**Integration and Integration | Analysis of the “Wangcheng Sample” of the Construction of County-level Media Integration Center**

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The two units and 13 media platforms are truly integrated into one, with unity of purpose, people, heart, strength and organization;

One interview, one-click publishing, multimedia generation, and multi-channel communication save time, manpower, worry, and effort;

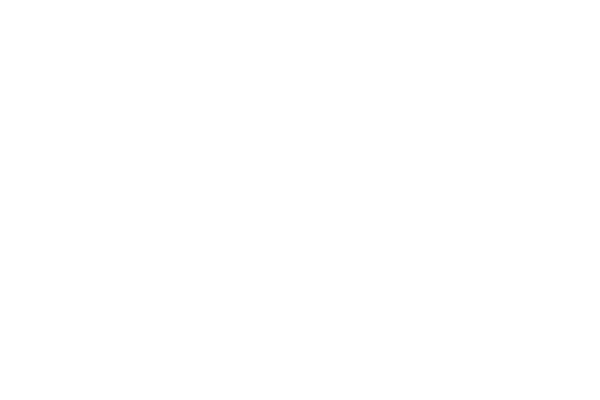
With thousands of media outlets such as Rednet capturing and pushing the news, and two WeChat matrices covering 70% of Wangcheng’s population forwarding the news, the dissemination, guidance, influence, and credibility of news and public opinion have increased dramatically;

The integrated media center and the new era civilization practice center have been reintegrated, creating a new look.

On March 29, at the on-site promotion meeting for the construction of county-level integrated media centers in Hunan Province, Yao Jiangang, member of the Standing Committee of the Wangcheng District Party Committee and Minister of the Propaganda Department of Changsha City, listed the four major characteristics of the construction of the Wangcheng District Integrated Media Center in one breath.

From simple addition to comprehensive integration, from separate operations to matrix management, from one center to two centers, what is the path of media integration in Wangcheng District, Changsha? What powerful integration energy has been demonstrated?

A reporter from Red Net Time went to the command and dispatch center of the Wangcheng District Integrated Media Center to dissect the "Wangcheng sample" of county-level integrated media center construction to see how they "integrate and connect".



The command screen of Wangcheng District Media Center.

**"You are me and I am you"**

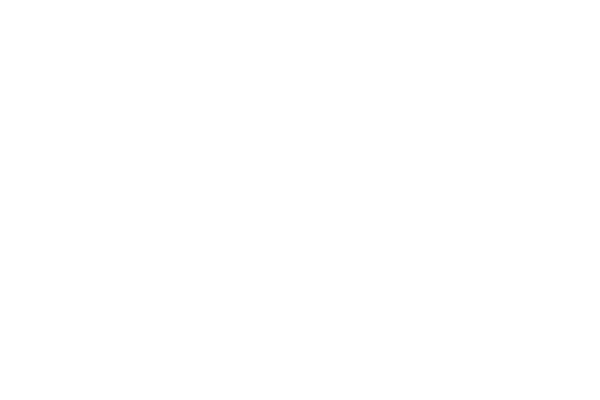
**Organic integration of institutions, platforms, production, teams and products**

In October 2018, Wangcheng District integrated Wangcheng TV Station and Wangcheng New Media Center and 13 media platforms to establish the Wangcheng District Integrated Media Center. It also innovatively launched the "re-integration of the integrated media center and the new era civilization practice center" approach across the country, allowing the charm of the word "integration" to begin to take shape and grow rapidly.

"With just one go, you can collect the video, audio, picture, text and other materials needed by multiple media platforms." Yan Lei, a reporter from Wangcheng District Media Integration Center, said, "A group of reporters interview and multimedia platforms publish with one click." This has become the norm in Wangcheng District Media Integration Center. The production of news programs has shifted from simply "production for radio", "production for television" and "production for clients" to "production for multiple platforms."

"Before the two units merged, each unit sent 2-3 reporters for each interview and report, which was a waste of manpower and financial resources and was incompatible with work style construction. At the beginning of the merger, we quickly promoted the merger of the units in accordance with the principle of adding together first and then integrating, combining people first and then hearts, and combining institutions first and then processes. Although it was a simple addition, it was a key step in combining things, people and institutions." Yao Jiangang introduced.

