

Postprint: Exploration of Converged Media Development in County-level Radio and Television Stations

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Abstract

With the emergence of new media such as the Internet, traditional media has faced certain impacts and challenges during its development. As editors of county-level radio and television stations, it is imperative to draw upon their own practical work and experience to explore pathways that better align with market demand development, thereby enabling these stations to extricate themselves from difficulties. Furthermore, the increasing specialization of the media industry has rendered the effective integrated development of radio, television, and the “two micros and one platform” a crucial strategy for the development and innovation of county-level radio and television stations. Editors should adopt an innovative thinking perspective to explore more advantageous methods for the converged media development of county-level radio and television stations, thus establishing a foundation for improving audience ratings.

Full Text

Abstract

With the rise of new media such as the internet, traditional media has encountered significant impacts and challenges. As editors at county-level radio and television stations, it is essential to draw upon practical work experience to explore development paths that better align with market demands, thereby helping these stations overcome their difficulties. The increasing segmentation of the media industry has made the effective integration and development of radio, television, and “two micros and one terminal” (WeChat, Weibo, and broadcast platform) a critical strategy for the development and innovation of county-level stations. Editors should explore more effective approaches to converged media development from an innovative thinking perspective, laying the groundwork for improving audience ratings.

Keywords: county-level radio and television stations; two micros and one terminal; converged media development; exploration

Introduction

With the proposal of the national “four-level station operation, mixed coverage” policy, China’s county-level radio and television stations have experienced rapid development, playing an increasingly important role in publicizing national policies and popularizing cable television. However, as new media platforms have emerged, provincial and municipal stations have undertaken vigorous reforms to adapt to social changes. In contrast, county-level stations, being relatively weaker media entities, have gradually fallen into predicaments lacking development momentum. This paper examines how to promote the effective integration of radio, television, and “two micros and one terminal” in the new media era, offering feasible suggestions for the stable and healthy development of county-level stations.

1. Challenges Facing County-Level Radio and Television Stations

Current development reveals that county-level stations face numerous challenges, including funding shortages, talent scarcity, incomplete infrastructure, and information asymmetry, all of which affect their long-term development [1].

1.1 Inaccurate Development Positioning

As an important form of traditional media, television stations require clear positioning based on their geographic location and target audience. For instance, law-focused channels should position themselves on legal publicity, while economic channels should emphasize economic information release and analysis. However, many county-level stations demonstrate insufficient positioning clarity. Some blindly imitate popular programs from larger stations, resulting in lost development direction and goals, imprecise content, and naturally declining market influence.

1.3 Incomplete Supporting Facilities

Television stations, as high-tech institutions integrating new equipment, must keep pace with social trends and demonstrate innovation by continuously introducing advanced technology and equipment to maintain audience ratings. In reality, however, county-level stations often cannot introduce advanced equipment due to funding and personnel constraints, or although they may acquire equipment, they lack skilled operators. Taking Yuyao Television Station in Zhejiang Province as an example, some cameras have not been updated for over a decade, causing frequent equipment problems that further affect revenue and

ratings [1]. From this perspective, aging and outdated technical equipment represents a concrete manifestation of declining traditional media influence under new media impact, while simultaneously exacerbating this decline.

1.4 Insufficient Self-Development Capacity

As independent media institutions, broadcast television stations rely primarily on enhanced capabilities and resource integration for healthy development. Currently, due to limited resources and platforms, county-level stations cannot effectively improve self-development capacity through innovation and practice. Although some programs aim to boost ratings through quality content, they often face various constraints that prevent effective implementation. In daily operations, economic pressures force stations to introduce low-quality elements, undermining their healthy development. Additionally, constrained by funding limitations, county-level stations often hire temporary staff to reduce costs and simplify procedures, but these personnel frequently lack systematic assessment, resulting in uneven program quality.

2. Strategies for Improving Development Quality at County-Level Stations

Given the declining influence of traditional media under new media impact, county-level stations should adopt correct concepts, establish new media supporting systems, strengthen integration with “two micros and one terminal,” enhance professional talent and capital introduction, and continuously pursue technological innovation. By seizing opportunities in the convergence of old and new media, they can distinguish themselves and provide audiences with more excellent programs.

2.1 Guided by Scientific Concepts

The smooth development of county-level stations and their integration with “two micros and one terminal” requires support from scientific concepts. Station leadership should develop clear understanding of both current conditions and future paths, using scientific concepts to formulate development strategies that ensure broad application space in the new media convergence era. Program editors and producers should focus on contemporary themes, planning and producing programs around issues of greatest concern to the people, and attempting innovations in radio and television programming based on audience needs [2].

