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INTERNATIONAL NEWS AGENCIES IN
THE ERA OF GLOBAL
COMMUNICATIONS: CCTV'S CONTRA-
FLOW AND THE FACTORS THAT
INFLUENCE U.S. MEDIA'S SELECTION OF
NEWS ABOUT CHINA

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**INTERNATIONAL NEWS AGENCIES IN THE ERA OF GLOBAL
COMMUNICATIONS: CCTV'S CONTRA-FLOW AND THE
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NEWS ABOUT CHINA**

By

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DISSERTATION

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DEDICATION

To my husband and son, parents, mentors and friends, who use their special inspirational ways to encourage me to keep growing and realize my potential.

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ABSTRACT

This research aimed to measure the initial perceptions of CCTV+ among U.S. journalists in 2011, a moment that marked the launch of CCTV News Content or CCTV+, a global news service by CCTV. The research was based on an analysis of surveys (n=572) with managers and directors of U.S. news agencies. Survey data collected was complemented with analysis of qualitative data from open-ended interview questions to explore how ideological factors influence U.S. journalists' selection of news through CCTV+.

The research found that the most important attributes of news coverage in U.S. journalists' decision-making to use a foreign TV news service are: timeliness of international news content, relevance to the local audience, and editorial independence. The research also identified accuracy, objectivity, and entertainment value as the top 3 news values that influence U.S. journalists' decision-making. Regarding news topics about China that are of interest to U.S. journalists, the top3 topics are natural disasters, China's relationship with the U.S. and North America, and quality of consumer products in China. The research addressed the main factors that prevent U.S. journalists from using CCTV+. They are irrelevance to their audience, lack of familiarity with CCTV, and concerns about CCTV's editorial independence from the government. In addition, the research identified three challenges faced by global contra-flows of information, from non-Western news sources to Western publics, in the context of globalization. They are U.S. journalists' preference of U.S. sources for international news and coverage,

perceived lack of relevance to local interests, and concerns about foreign news agencies' credibility and editorial independence.

The study provides important guidance about news feeds distribution to international news agencies, especially to those that are producing contra-flows of information and aspire to voice perspectives that are different from U.S.-led Western news agencies. As a means of strategic communication in the U.S. news market, international news agencies can focus on partnering regularly with U.S. news agencies/networks while feeding news content that is relevant to the U.S. local audiences. Without trying to change bilateral ideological perspectives, international news agencies can also consider providing entertaining, interesting, and impactful news feeds that inch closer to U.S. journalists' professional expectations.

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CHAPTER 1

INTRODUCTION

Throughout the past 170 years since start of the international news agency, technological innovations from the telegraph to wireless communication, fiber optic cable, satellite transmission, and today's Internet—always operating at the service of particular economic and geopolitical interests—have revolutionized international newsgathering and reporting to make the world smaller. In recent decades, the digital revolution, coupled with neoliberal economic policies that promote growing international trade and exchange, has led to the perception that our generation is experiencing unprecedented change. This change has been described by scholars as “globalization” or processes that since the mid-20th century have created: intensified international economic interaction; the rise of multinational businesses and organizations; growing cultural exchange among peoples and countries; compression of time and space via media and technological innovations; greater access to mediated flows of information around the globe; and people's stronger curiosity about the world beyond their local communities. Robertson (1992) has defined globalization as the world being compressed, with more frequent interaction and interdependence among people from diverse cultural backgrounds, groups, and organizations beyond national borders, to trigger the emergence of transnational or global culture and society.

Media organizations and technologies have thus been considered central to processes of globalization. One may argue that the establishment of international news agencies and cable companies in Europe and the United States in the mid 19th century initiated the first modern model of internationalization of media and globalization of news flows first (Boyd-Barrett, 1980). In more recent decades, the development of digital satellite and cable telecommunications, along with broadcasting media's deregulation and privatization, has further accelerated the international news agencies' expansion and global flow of news. This global flow has historically been, and continues to be, one dominated by European and U.S. agencies. According to Thussu (2007), the “extensive reach of U.S.-based media, advertising and telecommunications networks contributes to the global flow of the consumer message, helping the U.S. to use its ‘soft power’ to promote its national economic and political interest.” (p. 19).

Nevertheless, in the 21st century the new economic, technological, and political conditions that produce globalization have opened space to disrupt the one-way flow of information from the United States and Western Europe to the rest of the world that once characterized the global dissemination of international news. Today, a “contra-flow” of information from developing countries and non-Western societies to the rest of the world, also known as the “subaltern flow,” is reconfiguring the global map of information exchanges across borders. Thussu (2007) referred to the subaltern flow as one engendered by international media with “a strong regional presence but... also aimed at audiences outside their primary constituency” (p. 13).

This project focuses on one initiative in the creation of a global contra-flow to examine how a Chinese news agency, China Central Television (CCTV), positions itself as a global news agency. It identifies, in particular, factors that enable and impede CCTV’s objectives to penetrate the U.S. television news market in the era of media globalization. The research examines the context of the U.S. journalistic culture and its ideologies of professionalism to identify factors that influence the selection of stories from CCTV and the reporting of news about China in U.S. news media. More specifically, this research measured U.S. journalists’ perceptions of the attributes of coverage, news values, and topics about China that affect their editorial decisions, as well as their perceptions of impediments that prevent U.S. journalists from using CCTV News Content.

The research was based on an analysis of surveys (n=572) with news directors of television networks and stations, heads of digital departments, and managing editors of daily newspapers in the United States. The data were collected in 2011, a moment that marked the launch of CCTV News Content or CCTV+, a global news service by CCTV. The survey aimed to measure the initial reactions and perceptions of U.S. journalists to this new service. Survey research was complemented with analysis of qualitative data from open-ended interview questions to explore how ideological factors influence U.S. journalists’ perceptions and selection of news through CCTV+.

The research found out that the most important attributes of news coverage for U.S. journalists’ decision-making to use a foreign TV news service are timeliness of international news content, relevance of international news content to the local audience,

and editorial independence. The research also identified that accuracy, objectivity, and entertainment value are the top3 news values that influence U.S. journalists' decision to use a foreign TV news service. Regarding news topics about China U.S. journalists are interested in, the top3 topics are natural disasters, China's relationship with the U.S. and North America, and quality of consumer products in China. The research addressed the main factors that prevent U.S. journalists from using CCTV+. They are irrelevance to their audience, lack of familiarity with CCTV, and concerns about CCTV's editorial independence from the government. In addition, the research found out three challenges faced by global contra-flows of information in the context of globalization. They are U.S. journalists' preference of U.S. sources for international news and coverage, lack of relevance to local interests, and concerns about foreign news agencies' credibility and editorial independence.

More broadly, this study of CCTV aims to contribute to the understanding of factors that enable and impede contra-flows of international news and thus affect the potential of agencies from developing countries and non-Western nations to balance and reconfigure the hegemonic global flow of information from U.S.-led Western media to the rest of the world. It is important to note that the emergence of global contra-flows has taken place in an economic context in which Western's media monopoly on information has been under pressure. To wit, as Internet technology has caused a revenue crisis in print and broadcast news markets, many major U.S. news agencies are forced to cut funding for their bureaus in foreign markets. Consequently, their presence and ability to disseminate U.S. produced messages in the international society has been reduced (Xie and Boyd-Barrett, 2015).

For example, in 2011 the former U.S. Secretary of State Hillary Clinton expressed her concerns about the U.S.' losing status in a global information war due to its news agencies' reduction of funding for international broadcasting news services. While she praised Al Jazeera's dedication to "real news," she felt the U.S. is threatened by the information war:

I'll be very blunt in my assessment. Al Jazeera is winning. The Chinese have opened up a global English-language and multi-language network. The Russians have opened up an English-language network. I've seen it in a few countries, and

it's quite instructive. We are cutting back. The BBC is cutting back. (Democracy Now!, 2011, p. 14)

The three news networks mentioned by Clinton are Al Jazeera, CCTV, and Russian Today (RT). The three state-funded international news agencies have launched services specifically targeting the United States: Al Jazeera America, CCTV America, and RT America. At the same time, other Chinese media corporations have also attempted to penetrate the U.S. market in the global communication field. Since 2013, Tencent has well established its social media network, WeChat, in the United States. The Dalian Wanda Group purchased the AMC theater network in 2012 and Legendary Entertainment in 2016. Lenovo Group bought IBM's low-end server business and Google's Motorola Mobility in 2014. These initiatives are additional examples of contra-flows or subaltern flows that weaken the U.S. dominant role in global broadcasting hegemony (Boyd-Barrett & Thussu, 1992). U.S. political leaders have had to, consequently, deal with competing perspectives on current affairs shaped by foreign political counterparts and accessible to domestic and foreign audiences via global media channels.