Today's Wangcheng District Media Integration Center is "a team working together", which has changed the previous situation of "multiple platforms fighting alone". Materials are shared, and multiple platforms take materials on demand. It can produce various forms of works such as live broadcast, H5, animation, MV, etc., which can be disseminated in all directions through TV stations, websites, mobile newspapers, clients, WeChat public accounts, Douyin accounts, etc.



Media matrix of Wangcheng District Media Integration Center.

In recent years, Rednet has built a new media communication matrix of "one network, one newspaper, and one terminal" for Wangcheng District. Wangcheng News Network (Rednet Wangcheng Branch), Wangcheng Mobile News (Rednet Mobile News Wangcheng Edition), and Wangcheng Moments (Moments News Client Wangcheng Channel) have become important bases for the district party committee and government to carry out positive publicity, public opinion guidance, online political inquiries, and government services, and have made important contributions to promoting local economic and social development.

Relying on the strong technical support of Rednet New Media Group, Wangcheng District Media Integration Center has achieved organizational unification; in terms of platform construction, it has established a four-level communication and management system at the provincial, municipal, county, and department (township, street) levels; in terms of content production, it has low input and high output, and cleverly unified multiple channels, supporting the input, editing, and remote writing of various information such as SMS, pictures, text, audio, video, H5, etc., to achieve one-time collection, diversified generation, and full-media communication; in terms of team building, the talent team is shared and communicated, and the major platforms complement and integrate with each other.

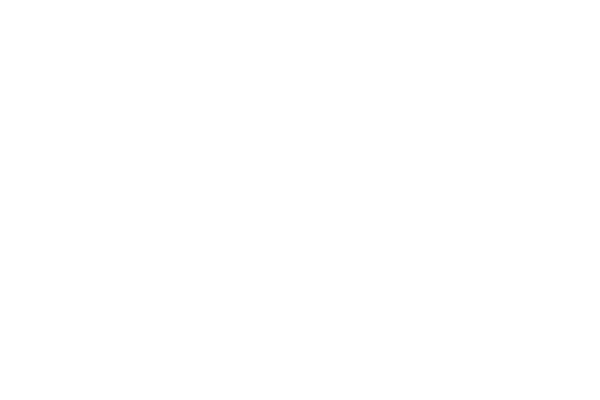
"A full-media communication pattern in which information content, technological applications, platform terminals, and management methods are interconnected, integrated, and unified has been initially formed." Yao Jiangang said that from simple addition to comprehensive integration, the Wangcheng District Media Integration Center has achieved a deep integration of "you are me and I am you", and popular works have emerged, opening channels to different audiences of men, women, young and old.

**“Controllable and Spreadable”**

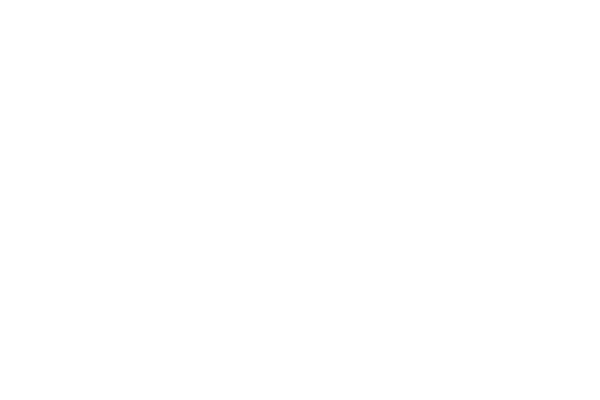
**Matrix management makes sound transmission more efficient**

On March 27, the 10th episode of "Dream Chasers in Lei Feng's Hometown" titled "Liu Yonghong: Being a "Waiter" Serving Merchants" was broadcast by the editorial team of Wangcheng District Media Center. The same content was published on multiple media platforms such as the WeChat public account "Wangcheng Vision", and at the same time, it was covered within the WeChat matrix of online commentators. At present, the series of reports has generated nearly 5 million clicks, the reporting is still ongoing, and the attention is growing exponentially.

