumption habits, strengthening the planning of locally distinctive news, enhancing their theoretical and professional competence, and improving production quality, thereby providing reference recommendations for news programs of local radio stations.

Full Text

A Brief Discussion on How Local Radio News Programs Can Break Through in the All-Media Competitive Environment

Abstract: With the arrival of the all-media era, online news and news programs from major satellite TV stations have experienced unprecedented development, posing enormous challenges to local radio news programs. This article analyzes how local radio news programs can break through in this environment, proposing that local stations should grasp local audience listening habits, strengthen planning of locally characteristic news, improve theoretical and professional standards, and enhance production quality to provide reference suggestions for local radio news programs.

Keywords: local radio; news programs; all-media competition

Classification Code: G210

Document Code: A

Article ID: 1671-0134(2017)04-098-02
DOI: 10.19483/j.cnki.11-4653/n.2017.04.028

Author: Feng Yaofang

According to relevant data, China's internet penetration rate has reached 57.90%, with the number of netizens reaching 659 million, bringing a strong impact to traditional mainstream media like radio. Moreover, compared with major provincial satellite TV stations and municipal television news media, local radio still has many deficiencies, such as insufficient news sources, lagging communication means and methods, and low comprehensive capabilities of editorial teams, making it difficult for local radio to escape its predicament. Therefore, in the all-media environment, how to break through these challenges has become an urgent problem for local radio media to solve, and this research has significant practical importance.

In the all-media environment, emerging media technologies such as mobile phones and internet TV have developed rapidly. These new media offer interactive, diversified services for the public with strong timeliness, making them deeply popular among the masses. Clearly, local radio news programs cannot surpass them in the short term. This supply pattern has affected the market share of local radio news programs and weakened their market position.

1. How Local Radio News Programs Can Break Through Under All-Media Competition

1.1 Grasping Local Audience Listening Interests

As is well known, the main audience for local radio is the grassroots population. Therefore, to break through, local radio must be based in reality and grasp this local audience by conducting serious research to investigate the topics that most resonate with local people, thereby producing news programs that interest them. When reporting news, local radio should adopt a local perspective, making local news the protagonist, and report more real people and real events from ordinary people's lives, as well as issues closely related to local interests such as policy changes, market changes, environmental issues, food safety, income distribution, medical care, housing, life pressures, and emotions. They should use language that ordinary people can understand to explain topics of concern clearly and plainly, interpreting policies in accessible terms so that the masses can understand, trust, and apply them. Only by grasping the local audience can local radio effectively stimulate their listening enthusiasm and create dependency.

For major thematic reporting, the answer lies in the four characters "flying close to the ground" (贴地飞行). The larger the theme, the more it requires small events, real people, and vivid stories to express. Therefore, we focus on small matters, using real people and lively stories to reflect our city's deepening of characteristic small town construction, relocation of coal mining subsidence ar-

eas, efforts to build a batch of agricultural product processing enterprises with strong driving capacity, wide radiation range, and great development potential, and development of specialized family farms, while intensively reporting on food safety issues caused by soil pollution and demonstrating new models of People's Congress deputies connecting with the masses. These approaches give thematic reporting the advantage of favorable timing, geographical convenience, and harmonious human relations.

Thus, radio reporters, editors, and hosts must plant their feet on the ground, 深入到 factories, mines, enterprises, and rural communities in every corner, point their microphones at the masses, treat them as family, and befriend them to excavate vivid news stories and present news hidden in government documents to listeners through radio waves.

1.2 Strengthening Local Characteristic Topic Planning

As mentioned above, the main audience for local radio is local people. Therefore, under all-media competition, local radio must also strengthen local characteristic topic planning to attract audience attention and increase engagement. Every locality has its unique regional culture, and what naturally interests people are news events with local cultural characteristics. Strengthening local characteristic news topic planning is the main advantage for local radio to compete against major provincial satellite TV stations and internet media. For example, radio can broadcast local characteristic festivals such as our city's wrestling festival, temple fairs, and picking festivals to win the goodwill of local audiences, thereby shortening the distance between news and listeners and making news more down-to-earth.

In 2015, we conducted street interviews and accidentally encountered a special wedding procession. Dozens of young people walked along setting off firecrackers, with crowds surrounding a young man riding a bicycle, a bride in a white wedding dress sitting on the back seat, and colorful balloons and red ribbons tied to the bike. Upon inquiry, we learned it was Duan Zhimin, a young man from Xinzhou working in Beijing, who had returned to his hometown to marry his bride by bicycle. In response to the increasingly common practice among young people of competing in extravagance and ostentation for weddings, we promptly compiled a one-and-a-half-minute recorded report titled "Riding a Bicycle to Marry the Bride, Joyful Songs Along the Way." This short news piece was fresh and vivid, with the unique wedding approach of the Xinzhou young man advocating a new concept of thrifty and environmentally friendly marriage customs. Once broadcast, it immediately aroused the interest of local citizens, effectively enhancing news value.

A famous war correspondent once said: "If your photos aren't good enough, you're not close enough to the action." As long as journalists base themselves at the grassroots level, roll up their pants, climb mines, go to fields, and chat with ordinary people about family matters, they can discover bright spots anytime

and will have no trouble writing popular works that the masses love to see and hear.