My dissertation will take into account this information war between the U.S. media and rising Third World-based media organizations, in this case of China, to assess the prospects of CCTV to change the political landscape of global media and enhance China's national image. The image of China, as researchers have noted, is one distorted by the U.S.-led Western media that set the agenda and produces unfavorable images of China (Boyd-Barrett & Thussu, 1992; Xiong, 2010). Although China has emerged as the world's second largest economy, there exists a huge disparity between its strengths in the global economy and its weaknesses in projecting its national image, the public's perception of the Chinese power status, and its global political influence.

To undermine U.S.-led Western media hegemony and control of its image, the Chinese government realized that investment in the media sector can increase Chinese influence in global affairs, enhance its national image in a non-threatening and non-confrontational manner, and thus present a more balanced picture of China to the world (Zhang, 2009). With such recognition, the Chinese government has implemented the "China-media-going-global strategy" by investing billions of dollars to support CCTV's

international expansion. The goal is to create its own global media empire to advance a new and positive international image of China as a responsible and peaceful global player, and enhance its soft power to compete with Western media giants, such as CNN, BBC, Time Warner, News Corp, and Viacom (Barboza, 2009). That may provide “an alternative to the dominating Western voice” by presenting China’s version of issues and events happening inside China, Asia, and the world (Zhang, 2009, p. 43).

In this process of international expansion, one significant initiative is the CCTV’s news service – CCTV News Content or CCTV+ —established in December 2010 to meet “the world’s demand for ‘China’s Story’” (CCTV Plus, n.d.). “Committed to becoming a world video news agency, reporting China to the world as well as reporting the world to the world,” CCTV+ provides 80 daily multi-language news feeds about China and other regions of the world, ranging from political, economic, and social to breaking news stories. In cooperation with The Associated Press and Reuters, which act as CCTV+’s news content distributors through their online portals, CCTV+ currently has subscribed users from “1,600 television channels in more than 70 countries and districts.” The main objective of this research is to explore factors that determine selection and rejection of international news in the U.S. mainstream media and thus influence the possibilities that contra-flows may influence the U.S. public discourse on international affairs.

Significance of the Study

This study sheds light on how culturally grounded understandings of journalistic values and professional standards, national ideologies, and geopolitical interests can influence the flow information across national borders in the era of globalization. More specifically, it will contribute to the scholarship that offers understanding of how U.S. journalistic culture reproduces particular understandings of newsworthiness and perspectives on Chinese journalism and culture—a voice that is an alternative to Western dominated international news production—in a context of ideological differences and tensions between the United States and China. As stated earlier, this study also contributes to the scholarship on global news contra-flows by identifying professional and ideological challenges to globalizing coverage faced by news agencies from developing countries and non-Western countries.

A secondary contribution of this dissertation is more practical: it will offer empirical data that may inform how CCTV, and any other international news agency, create news feeds that are more likely to be selected and purchased by U.S. news organizations. By understating the production routines, values, and framing strategies of journalists in their particular national contexts, and by offering content with more cultural proximity to foreign editors and audiences targeted, international news agencies like CCTV can effectively open spaces for alternative voices and perspectives on international events to be disseminated through the Internet to societies across the globe.

The research was conducted in a background of normalized U.S.-China relations. As the world's two largest economies, the U.S.-China relationship is very strong but complicated. While it has been thought by national leaders and academics as the world's most important bilateral relationship of the 21st century (BBC News, 2009), significant tensions exist, such as the recent ongoing trade conflict between the two countries in the spring of 2018. U.S. political strategist Bannon (the New York Times, 2018) expressed his deep concern about the result of the trade tension.

For 20 years, we've not confronted the most significant threat this country has faced... This is the first time in our history where we really have a competitor with an economy that could be vastly larger than ours.

Therefore, Simandan (2018) described the relationship as tight economic cooperation, hegemonic rivalry in the Pacific regions, and mutual suspicion over the other's intentions.

Chapters Outline

In the next chapter of this proposal, I provide a literature review with relevant theorizing on media globalization, historical contextualization of the development of international news agencies, discussion of the particular ideologies that have driven the Chinese government's experience with globalization of its media, and empirical research studies on determinants of international news selection in mainstream U.S. media. In Chapter 2, I will present my proposed research design and methodological procedures involving a survey with 572 participants and analysis of qualitative data using ideological analysis to uncover challenges faced by global contra-flow of information in the context of globalization. Chapter 3 is a summary of research findings organized around

descriptive statistical analysis, correlational analysis, regression analysis, and ideological analysis. Chapter 3 is followed by a discussion of findings and conclusion.

CHAPTER 2

LITERATURE REVIEW

This research examines determinants of international news coverage that influence how a Chinese global news agency, China Central Television (CCTV), may penetrate the U.S. television news market in the era of media globalization. It focuses on the U.S. journalistic culture and its ideologies of professionalism as factors that influence selection and reporting of news about China. In particular, it examines U.S. journalists' awareness, usage, and evaluation of professional wire news services provided by China Central Television (CCTV) News Content via Reuters or Associated Press Television News (APTN) or from its website of <http://www.cctvplus.com>. More specifically, this research measures U.S. journalists' perceptions and evaluations of the attributes of coverage, news values, and news topics about China that affect their editorial decisions, as well as their perceptions of impediments that prevent U.S. journalists from using CCTV News Content.

The purpose of this literature review is to discuss the theories and empirical research informing this dissertation. In this chapter, I, first, present relevant theorization on globalization and media globalization to frame discussion of the structural context that has impacted the operation of international news agencies in recent decades. Part 2 of the chapter outlines the historical development of the European and U.S. international news agencies since their inception in the 19th century, with an emphasis on how recent trends in globalization and technological innovation have reshaped their operations and impact. Part 3 focuses on the emergence and development of CCTV in China in the context of China's balancing of national interests and international economic trends in the era of globalization. Part 4 of the chapter shifts discussion to relevant theories and research on U.S. journalistic culture to discuss determinants of news coverage that are likely to impact the likelihood of CCTV's news services being adopted in U.S. news media organizations. By bringing these bodies of literature together, I aim to highlight theoretical and empirical research that sheds light into the understanding and analysis of the research problem to be explored in the dissertation.

Part 1. Globalization and Media: Theoretical Framework

Driven by technological innovation and development, and the growth in international trade and economic exchange in the second half of the 20th century, the world is going through unprecedented changes. These changes have engendered a universally known concept, “globalization,” to explain how intensified international economic interaction, the rise of multinational business, increased cultural exchange between different countries, and people’s stronger curiosity to know the outside world affect all dimensions of our daily life.

The world order, as reconfigured by processes of globalization, is one where territorial locations, distances, and borders imposed by national governments are no longer the only standards to divide social space. In the sphere of globalization, a more diversified and complicated world of economy, politics, culture, and migration is changing the state-centric locality. Such feature of globalization was defined by Giddens (1990) as “the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa” (p. 64). Similarly, Held et al. (1999) described globalization as a process that “embodies a transformation in the spatial organization of social relations and transactions—assessed in terms of their extensity, intensity, velocity, and impact—generating transcontinental or interregional flows and networks of activity” (p. 16). Therefore, on this global platform, nations and national actors have to go beyond borders to deal with problems and conflicts through multinational negotiation and collaboration. They are forced to counter global risk by thinking and acting together, and reorganize relationships with other nations in order to fit within structures of interest and power in the world.