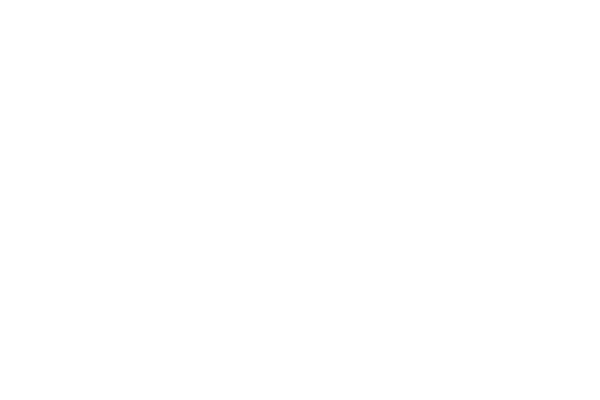
In addition, they also launched a series of new media works, such as "H5｜"Lei Feng Man" takes you to find homesickness", "Flash Video｜Wangcheng Speed", "Long Picture｜Ouyang Xun Revisits the Xiangjiang Ancient Town Group", etc., which have all been screen-sweeping in the local people's circle of friends, causing quite a bit of "shock".



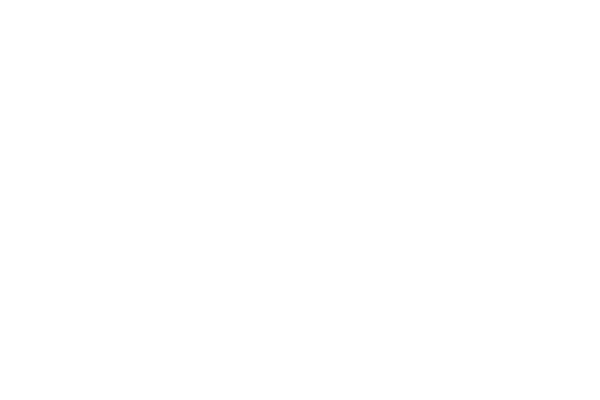
H5｜Look at me! Here I come, little "Lei Feng Xia"



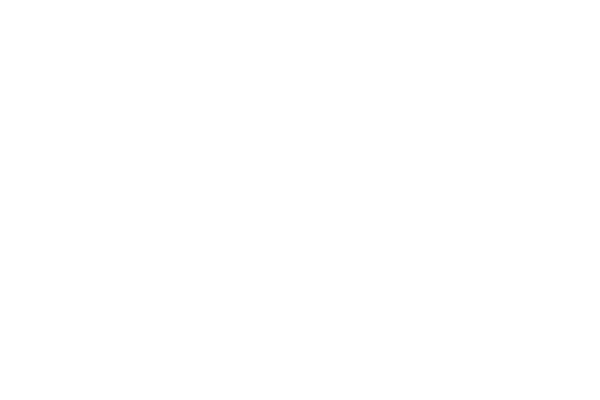
H5｜Build Wangcheng with Kaisheng



Long Photo｜Ouyang Xun revisits the Xiangjiang Ancient Towns



Douyin｜Xinhualian Tongguan Kiln Ancient Town Opens to the Public



Flash Video｜Wangcheng Speed

"Before the establishment of the integrated media center, major media platforms in Wangcheng District released information in their own way. The channels were single, lacking creativity and synergy, with limited readership and little influence." Reporter Yan Lei and her partner were surprised to learn that many of the works they participated in producing had millions of clicks and readings. They truly felt the charm of the word "integration" and said, "These works can be done better." The increase in public attention has motivated every member of the Wangcheng District Integrated Media Center.

"From each operating independently to matrix management, we have achieved the deep integration of 'controllable and widespread'." Yao Jiangang introduced that after the establishment of the integrated media center, the communication power of the new media matrix consisting of 13 platforms including Wangcheng TV Station, Wangcheng News Network, Wangcheng Mobile News, Wangcheng Moments, Wangcheng Vision, and Wangcheng Release has been stimulated. At the same time, the advantages of Red Net and nearly a thousand mainstream media in simultaneous capture and frequency dissemination have been brought into play, achieving the effect of "one push, and thousands of simultaneous dissemination."