2. Improving Local News Production Quality

A major reason affecting the development of local radio news programs is their low news production quality. We must understand that news dissemination depends not only on quantity but also on quality. Therefore, under all-media competition, local radio must improve its news production quality to break through. Although local radio has been pursuing timeliness to ensure its news programs are current, the produced programs lack depth. This is mainly reflected in the low professional level of local radio journalists, inadequate equipment, business capabilities, and technical skills, as well as poor post-editing abilities. Due to insufficient theoretical literacy and news knowledge, hosts cannot provide targeted, in-depth commentary when commenting on news. Therefore, local radio news programs must improve the comprehensive quality of their personnel by conducting regular training for hosts, reporters, and editors on relevant professional knowledge and inviting outstanding provincial experts to provide guidance and training at the station. In particular, news journalists themselves must study, study, and study again to enhance their professional capabilities and produce news programs with depth and originality.

Reflecting on my more than 30 years of experience in journalism and my over 100 award-winning works, some influential award-winning programs generally feature diverse reporting forms and genres, rich content and perspectives, and distinctive themes, playing roles in inspiring, educating, guiding, and motivating audiences while serving as references and demonstrating responsibility. The thoughts and behaviors of characters in the works represent and embody the spirit of the times, resonating with and evoking responses from listeners after broadcast. For example, award-winning programs such as the first-prize news feature “Pioneer of the Times,” long news message “Ten-Minute Life-and-Death Moment,” “Tears and Sweat Paved the Way to Tsinghua,” and commentary “Water Conservation is Not a New Topic.” Sometimes I think good news is actually very simple—it lies in everyday gestures and life’s little details. Therefore, we must capture the “unusual in the ordinary” from common events that people don’t pay attention to.

3. Strengthening Interaction with Local People

Interaction aims to build mutual trust and enhance mutual understanding, thereby effectively improving satisfaction and loyalty. Therefore, in the all-media environment, radio news programs must strengthen interaction with local people to break through, effectively integrating news with the local populace. Currently, interaction in local radio news programs remains limited to hotlines and website messages, with insufficient effectiveness. Local radio news programs should enter communities and conduct face-to-face field interviews with

local people to understand their life needs and solve their problems, thereby effectively improving ratings. They must avoid only exposing people's problems without solving them, as this will affect trust in local radio news programs over time. Unlike provincial satellite TV stations, local radio has a strong dependency on local people. To ensure sustainable development of their news programs, they must enter communities, interact with people, improve interaction effectiveness, shorten the distance between news and people, generate interest in local news, and thus secure a listening audience.

4. Strengthening Awareness of Integration with New Media

In the all-media environment, no media can cover all information by itself. Therefore, local radio news programs can strengthen integration with new media, leveraging both their own advantages and those of new media to break through and improve their ratings. Local radio news can combine different news content and forms with various media to create television news programs with local characteristics, such as integrating online magazines, online videos, Weibo, and WeChat into television news programs to shorten the distance with audiences and expand audience size. They must also continuously broaden the horizons of news programs, enrich the information content, and integrate information resources to achieve integration with new media, utilizing new media's vast audience to improve the position and competitive advantage of local radio news programs in the all-media environment.

5. Conclusion

In summary, under all-media competition, competition among major media and radio stations has become extremely fierce, making survival increasingly difficult for vulnerable media like radio. Therefore, local radio news programs must break through to achieve sustainable development. This article argues that in the breakthrough process, local radio must first adapt to the characteristics of modern broadcast media: timely, fast, and synchronous transmission through on-site reporting and recorded reporting, using the beauty of sound to compensate for the lack of visuals. Second, they must grasp local audience listening interests, address issues of greatest concern to the people, and enhance news program value. Third, they must strengthen local characteristic topic planning to produce news programs with local features that stimulate local audience interest. Simultaneously, they must improve local news production quality to produce in-depth news programs that increase audience dependency. Moreover, they must strengthen interaction with local people to shorten the distance between local radio, news programs, and audiences, promptly entering communities to solve people's needs. Only in this way can they achieve breakthrough in such fierce competition and secure their place in the all-media environment.

References

- [1] Tao Haijun. Opinions on Innovating TV News Program Formats in the All-Media Era[J]. Science Popularization (Science Education), 2015(4).
- [2] Yin Dilou. How Local TV News Programs Can Break Through in the All-Media Competitive Environment[J]. News Research Guide, 2015, 6(12): 217.
- [3] Ma Wuhong. How Local TV News Programs Can Break Through in the All-Media Competitive Environment[J]. Media Era, 2015(8).
- [4] Chang Bailing. Discussion on the Development of News Broadcasting in the All-Media Environment[J]. Media Era, 2015(8).
- [5] Liang Junjie. A Brief Discussion on How County-Level TV News Programs Can Leverage Momentum for Breakthrough in the Converged Media Environment[J]. West China Broadcasting & TV, 2014(10): 103-104.

(Author's Affiliation: Xinzhou Radio Station)

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

Source: ChinaXiv — Machine translation. Verify with original.