As nations are increasingly and tightly connected in the process of globalization, global risks (whether financial, environmental, or military) are intensified and facilitated by technological and economic policies in ways that affect people across borders. As Beck (1992) stated:

Unlike the factory-related or occupational hazards of the nineteenth century and the first half of the twentieth century, these (global risks) can no longer be limited to certain localities or groups, but rather exhibit a tendency to globalization which

spans production and reproduction as much as national borders, and in this sense bring into being “supra-national and non-class-specific global hazards” with a new type of social and political dynamism. (p. 13)

In processes of globalization, communication technologies and media are in a unique

position for they have been identified as both product of globalization and catalysts of this process of change. For instance, Herman and McChesney (1997) have defined media globalization as the product of an intensified media commercialization process that originated in the Western world. They argue that the overall trends in international political economy are reflected by the latest developments in media systems. In other words, in a context driven by commercialization at the global level, and as commercial media’s demand for profitability increases, media operations have shifted from being institutions concerned primarily with mediating political power at the national level to becoming part of larger conglomerates of business operating in global commercial fields. From this position, they retain power to influence politics, culture, and economic policies at the national and international levels. However, in this competitive global market only a few commercial media conglomerates have grown into successful financial monopolies with the power to control the information flow and thus influence financing as well as the conduct of political campaigns. As they distribute information and disseminate culture and political propaganda, global media conglomerates controlled by hegemonic Western interests have raised important questions about their impact on ideological control and cultural hegemony across borders. In the developing countries, on the other hand, the information flow imposed by the rise of global media conglomerates since the late 20th century has been considered a continuation of a historical pattern of Western domination that keeps threatening national sovereignty and cultural integrity (Lin, 2006).

McChesney (2001) has argued that the use of the term “globalization” is misleading because it fails to specify the particular economic policies driving it and obscures the fact that globalization is loaded with ideology. He prefers to use the term “neoliberalism” to describe the economic doctrine that places private business interests in a dominant status in both national and international policymaking. According to McChesney, the current commercial, global media system supports neoliberalism

because it creates a political culture that promotes business activities over other forms of social investment (governmental, non-profit, cooperative) and ignores any public resistance to the economic order. As matter of fact, neoliberalism is closely connected with a strong belief that in minimally regulated markets Internet technologies can be used to solve social problems much more effectively than any other types of approach.

To describe this state of affairs, Thussu (1998) has drawn on theories of cultural imperialism, media imperialism, and neoliberalism to propose the term “neoliberal imperialism.” He has argued that through multiple mechanisms—including war and military conflict, media penetration, and the policies of international organizations such as the World Bank and the International Monetary Fund (IMF)—the United States has been trying to realize neoliberal imperialism around the world by creating economic conditions that lead more countries into a global, free market system under condition that benefit U.S. economic interests. One of the key neoliberal policies, according to Tunstall (2007), is deregulation of commercial media and communication markets. In this trend toward media privatization and commercialization, more and more state governments end up importing the Western-based media conglomerate model driven by neoliberal deregulatory policy as well as the products and formats distributed by global media conglomerates owned primarily by U.S. and European businesses. However, deregulation is not an absence of regulation. It is a politicized and carefully planned market policy that exposes media to the market force and results in media privatization and commercialization. Thussu (1998) noted the global media system that has resulted from deregulatory policies is closely connected with the global capitalist political economy. Deregulation thus plays a fundamental role in strengthening media imperialism by allowing the business interests of the more powerful countries gain greater economic control over less powerful countries.

Shifting the view of media as products of globalization, other scholars have focused, instead, on media as catalysts for globalization by examining the role of mass media and communication technologies in processes of globalization. Rantanen (2002) pointed out that globalization would not happen “without media and communications” even though travel, tourism, and immigration could facilitate connections (p. 1). In all forms of change that bring different people closer, the growth of the global cultural

industry probably plays the most significant role. Supported by new media technology, people around the world can receive daily, hourly, or even instantly, a vast amount of information, pictures, and entertainment. The industry keeps people informed about the world's problems and conflicts, and makes them knowledgeable about places, people, and lifestyles outside their own countries.

According to Reese, Rutigliano, Hyun, and Jeong (2007), the Internet, in particular, has been a major catalytic factor in the process of globalization:

Globalization and the internet have created a space for news and political discourse that overrides geography and increases opportunities for non-mainstream, citizen based news sources... the deterritorialised and globalised online zones for news and political discussion have led to important new questions about the future of traditional news media and the shape of political discourse. (p. 254)

Appadurai's theory of globalization (1996) complements these perspectives by placing the roles of media as product and catalyst of globalization in a broader, more complex matrix of interrelated factors driving globalization. Appadurai proposed a theory of "disjuncture" to explain the forces creating the "new" global cultural economy as overlapping and fragmented. In his view, this order is constituted by five interrelated, yet disjunctive cultural flows that influence one another. One is mediascapes, or the flow of media and their content, and the ways in which they influence the way people understand the world. A second flow is technoscapes or the promotion of technologies and the cultural interactions that are created at the personal, institutional, and social levels. Another flow is ethnoscapes or the migration of people across cultures and borders. The fourth flow is financescapes or the flux of capital across national borders. Lastly, Appadurai proposes ideoscapes or the global flow of ideologies as another force contributing to globalization.

As Appadurai suggested, globalization as driven by these flows is not a process of linear, uncontested change but one that engenders contradictory trends as well as resistance to globalization. Scholte (1996) has argued: "Globalization has made the identification of boundaries and associated notions of 'here' and 'there,' 'far' and 'near,' 'outside' and 'inside,' 'home' and 'away,' 'them' and 'us' more problematic than ever"

(p. 145). In regards to media globalization, McQuail (2000) considered the cultural or ideological patterns transmitted by global communication as an invasion of Western values. He points out that the unbalanced flow of news enhances Western, developed news-producing countries' global power while perpetuating the limited production capacity and global invisibility of poor nations. Therefore, the national identity and cultural autonomy of less developed countries that consume media content in this imbalanced flow are undermined. Cairncross (2001) has also noted that "In countries other than the United States, people fear a future in which everybody speaks English and thinks like an American, with cultural diversity engulfed in a tidal wave of crass Hollywood values" (p. 266).

To face this resistance to the Western media's negative effects on developing countries' cultural and traditional values, in other words, the resistance to media imperialism, global media have had to find ways to adapt or "glocalize" content to make it appealing to local and regional audiences. They have done so by implementing strategies such as the incorporation of local languages, national symbolism, rituals of ethno-local communities, local artistic traditions, and regional programming and services into the global flow of communication. Straubhaar (1991) has used the concept of cultural proximity to refer to a factor that can enhance or impede the penetration of Western global media products into foreign markets and as a key indicator of the potential attractiveness of a cultural product. Cultural proximity assumes that audiences are attracted to media programs and products that feature attributes with which they are culturally familiar. According to Robertson (1995), a global news channel has two approaches to be culturally proximate to local audiences. One is to create a programming model that is as culturally neutral as possible to attract the largest number of audiences. The other approach is to put culturally proximate fare and faces on air in different cultural settings.

In the case of news agencies, which have the particular distinction of being the first models of Western media's expansion across national borders in the history of mass media, these recent trends in globalization have posed new challenges that are reshaping their role and operations, as I will discuss in the following section on the evolution of international news agencies.

Part 2. Historical Evolution of Western International News Agencies and the Effects of Globalization Trends since the 1990s

The Beginnings of European Control of Global News, 1840s-1920s

The development of international news agencies was an outcome of the invention and expansion of the telegraph. In 1833, the telegraph was invented as a state monopoly business in most European countries except the United Kingdom, where the telegraphic network was developed by private companies with generous government subsidies. The telegraph made it possible for news agencies to select news stories based on their significance and not solely their location anymore (Bielsa, 2008). An experience of global simultaneity was created because news agencies were able to report events from diverse places. As Bielsa stated, with information about events far away delivered faster by the telegraph, the demand of European readers for daily up-to-date news became stronger.

Besides European readers' demand for fast and reliable news from all over the world, other important factors influencing the expansion of news agencies were Western colonial empires' political, economic, and military expansion coupled with increasingly intensified international trade, investment, and migration. This highlights the significance of the telegraph in supporting the dominant political and economic order and in creating a modern trend toward globalization from 1850 to 1945 (Held, McGrew, Goldblatt, & Perraton, 1999). It also highlights the influence of European news agencies with specialized services in providing fast and accurate telegraphic information to government actors, commercial interests, and media outlets serving the public (Bielsa, 2008).