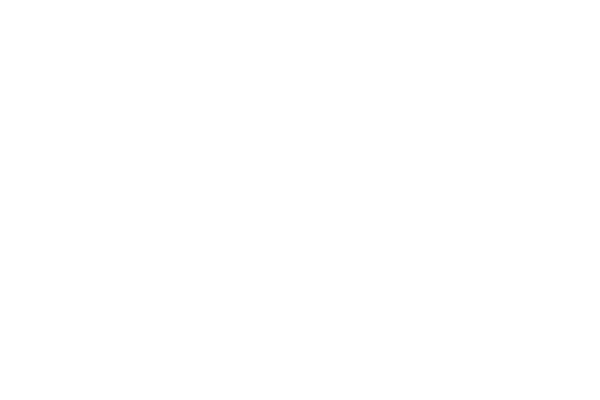
Also worth mentioning is the "WeChat group matrix" of Wangcheng District. In order to achieve full coverage of important news and information to the people in Wangcheng, Wangcheng District has made use of thousands of online commentators in the district, and established an interlocking WeChat group matrix through district-level online commentators, street and town online commentators, and village and community online commentators.

"Important information and good works from the integrated media center can be directly published to the WeChat matrix formed by thousands of online commentators, and forwarded through the circle of friends to achieve rapid dissemination. Similarly, the ideological dynamics within the group are also reflected in a timely manner through the WeChat matrix." Yao Jiangang introduced that currently each online commentator has entered 3-5 WeChat groups in the district. Online commentators in the district have successfully joined 1,795 WeChat groups, with more than 420,000 WeChat friends in the groups, covering every house, every building complex, and every community in Wangcheng's urban and rural areas, accounting for more than half of the population of Wangcheng District.

**Building two centers together**

**Good voices and good stories can go up and down**

The Wangcheng District Media Integration Center is also their New Era Civilization Practice Center. The two centers rely on the Red Net Media Integration Cloud Platform to build the functional modules they need and achieve an organic combination. This is an innovative move by Wangcheng that is groundbreaking in the country.



Wangcheng District Media Integration Center and New Era Civilization Practice Center.

Wangcheng District New Era Civilization Practice Center has built the "Golden Seed Square" and "Learn from Lei Feng Volunteer Service Team" offline, and jointly built the "Golden Seed Cloud" platform with Rednet online. Click on the "Golden Seed Cloud" platform to learn about the construction status, activities and work dynamics of the 14 new era civilization practice centers and 138 practice stations in the district; open the "Lei Feng Volunteer Service Team" to see the active status of the 14 Lei Feng Volunteer Service Teams and 138 squadrons at a glance. After registration and login, there are also functions such as data upload, delivery, and online classroom, which is convenient and fast.

"The 'Golden Seed Cloud' platform is located in the district's integrated media center, which enables the simultaneous promotion of civilized practice online and offline and shared integrated media communication. It also provides the integrated media center with rich materials and fresh works." Yao Jiangang said that the videos, images, texts, and voices uploaded by the civilized practice stations across the district are automatically imported into the integrated media cloud platform, and many new-era civilized practice activities originating from the masses have become integrated media hits.

On this year's Lei Feng Memorial Day, the Light Cavalry, an emerging music group of the Chinese Musicians Association, went to Wangcheng, Lei Feng's hometown, and sang new songs with the theme of learning from Lei Feng with community residents, students and representatives of art teams. They also conducted on-site singing activities to pass on the red culture through art. On that day, a message that "The Light Cavalry of the Chinese Musicians Association sang new songs about Lei Feng with the people in the community of Lei Feng's hometown" was disseminated through the central, provincial, municipal and district all-media matrix channels, with more than 800,000 hits.

The Lei Feng Volunteer Service Corps includes 305,000 volunteers in the district, forming a pyramid-shaped WeChat matrix. Together with the WeChat matrix of online commentators, it covers 70% of the population of Wangcheng, becoming another important communication channel for the Wangcheng District Media Integration Center. Some time ago, the District Civilization Practice Center issued an initiative through the WeChat matrix of volunteers and online commentators, "Civilization practice starts with compliance with traffic rules", and received more than 620,000 commitments in three days.

"One is 'coming up', and the other is 'going down'." Yao Jiangang said that the in-depth integration of the two centers will allow good voices and stories from the grassroots to "come up" and be distributed to the central, provincial, municipal and district-level omni-media matrix channels, while also allowing the party's voice to "go down" through the "WeChat community management system" to achieve publicity coverage of thousands of volunteer WeChat groups in the district, opening up the "last mile" of information communication between the party and the people, and allowing the party's innovative theories to "fly into the homes of ordinary people."

The construction of Wangcheng District Integrated Media Center is not only about "integrating" media, but also about the organic integration of institutions, platforms, production, teams, and products. It also realizes the "gathering" of energy, "penetrating" the grassroots, and "connecting" to the future.