2.2 Establishing New Media Supporting Systems

County-level station development requires institutional support. These stations should learn from advanced domestic stations’ experiences in system establishment, using scientific concepts to guide the construction of new media supporting systems that strengthen connections between new media and television,

ensure high efficiency in advertising and marketing, and lay the foundation for integration with “two micros and one terminal,” thereby enhancing market competitiveness. These supporting systems include personnel assessment mechanisms and department management systems, which address the repetitiveness and complexity of traditional media and enable efficient station operation. To date, provincial and municipal stations have made significant progress in new media integration, with many advanced emerging experiences providing models for county-level stations [2].

2.3 Strengthening Integration with “Two Micros and One Terminal” New Media

Only by strengthening integration with “two micros and one terminal” can traditional media improve their predicament and ensure continuous enhancement of economic benefits and influence. “Converged media” originated from General Secretary Xi Jinping’s speech at the fourth meeting of the Central Leading Group for Comprehensively Deepening Reform in 2014, marking the beginning of exploration in this field. Major traditional media have since embarked on converged media development explorations with success, providing possibilities for county-level stations. In this exploration, stations should develop deep understanding of both outstanding domestic integration experiences and their own development dilemmas, using these challenges as starting points while increasing government policy support and ensuring adequate funding.

In converged media development, county-level stations should strengthen integration with “two micros and one terminal,” leveraging WeChat, Weibo, and mobile SMS platforms through live television broadcasting, group chats, and trending topics to achieve true integration with emerging media. Editors should use their unique perspectives to identify hot topics in social development, employing popular and novel content and formats to attract broader audiences. Given the interactive nature of new media, editors can also use interactive platforms to communicate with audiences, grasp social development trends, and plan and produce programs based on social needs.

2.4 Strengthening Introduction of Professional Talent and Capital

Talent and capital constitute the foundation and support for county-level stations’ converged media development exploration. Therefore, stations should implement measures to enhance professional talent and capital introduction, providing essential support for this development.

First, stations should improve introduction mechanisms to bring in interdisciplinary talents. County-level stations should strengthen talent assessment to ensure the introduction of professional and interdisciplinary talents. They can also prioritize talent introduction as a key transformation focus, offering superior salaries and permanent positions to increase the proportion of outstanding talents in the workforce, thereby providing human resources support for con-

verged media development. Additionally, the state and relevant educational institutions should emphasize new media training for students, enhancing their market adaptability and supplying more qualified talents to society, thus ensuring successful talent introduction at county-level stations [2].

Finally, as the foundation of converged media development, capital affects stations' talent and equipment acquisition. This demonstrates that further development cannot proceed without capital support. Stations should unblock funding chains through increased government investment and greater financial input to safeguard integration with "two micros and one terminal." During capital investment, county-level stations should leverage their own advantages, fully understand market economy laws, increase government support, and strengthen financing to provide support for technology and personnel introduction. Moreover, capital injection helps revitalize resources, strengthen user connections with new media, and promote business model development. Therefore, the state should strengthen assessment and evaluation of county-level stations, increase construction funding, and enhance their competitiveness and influence. County-level stations should have clear plans for funding sources, methods, and uses, ensuring rational and scientific capital utilization to achieve converged media development [2].

2.5 Continuous Technological Innovation

As the core of new media, technology plays a vital role in traditional media development. Therefore, radio and television stations at all levels should strengthen connections with technology innovation companies or television stations to ensure continuous technological innovation, thereby supporting converged media development in the new media era. As provincial stations increasingly emphasize technology, technological innovation has become an important driver in their development. For example, Jiangsu Radio Station collaborated with Alibaba Cloud to launch the "Weibo Cloud" product, providing support for massive data real-time storage and stable, secure operation of all product lines. Hunan Radio Station partnered with virtual host development technology companies to create "Xi Rui." These successful technological innovation cases provide new directions for traditional media development. As stations with relatively weak funding and personnel, county-level stations can cooperate with their superior provincial or municipal stations for technological innovation, providing new ideas for their development and further strengthening their converged media exploration process [2].

3. Conclusion

In response to the heavy economic burden, relatively low personnel quality, and aging technical equipment that county-level radio and television stations face—manifestations of declining traditional media influence under new media impact—these stations should adopt correct concepts, establish new media supporting systems, strengthen integration with "two micros and one terminal,"

enhance professional talent and capital introduction, and continuously pursue technological innovation. These measures will help county-level stations overcome difficulties and enhance traditional media influence through all-media converged development.

References

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