The first news agency, Agence Havas, was established in 1835 in Paris as a supplier of national and international news, and employed a number of translators, writers, messengers, and clerks to serve its clients (Williams, 2011). From the beginning, it acquired the French monopoly of non-governmental telegraphy by widely using the expanding telegraphic network. In 1850, Havas became the most important client to the telegraphic network. When the French government opened the network to private companies, Havas became "the first disseminator of cheap, mass produced news that was reasonably fast and reliable" (Hohenberg, 1993, p.7). Later, in 1849 and 1851, the agencies Wolff and Reuters were established, respectively, in Berlin and London. Both

founders, Bernard Wolff and Paul Julius Reuter were Havas' former employees. With the opportunity to exploit the new cable laid between London and the continent, the three agencies started to cooperate. In 1856, they signed an agreement to exchange stock price information between London, Paris, and Berlin. Such an exchange was later extended to political news (Smith, 1980). Unlike other agencies that maintained national operations, Havas, Wolff, and Reuters became the first international news agencies in the 1850s, facilitated by their countries' most developed telegraph networks. They signed the first cartel agreement and divided the global news market among themselves in 1859 (Rantanen & Boyd-Barrett, 2008).

In the United States, The Associated Press (AP), established as a national cooperative network in 1848, joined the cartel almost 80 years later. The four international news agencies effectively divided the world into each agency's major influential zones (Bielsa, 2008). Havas took charge of news in France, the Mediterranean region, the French Empire, and South Africa since 1890; Wolff dealt with news in Germany, Scandinavia, and Eastern Europe; Reuters controlled news in the UK, the Netherlands, the British Empire, and the Far East; and AP was in charge of news in the United States, Canada, Alaska, and parts of the Caribbean and Central America. The members of the news cartel developed their own networks while making connections with national news agencies in their own territories.

Because of growing demand for fast international news delivery from the major national news agencies served by the news cartel, the cartel expanded news coverage to a global level and opened offices around the world by use of undersea cables linking Europe to the United States, Africa, and India in the 1860s, and China, South America, and Japan in the 1870s (Rantanen, 1997). In 1862, Reuters reached a news exchange agreement with AP, enabling Reuters to be in a highly privileged position as a prime provider of news from the United States to European continents (Bielsa, 2008). By 1900, the UK owned 72 percent of around 190,000 miles of the world's undersea cable and therefore became an information hegemon (Headrick 1981; Hugill, 1999). The global undersea cable system in which the UK invested and controlled not only reflected the demands of imperialism in its economic and business expansion, but also the UK's

political and strategic interest in connecting the world with an All-Red Route cable that only passed through the UK's territories (Headrick, 1981).

Bielsa (2008) argued that the UK's domination of the worldwide undersea cable endowed London with a global news center position, providing U.S. news to Europe and controlling the global cable network. The legacy of this leading position can even be demonstrated today since the world's two largest international TV news agencies are still Reuters Television and The Associated Press Television, headquartered in London. Therefore, although the UK has lost its central geographical position in global telecommunications network, London's crucial impact on the global news market has never disappeared. It still plays an important role in upholding the symbolic value of information and occupies a pivotal strategic position between the United States and Europe, the two biggest global information markets.

Post-First World War International News System, 1920s-1950s

Soon after World War I ended in 1918, the German agency Wolff had lost its membership position in the news cartel. It was shut down when German Nazism rose, while the U.S. news agencies, AP and UPA, established in 1907 and later named United Press International (UPI), expanded international news services to South America. The European news cartel started to be dissolved (Rantanen & Boyd-Barrett, 2008). As national news agencies were increasingly unsatisfied with the power of the European news cartel, and catalyzed by the World War I, the cartel was eventually dissolved in 1934. The cartel's dissolution led to changes in the international news system in the 1930s, and took away the international news agencies' remaining influence.

Driven by the European news cartel's dissolution, AP and UPI established cooperation with foreign national agencies especially those in Japan and the Soviet Union (Rantanen, 1994). As Rantanen & Boyd-Barrett (2008) noted, such cooperation marks the freedom of national agencies to collaborate with any international agency they prefer, even though they were at risk of losing exclusivity in the home market, since competitors and clients could directly subscribe to the international news agencies. However, a more equitable relationship was realized between national and international news agencies during the crisis that led to World War II. At this time, new wireless technology was invented and members of the European news cartel were continuously in deep, difficult

situations. For example, after German Wolff, French Havas closed down when France was occupied by Germany. It was transformed into the French Information Office during World War II and re-established as Agence France-Presse (AFP) in 1945 under French governmental control and subsidies until 1957 (Alleyne, 1997).

Reuters survived during the war, nevertheless with a bad reputation and financial situation. Like Havas, it formed close relations with the UK government between 1939 and 1945, and lost its financial independence when the UK's national news agency, the Press Association, took over Reuters' 50 percent shares (Williams, 2011). However, its financial condition was unstable through 1950s and 1960s and until its reorganization in 1974. After the reorganization, its profitability increased again.

In the changing international news system, the U.S. news agencies AP and UPI were the biggest winners in the pre- and post-World War II era. Benefiting from U.S. audiences who highly demanded European news in 1930s, both AP and UPI reformed their international news coverage strategies before World War II, innovating a fast breaking style of news report, which was a good fit to cover the war's dramatic stories (Fenby, 1986). The rise of U.S. international news agencies also pioneered a change in the nature of news when AP developed photographic service that produced real pictures from the war and UPI put focus on human-interest stories happening around the world. Following the U.S. news agencies' style, French and British counterparts broadened their coverage to more feature, sport, and human-interest stories from mere financial and political events (Tunstall, 1997). In the meantime, the expanded U.S. power during the war and its occupation of Germany and Japan facilitated AP and UPI's development in Europe and opened new market of other countries, helping them grow into dominant international news agencies over their competitors in these countries.

Vidyarathi (1988) has regarded the U.S. global media influence in the 20th century as a continuation of Europe's imperial agenda. This dominant influence, termed neo-colonialism by the mid-twentieth century, particularly by scholars from Third World nations, has never ceased to produce international debates about telecommunication policies and cultural imperialism. Perhaps the more compelling example of this debates centered on an international call for a New World Information and Communication Order, as discussed in the section below.

The Big Four's Hegemony in the International News Market, 1950s-1980s

Diversification of production was a main feature of the history of international news agencies from the 1950s to 1980s, and it led to the consolidation of four agencies as the “Big Four” of global news agencies: AFP, Reuters, AP and UPI (Williams, 2011). In the case of Havas’ successor, AFP, it was originally founded as a public news agency that was jointly managed by the government and media, and had key governmental departments and wealthy class clients in France and overseas. AFP grew fast and five years after its foundation in 1945, gained the status of global news agency by following some traditions of Havas (Bielsa, 2008; Rantanen & Boyd-Barrett, 2008). Distributing news services in 40 countries, AFP reoccupied positions in Latin America, dominated in market of Belgium, Switzerland, Portugal, Turkey, Greece and Lebanon, and progressed in Japan and China. By 1960, AFP was onsite in 125 countries, with 2,000 staff and delivering 500,000 words per day. With international photographic service offered since 1985, and an office eventually established in the U.S. market, AFP has 2,296 employees in 151 countries and produces 400,000 to 600,000 words per day in six languages (AFP.com, n.d.). Although AFP’s development scale is much smaller than AP and Reuters, it has been able to maintain its leading position as one of the global news agencies.

Another one of the “Big Four,” Reuters, had 2,000 employees worldwide with offices in 42 countries in 1945. Most of its subscribers were within the UK Empire (Read, 1999). When India, Reuters’ most profitable market for decades, declared independence from the commonwealth partnership, it led to its loss of a dominating position in India. Nevertheless, Reuters continuously expanded in Asia, South Africa, and Australia. In 1953, the Japanese news agency Kyodo purchased Reuters’ English language service, and Reuters took over both Australian general and financial news in 1977. However, as U.S.’ secondary news provider from the 1940s to the 1950s, Reuters’ dependency on AP for news lasted until 1967. It did not achieve a prominent status in the United States until the end of 1970s (Bielsa, 2008).

As World War II boosted international news coverage with the new technology of transatlantic cable and radio-teletype circuits, as well as a transnational radiophoto network, AP launched a world service in 1946 (Encyclopedia.com, n. d.). In 1954, the

Associated Press Radio-Television Association was formed, which had more than 2,000 domestic stations by 1960 in the United States. In the 1960s, about 3,500 news agencies in other countries were AP news receivers. In 1967, AP partnered with Dow Jones & Company and started its business reporting service: AP-Dow Jones Economic Report that offered in-depth business newswire service to nine countries in Europe, Asia, and Africa. In 1968, AP-Dow Jones Financial wire was launched, sending teleprinter news service to all European financial centers. By 1970, the two business wire news services were available in 17 countries, while by the end of 1960s, the number of TV stations subscribing AP's broadcasting service increased by 1,224. By 1984, as cable television technology was adopted, AP had established more than 300 global bureaus, feeding news to 1,300 daily newspapers and 5,700 broadcast stations in the United States, with 8,500 foreign subscribers. Only in 1991, AP's revenue reached \$329 million.

Like the other three Big Four global news agencies, UPI is a well-recognized name for news coverage. In 1958, United Press was merged with International News Service and the name of United Press International (UPI) was born (Encyclopedia.com, n. d.). At that time of founding, UPI had 6,000 employees and provided news feeds to 5,000 newspaper and broadcast media outlets. In later 1958, UPI launched its global wire service radio network. However, due to expensive operational cost, UPI did not maintain good revenue for years as AP did. As a result, it was purchased by Media News Corporation in 1982. At the time of acquisition, UPI was providing news services to over 7,500 newspapers, radio, television, and cable systems in more than 100 countries. On a daily basis, 13 million words of news and information were delivered by 2,000 employees in 224 UPI bureaus. With over 550 cable systems subscribers to UPI Cable Newswire, UPI was the largest provider of news feeds for cable television in 1980s.

Regardless of the Big Four's leading role as global news agencies, they went through financial difficulties during post-war years, as multiple forms of media, including photo journalism, broadcasting journalism, and fax, emerged and largely influenced print news' profitability. This pushed the global news agencies to incorporate these new media forms. Beginning in the 1960s, television then became an important service. In 1970s, about 90 percent of the international television market was under control of Visnews

(renamed Reuters Television in 1992), owned by Reuters, BBC, NBC, and UPITN—a corporation shared by UPI and the UK broadcaster, ITN (Boyd-Barrett, 1997).

In this transformed agency operation, Reuters was the most successful one due to its timely shift to the televisual service and its economic trend, and ability to satisfy the demand for information and data related to rapidly expanding international trade, business, and finance in European post-war reconstruction (Williams, 2011). The financial news services occupied 30 percent to 50 percent of Reuters' revenue in the 1960, 80 percent by 1980, and 9 percent by 1997 (Boyd-Barrett, 1997). The fast growing financial services made Reuters as a market leader by 1980, with a similar level of revenue to another market leader, AP, whereas AFP was far behind. In 1980, AP, Reuters, and AFP's revenues respectively reached \$150 million, \$140 million, and \$70 million (Bielsa, 2008).

But ironically, Reuters' revenue source is very different from that of U.S. counterparts, which pay most attention to domestic events. Just as Reuters' former executive Fenby (1986) argued, AP and UPI were not real international news agencies regarding their story-telling priority because their activities were dominated by the home market. According to Read (1999), Reuters made about \$78 million in international market by 1977, while AP and UPI respectively earned \$20 million and \$17 million. AP's international revenue only accounted about 20 percent of its total income. On the contrary, Reuters' domestic revenue in the UK only accounted 16 percent of its total income. Therefore, Read (1999) stated that, judged by Reuters' revenue source, Reuters can be considered as the only global news agency because its domestic revenue was much less than that from the international market.

NWICO and the Development of National Agencies in the Third World, 1950s-1980s

Beginning in the mid-20th century, and in the context of the Cold War and the struggles for national independence among peoples colonized by European powers, the historical position of the Big Four was questioned and challenged by a set of national and international actors calling for a new international information order from the forum of the United Nations Educational, Scientific, and Cultural Organization (UNESCO). For example, established in 1926, the Telegraph Agency of the Soviet Union (TASS)

expanded its news services in the new communist countries of Eastern Europe after World War II, while a large number of national news agencies grew in newly independent countries in the Middle East, Africa, and Asia (Rantanen & Boyd-Barrett, 2008; Williams, 2011). As more than 100 postcolonial countries had formed national news agencies by 1970s, tensions between developing and developed worlds intensified. Besides political independence, Third World leaders strongly demanded independence from U.S. and Western European powers in terms of controlling their own economic development policies and gaining access to the control of the information flow. To fulfill their interests, they aimed to gain more power over international media systems in order to affect the representation of the developing countries in the Third World.

One central point of criticism raised in this debate concerned the fact that the media market and the production of news and entertainment that circulated globally was shaped and controlled primarily by the interests of developed countries. This left Third World's nations unable to compete or counterbalance the Western flow of television programming, film, news, and recording. This criticism led to a debate, beginning in early 1970s, at the UNESCO, where a call for a New World Information and Communication Order (NWICO) was articulated by a new set of international actors from governmental, media, and cultural sectors (Bielsa, 2008; Grosswiler, 2008).

The debate stressed the ideological differences between the parties in conflict on several areas of concern: the hegemonic power of Western governments and media, what constitutes a "free" flow of information, the character of information as commodity or as a social good, and the role of international news agencies. On the one hand, the United States and other Western European powers did not deny the unbalanced information flow and technology gap with the Third World, but continued to control the flow of information via mechanisms like providing technical aid from the World Bank to developing nations or controlling the International Telecommunication Union. On the other hand, governmental actors from socialist countries and formerly colonized territories stressed their intentions to reform the international system to take charge of the flow of information across borders as a way to balance the power of Western capitalist nations.

In this context, representatives of Western governments and media argued that giving governments in the Third World control of information was not an option for it would threaten the ideals of freedom of speech and the “free” flow of information. The counterparts in the debate would argue that Western dominated media only served their own interests and audiences, and thus made it impossible to have a true free flow of information. Another point of contention was the fact that Western actors in the debate considered information as a commodity, while their critics regarded it as a social good (Fortner, 1993). The role of international news agencies was another key point of discussion in the NWICO debate. Calling for a two-way information flow and creating their own national and regional agencies that posed competition to the Big Four, representatives from socialist and Third World nations aimed to balance the under-reporting of their countries and interests by the Western dominated international media agencies.

In effect, the NWICO debates in 1970s and early 1980s resulted in a number of movements that endowed the developing countries with more freedom to provide their audiences with different perspectives on global events. For example, in 1970, UNESCO put forward initiatives to address problems of cultural neocolonialism and sponsored research in news flow, cultural autonomy, and isolationism (Galtung & Vincent, 1992). In 1973, the Non-Aligned News Agency was established by the Non-Aligned Movement, which declared the urgency to reform the international communication system by creating a new information order. Respectively, in 1974 and 1976, UNESCO called for a free and balanced flow and for the need to liberate developing countries from the state of dependence on Western controlled media and technologies (Mehra, 1998). In 1978, UNESCO adopted the Mass Media Declaration, seeking to promote a free flow and a wider and better-balanced exchange of information between the different regions of the world (Grosswiler, 2008). The declaration was a landmark that recognized mass media’s role in national development. In December 1978, the 33rd session of the United Nations General Assembly passed a resolution to support the NWICO (Thussu, 2000).

In 1980, the UNESCO’s MacBride Commission initiated a report calling for a free flow and a wider and better-balanced dissemination of information and a new, more just and more effective world information and communication order (Galtung and

Vincent, 1992). The MacBride Report was not adopted because of the withdrawal of UNESCO leadership support in the 1980s for its controversial ideas that the U.S. and the U.K. condemned this report as a threat to freedom of the press (Fuchs, 2015).

However, the report encouraged UNESCO to play an important role in implementing its recommendations in different countries with an aim to promote free and balanced flow of information and address the Third World's needs (Frederick, 1993). For example, as a result of the UNESCO's initiative, for the first time in modern history nations addressed information and communication as key issues in the global agenda (Thussu, 2000). Further, to help the Third World's media systems develop, in 1980 UNESCO formed the International Program for Development Communication, one that, among other initiatives, enabled developing countries to create national and regional news services.

Among the news agencies enabled during NWICO debates, Giffard (1998) argued that the most successful one has been the Inter Press Service (IPS). IPS was founded in 1964 as an information bridge for European and Latin American Christian Democratic political parties. As a cooperative of Latin American journalists that benefitted from the Non-Aligned Movement's growth, IPS focused on developing news and information exchange between countries in Asia, Latin America, and Africa. Giffard & Rivenburgh (2000) pointed out that this focus obviously connected IPS with calls for a NWICO, and as NWICO debates intensified between the West and the Third World, IPS grew up into the largest international news agency specialized in the Third World news.

By the middle of the 1980s, IPS had set up offices in about 60 countries, with 23 in Latin America, 16 in Europe, 5 in the Middle East, and 4 each in Asia and North America. Following the calls for a NWICO, IPS was committed to providing in-depth stories about daily fundamental issues rather than breaking and entertainment news from the Western dominated international news agencies. Thus IPS displayed a balanced coverage of global news. Today, IPS remains in operation as an alternative to the Big Four, with focus on production of news and analysis about stories that have impact economic, social and political development. While English and Spanish are the two major service languages, IPS produces content in 14 other languages, even including Urdu, Nepali, Tamil, and Kiswahili (Bielsa and Bassett, 2009). Therefore, two-thirds of IPS'

users are from developing countries (Giffard, 1998). IPS' successful operation set a good exemplar of contra-flow of information as its historic mission is:

“giving a voice to the voiceless”— acting as a communication channel that privileges the voices and the concerns of the poorest and creates a climate of understanding, accountability and participation around development, promoting a new international information order between the South and the North (Inter Press Service, n.d.).

Impact of Globalization on International News Agencies' Flows and Contra-flow, 1990s to the 21st Century

By the 1990s, trends toward globalization have been fueled by neo-liberal economics, government deregulation, digital technology, media conglomeration and convergence, commercialization, and the legacy of NWICO debates. Thus, the 1990s marked the beginning of another historic stage in the evolution of international news agencies (Boyd-Barrett, 2006; Boyd-Barrett & Rantanen, 2004; Hamelink, 1994). During the last two decades, as Bielsa (2008) argued, production of international news has been concentrated and, unprecedentedly, deregulated in terms of ownership and operation of communication channels. In addition, technological developments have created a field where increased competition has challenged the status of the Big Four and reconfigured the market for international news.

One of the Big Four international news agencies, UPI, has gone through a prolonged crisis since the 1980s, with several ownership changes. In fact, its status as a major global news player was lost. While Reuters' revenue, secured by its financial news services, boomed in the 1990s, another Big Four international news agency, AP, encountered significant revenue loss. According to Rantanen & Boyd-Barrett (2008), the loss surged to \$25.8 million in 1995. AP's difficult situation showed that its position as a global news agency was declining. This decline has been attributed to two reasons. One is competition from Reuters, AFP, and syndicated services from newspapers. The other reason is that in the changing U.S. media market monopolized by cooperative agencies, AP owned special benefits, enabling it to gain high member assessments that helped boost revenue. However, although AP delivered news service to 94 percent of U.S. newspapers by 1994, and whereas UPI only occupied 11 percent of the newspaper clients,

both of them had to struggle with newspapers' gradually dropping readership and advertising revenue due to the growing popularity of internet technology (Rantanen & Boyd-Barrett, 2008). In France, AFP still maintained its strong position as a global news agency, although its revenue lagged behind AP. However, its revenue, by depending on governmental agencies has been reduced from more than 60 percent in the 1970s to over 40 percent now. As the only mainstream non-Anglo-American news agency, AFP's role in coverage of Asia, Latin America, and Africa remained significant (Rantanen & Boyd-Barrett, 2008).

Williams (2011) has explained how two factors contributed to the decline of the Big Four's control of international gathering and distribution of news. One is that the international news market became more and more competitive. Another is that satellite-broadcasting technology and audiovisual news formats fast developed during this period. In the 19th century, when Great Britain controlled most of the undersea cables, international news agencies in the West were able to monopolized the technology and thus report events around the world. But in the age of communication satellites in the late 20th century, many countries, including nations in the developing world, gained access to communication satellites because of globally established satellite infrastructure. At this point, international news in the form of television and audiovisual formats disseminated via satellite technology became very important products. Bielsa (2008) has noted that the dominance of visual news agencies was an important development in the 1990s. Still, today two of the traditional Big Four agencies have branched out to become competitive global TV news agencies: Reuters Television and Associated Press Television (APTN). These were born, respectively, in 1992 and 1994, and dominate the area of visual news.

However, the competition posed to the traditional news agencies is significant. In this context of international news revolution driven by news technology and deregulation of broadcasting industry, the U.S. commercial satellite channel, Cable News Network (CNN), inaugurated the 24-hour continuous news service and grew up to be the most prominent international news station in 1990s (Kung-Shankelman, 2000). By taking advantage of satellite technology and networks, CNN managed to "blanket the world" (Thussu, 2006, p. 135). CNN's position as a key provider of international news, particularly its live reporting of breaking news, was recognized by its coverage to the

Gulf War in 1991. It was regarded as the pioneer in the use of new media technology, such as portable satellite news collection equipment, cell phones, and micro cameras to produce live coverage of significant global events such as Tiananmen Square protests, the fall of the Berlin Wall, and the Challenger explosion. CNN successfully created a news style of immediacy, live coverage, and breaking news, with emphasis on factual information. Interpretative comments were limited, while anchors and correspondents' dramatic and personalized style had been featured in TV news (Bielsa, 2008).

In 1980, the number CNN's viewers were 1 million, accounting for 8 percent of all U.S. television households. In 1984, it became available in 22 countries of Central American and the Caribbean. By 1992, CNN had reached over 53 million global audiences in 138 countries (Friedland, 1992). Combined with CNN International, 119 million households in more than 140 countries were penetrated in 1992 (Volkmer, 1999). By 2007, CNN had established 36 international bureaus, with 150 correspondents for global news services to about 260 million households worldwide (Thussu, 2007).

As CNN rapidly boomed in the international news market, established broadcasters, such as the British Broadcasting Corporation (BBC), had to make reforms by adopting CNN's news coverage style and operational strategies. BBC World Service Television was launched in 1994, with similar number of audiences in 200 countries and territories (Thussu, 2007).

CNN's success also encouraged the organization of contra-flow of news from developing TV stations to play the global news game. According to Painter (2008), an estimate of over 100 international TV news stations have been established since CNN made its name. Many of these claimed to provide "a different vision of news content to the main Western media" and, therefore, are regarded as fighters against Western media hegemony (Painter, 2008, p. 14). As CNN established its reputation in the global TV news market, a non-Western big player, Al Jazeera, appeared to challenge Western dominance in international information flow.

Founded as a pan-Arab 24-hour news channel in 1996, and committed to providing objective reporting and different points of view, Al Jazeera led a revolution in the Arab world. It introduced new democratic practices of broadcasting and broke an Arabic tradition that media had to be subordinated to the government (Bielsa, 2008).

Strongly advocating for media values of objectivity, accuracy, and balanced and factual reporting, Al Jazeera has been internationally recognized as a global TV news channel to “communicate with the West in its own language about issues pertaining to the Middle East as a direct, credible, alternative source of information” (Miles, 2005, p. 412). Al Jazeera created another historic challenge to Western media’s dominance in international news.

Boyd-Barrett (2015) has analyzed the evolution of Al Jazeera as a significant exemplar of a contra-flow. He argued that the rise of Al Jazeera became a concern to the United States, which has been a hegemonic influence over global news flow for a long time. Al Jazeera, funded by the emir of Qatar, has reached a broad range of audiences in the Western world with the aim to better speak for Qatar’s foreign policy goals. Boyd-Barrett observed that through the coverage of the conflicts in Libya and Syria, Al Jazeera gained increasingly more audience attention by complementing U.S. news agencies’ coverage. Seib (2008) described Al Jazeera’s effect as the influence of rising international news agencies from developing or Third World countries on global politics. This influence serves to reduce Western media’s monopoly on information while giving voice and power to previously marginalized nations, regions, and groups.

In the national news markets, the effects of globalization, media deregulation, commercialization, and technological innovation also led to tremendous change. While the NWICO movement faded, many national news agencies continued to struggle to survive and faced difficulties when entering the 21st century. In the 1990s, many of them were closed or moribund (Boyd-Barrett & Rantanen, p. 200). For example, following the Soviet Union’s collapse, the once big international news player, TASS, was transformed to a Russian national news agency: ITAR-TASS. TASS’ performance on the stage of international news agencies thus ended. The end of Soviet communism also created a nightmare to Central and East European national news agencies controlled by the state. These were replaced by new or reorganized commercial businesses.

In the new global market, neoliberalism, downsizing of the state apparatus, and media deregulation and privatization become preferred economic doctrines imposed by Western powers on the rest of the world as a condition for foreign aid, investments, loans or trade agreements, national news agencies in developing countries had to adapt to the

new highly competitive environment and compete with private or foreign agencies for revenue in order to fill the financial support gap that resulted from loss of governmental subsidies (Rantanen, 1998b). Although states still aspired to control national agencies, national governments were forced to cut expenses, reduce services, and lay off employees. Additionally, support from intergovernmental and nongovernmental organizations to national news agencies in the Third World declined when the Cold War ended. As national agencies lost state support and consequently their monopoly status, global agencies took advantage by ending cooperation with them to start selling services directly to private media and other clients in their home markets (Rantanen & Boyd-Barrett, 2008).

As today's media systems are further commercialized, Williams (2011) stated that international journalism was in a very unstable environment at the beginning of 21st century due to the increasingly weakened role of national news agencies, and more competition in the news and information market. Rantanen & Boyd-Barrett (2008) have identified the following factors leading to instability and putting pressure on international news agencies to change:

1. merger and acquisition among both the agencies themselves and their clients
2. weakening of the old distinction between "wholesale" news media (providing news solely for other media) and "retail" media (providing news directly to end-users)
3. blurring of the boundary between "national" and "global" news agencies
4. competition from emergent Web-based services and blogs
5. decline of support from traditional sources of revenue (including membership assessments in the case of cooperatively owned agencies, and government subsidies in the case of government-sponsored agencies)
6. intensified competition for new sources of revenue in such fields as financial information services and trading platforms, and specialist sports and weather information. (p. 42)

Also important to note is how, since the early 2000s, significant changes in the concentration of media ownership have changed the international news market.

According to Rantanen & Boyd-Barrett (2008), in 2007 the Canadian Publisher Thomson

Corporation purchased Reuters for \$17.2 billion shares, or 53 percent control of the new company. In the same year, News Corporation became owner of Dow Jones. The two mergers marked the first time in news history when the operations of the global, four wealthiest international news agencies—now AP, Bloomberg, Dow Jones, and Reuters—are controlled by multinational corporations based in the United States and Canada. In the process of adaptation, evolution and convergence to the changing social and political environment, market, new technology, and competition, the largest international news agencies, along with most regional and national news agencies, had achieved financial and organizational stability by 2008. In the age of Internet communication, they demonstrated signs of recovery, and profit-driven development. According to Rantanen & Boyd-Barrett (2008), multimedia technology had been successfully adopted by larger news agencies, and Internet news and direct instant information services via cell phones became available to audiences. Therefore, the number of news agencies' potential clients had been greatly enlarged. With more flexibility to generate high quality information packages and reduction of distribution cost, a greater volume of the budget could be used to enhance news content and service quality.

Now, in this new environment, digital services provided by the Reuters website—Yahoo News, MSNBC, Google news, BBC, CNN, the New York Times, etc.—are highly ranked among the global digital news media. Although, initially, the Internet presented a threat to news agencies, today it is a factor that helps large international news agencies create and grasp many opportunities to continuously grow. In a way, as the telegraph created a radical change in the journalism created in the 19th century, multimedia journalism started by Internet has revolutionized international news since the beginning of the 21st century. While these changes have reconfigured the global market for news, opening spaces for alternative news services like China's CCTV, increased competition has not fundamentally altered the hegemonic power of Western institutions in the international media markets.

Part 3. CCTV's Expansion in the Backdrop of Globalization

In this section, the emergence and expansion of China's CCTV will be examined as a global contra-flow, a development that challenged the dominance of Western international news agencies by becoming an alternative, non-Western global player in the

international news market. This expansion, as I will argue below, was shaped by a unique intersection of global trends and national policies affecting China's economic and media regulations.

As mentioned above, shaped by a globalized market, information technology without borders, and transnational conglomerates, the trend toward media globalization has posed challenges to national media systems (Berglez & Olausson, 2011). However, Reese (2015) has observed that while globalization focuses more on the information flow about finance and entertainment, journalism is still closely tied to political structures that are rooted in local regions. For example, the nation-state is continuously regarded as the most influential factor that shapes news values and journalists' personal professional attitudes (Hanitzsch, 2011).

As China has been increasingly open to the trend of economic globalization while boosting its national economic growth in the past few decades, it aspires to play an important role in the arena of global affairs while dedicatedly maintaining a balance between economic Westernization and nationalism. In order to project a favorable international image and keep sound relations with Third World countries, China has adopted some Western dominated social and cultural experiences and, simultaneously, tried not to cross the line by imposing non-Western views and voices in international relations (Lee, 2003).

At the same time, because of stronger political and economic power on the international stage, China is no longer willing to play the game defined by the United States, the world's most developed industrial economy, or continue to operate within the international order created by the United States (Steinfeld, 2010). Rather, China is seeking to have a powerful voice in international affairs. In an effort to present the rise of China to the global stage as peaceful, China tries to keep close economic ties with the United States. But the Chinese government and public also share the value of nationalism, which plays a crucial role in defining China's foreign policies and global stance (Hughes, 2009).

In this process, media nationalism mediates information dissemination from China to the outside world. The international mission of China's national media outlet, China Central Television, is centered on Chinese nationalism (Song & Chang, 2016).

Therefore, international news reporting by CCTV aims to present a meaningful, different voice on international affairs to the Western dominated media. Media nationalism is at the root of CCTV's pursuit of global audiences and recognition of its influence as one that can be as strong as the Western's mainstream media influence in the world.

CCTV's Quest to Become an Influential International News Agency

In the late 1970s, Tunstall (1977) predicted that China would become the only country with the capacity to disseminate international news in ways that could confront and take away a U.S. developed TV box. Although it has been a long process for CCTV to grow into a major player in production and dissemination of news about China and the world on the global stage, the rise of CCTV's global communications tells the world that China's brand of journalism cannot be ignored anymore. Interestingly, CCTV emerged as an alternative to the U.S. mainstream news media under policies of neoliberalism while still governed by a nationalist ideology.

Since China's open-up policies and economic reforms were implemented in 1978, Chinese media have undergone profound changes to meet the trend of globalization in a unique way. Donald and Keane (2002) have labeled the Chinese approach as "authoritarian liberalism" or the combination of economic liberalism and political authoritarianism. Harvey (2005) described the system as neoliberalism with Chinese characteristics to refer to the implementation of neoliberal elements with authoritarian centralized control. In effect, in only twenty years the Chinese government has largely changed its position towards foreign media and cultural products from complete rejection to careful restrictions on imports and accommodation to international trade treaties that allow direct foreign investment.

In this evolutionary process, the Chinese government has sought to maintain national political and cultural integrity while substantially reforming the news media's political and economic environment. For example, it liberalized the media system, making commercialization of media inevitable (Chu, 1994). Partially commercialized, Chinese media are operated on a double track system because the government has negotiated with the free market while still tightly controlling news media. CCTV's transformation from a Communist Party of China's propaganda service to a multimedia international news agency is significant in the backdrop of: 1) the end of the Cold War, 2)

globalization's challenges to international news agencies, 3) dramatic changes in national and international news agencies around the world, 4) China's entry into the World Trade Organization (WTO) in 2001 and rapid economic development, and 5) China's aim to boost its international influence.

Such a background forced CCTV to balance its role between being a national agency only serving the government and a news organization that fulfill the audiences' demands as a news service that is commercialized (Wu & Ng, 2011). Following neoliberal trends, governmental funding cuts forced CCTV to go to the market to produce revenues through advertisements. However, as a dominant national TV station reaching large audiences in a country with a 1.4-billion population, CCTV has never encountered difficulties finding advertisers since the first auction was opened to enterprises in 1994. In order to get its prime-time advertising slots, enterprises strive to make a bid. As China's economy maintains rapid growth, CCTV's advertising revenue soars every year. By 2013, its revenue from prime-time advertising slots reached \$2.6 billion, with an 11.39 percent yearly growth (Global Times, 2013).

Stable financial resources from advertising revenues have guaranteed CCTV's fast development and success through the past twenty years. Hong, Lu, and Zou (2009) have stated that CCTV has become one of the largest and most powerful and influential television networks in the world. Nevertheless, CCTV's dramatic growth does not mean it has been transformed to a privatized and liberalized agency. Although China has promised to open its media market to foreign investors since its entry into the WTO, radio and television are still under the central government's tight control. The satellite TV market was only partially opened to multinational companies, including AOL-Time Warner's Hong Kong-based Chinese Entertainment Television and Rupert Murdoch's News Corporation's Star Sky Satellite channel (Lin, 2004). Merged through administrative approaches, a primary strategic purpose of forming media conglomerates was to strengthen the Chinese media's ability to compete with Western media counterparts. But ironically, these mergers are outside of government regulation. Therefore, Zhao (2008) stated that while Chinese media have been seemingly decentralized, it is just decentralized control. As matter of fact, the government has significantly reinforced its role to macro-manage and discipline the media. Because of its

structure, Lin (2004) argued, Chinese media must embrace CPC's leadership and principles in any circumstance.

Since the 1990s, in order to meet governmental guidelines on global affairs, CCTV has established international bureaus across Asia, Europe, North America, Latin America, Australia, and Africa, and opened multi-language news programming in Chinese, English, French, Spanish, and Arabic. It all started on October 1, 1992, with CCTV-4, a Chinese-language news channel that targeted Chinese-speaking audiences abroad. Transmitted worldwide via multiple international satellites, its live-aired programs became available to global areas covered by satellite transmission and live broadcasting signals. On April 2007, the channel was split into three regional channels – CCTV International Asia, CCTV International Europe, and CCTV International America. Another important channel indicating CCTV's aggressive global movement from the Eastern to the Western sphere of the globe is CCTV English, a 24-hour English news channel launched on September 20, 2000. It is broadcast by nine satellites to more than 100 countries and provides access to about 85 million viewers (Dean, 2010).

In February 2012, CCTV launched U.S. services at the Washington-based CCTV America as part of a major international expansion with the aim to enhance China's international influence (Associated Press, 2012). A goal of CCTV is also to compete with other large international TV news agencies, such as BBC, CNN, and Al Jazeera. The estimated number of CCTV America's worldwide audiences is more than 100 million in 120 countries. This branch station employs about 100 journalists who used to work at 15 bureaus in North and South America, including veteran journalists from Bloomberg Television, BBC, CNN, NBC, CBS and Fox News. Associated Press (2012) coverage of CCTV's expansion described the purpose of the expansion as a move to change negative images of China in controversial issues like human rights, one-party rule, and policies to Xinjiang and Tibet; but, according to the report, the expansion also raised critics' questions about CCTV America's ability to report events in ways that stand out from other global TV networks, considering Chinese governmental strict control of CCTV's reporting about China.

Another turning point in CCTV's evolution in the international news market is its News Content Service launched in 2011 to distribute online video news feeds to more

than 2000 channels in over 300 national TV stations around the world. The service releases daily multilingual news packages via international wire services, including AP and Reuters, and an Internet-based global distribution system (Xinhua Economic News, 2011). Customized news videos and live TV programs are also available to subscribed users. The service offers coverage of Chinese politics, economy, culture, and people's lifestyles, along with major international events.

CCTV's large-scale international expansion resonates with its purpose to present a contra-flow and ideological counterpoint against Western international news agencies like CNN, BBC, and Reuters. Through CCTV international channels, China aims to build up direct communication between China and audiences around the world. Therefore, CCTV shoulders an important responsibility for reducing negative stereotypes about China and increasing China's impact on the world. International public opinion shaped by CCTV could be a counterweight to Western global norms and thus strengthen international support for China and stimulate different voices on global events in the Third World.

Challenges to CCTV's International Expansion

The English-language networks of CCTV demonstrate the Chinese government's acknowledgement of English language as the key to success in global communication and the strategy of bringing Chinese public diplomacy to a global audience (Thussu, 2007). CCTV America is generally considered to be the Chinese government's practice of soft power in the United States, a way to project influence through ideas and culture rather than the display of military might (Folkenflik, 2013). Nonetheless, Yin Zhu (as cited in Folkenflik) has pointed out that CCTV America cannot be exempted from the censorship of the Communist Party. Therefore, two major challenges for CCTV's international expansion are its association with official censorship its effects on audience credibility, and its ability to attract large audiences.

Furthermore, as Nye has stated, when "the content of a country's culture, values and policies are not attractive, public diplomacy that 'broadcasts' them cannot produce soft power" (Nye, 2010, p. 5). Nye (1990b) further argued that if a state's "culture and ideology are attractive, others will more willingly follow" (p. 167). As mentioned earlier, Robertson (1995) indicated that to increase the appeal of its programming in foreign

countries, a global news channel has two approaches: to be culturally neutral programming or to present culturally proximate fare and faces. Although CCTV America adopted the second approach by, for instance, hiring local Western journalists to appeal to different audiences, Liu (2014) noted that CCTV America reached “some Chinese students and a small number of scholars” interested in China issues, while channel recognition among its intended audience was “low” (p. 19).

In commenting on the former Chinese president Jintao Hu’s call in 2007 for China to “increase its soft power,” Nye (2013) stated that China has made the mistake of thinking that government is the main instrument of soft power. In today’s world, information is not scarce but attention is, and attention depends on credibility. Government propaganda is rarely credible. The best propaganda is not propaganda. For all the efforts to turn Xinhua and China Central Television into competitors to CNN and the BBC, there is little international audience for brittle propaganda. (p. 8)

Xie and Boyd-Barrett (2015) doubted that CCTV America’s presence in the United States will win over U.S. audiences’ attention since viewership ratings for foreign government-funded news agencies in the U.S. are almost unavailable in Nielson’s research (as cited in Kramer, 2010). They point out that the possibility to convince U.S. audiences that CCTV America is independent of Chinese governmental propaganda or that propaganda is good is very low. These scholars predicted that CCTV America would be “deemed unacceptable, or even repulsive, to U.S. audiences, who continue to believe their U.S. media are ‘free’ in spite of widespread evidence of complicity of private U.S. media with U.S. foreign policy objectives” (p. 75). In the following section of the chapter, I expand the discussion of potential barriers to CCTV’s expansion in the United States by examining determinants of coverage of international news in U.S. news media.

Part 4. Determinants of International News Coverage in U.S. Media

In this section, I discuss theory and research on the attributes of news, journalistic values, professional practices, and sociocultural factors that influence selection of newsworthy events for coverage in U.S. mainstream media, with particular attention to coverage of international events and audience consumption of international news. The

discussion helps frame potential barriers or enablers to CCTV's goal of penetrating the U.S. news market.

Evolving Definitions of News Values since the 1960s: An Overview

News values are the perceived attributes of an event that render such event more or less worthy of selection for news coverage. News values are thus general guidelines or criteria used by media organizations to determine the selection of news event for coverage and how much prominence is given to a news story, which in turn affects how much attention the story earns from the audience (Galtung & Ruge, 1965). In 1965, Galtung and Ruge published a seminal study on how different aspects of an event increase the likelihood of being selected as a news story by journalists. Since then, news values have been an important concept in journalism and mass communication studies to explain journalists' criteria of news selection.

Galtung and Ruge (1965) put forward a system of twelve contributing values or criteria to determine how the news is constructed and whether it is newsworthy, with a focus on newspapers and broadcast news. Their theory posits that the more values are inherent to an event, the more likely it is to be reported. They also presented one complementary hypothesis (that the values will tend to be unrelated to each other) and an exclusion hypothesis (that if an event satisfies none or very few of these values, it will not be selected as news or be considered newsworthy). According to this research, the twelve news values that determine the newsworthiness of an event are:

1. Frequency: Events that occur suddenly and fit well with news agencies' schedule are more likely to be reported than those that occur gradually or at inconvenient times of day or night.
2. Threshold: The larger impact the event has and the more people it affects, the better chance to fit the news values.
3. Unambiguity: Can the story be easily explained?
4. Meaningfulness: Is it meaningful to a particular culture, community, or nation?
5. Consonance: Is the story predictable? Given what is already known, does the story easily fit into an existing pattern of events?
6. Unexpectedness: If an event occurs out of the ordinary, it will be more likely to be made into news than a daily routine event.

7. Continuity: If a story is already in the news as a running story, audiences want to know about the story following a reported event.
8. Composition: Editors need to balance different types of coverage.
9. Reference to elite nations: Events about global powers gain more attention than those about less influential nations. This is also related to cultural proximity. Nations that are culturally closest to the nation where the media outlet comes from will receive most of the coverage.
10. Reference to elite people: Media pay attention to rich, powerful, and famous people. Stories about important people such as the U.S. president get the most coverage.
11. Personalization: Events that focus on a particular person and are presented from a human interest angle, are probably covered on the front page, especially with celebrities involved.
12. Negativity: Bad news sells more copies than good news.

Galtung and Ruge's study is the first in-depth study of news values. These twelve values have been validated, extended, summarized, or restructured by a number of follow-up studies. Harcup and O'Neill (2001), for example, tested Galtung and Ruge's news value factors in a study of 1,200 news stories covered by three major national newspapers in Britain, leading to an update to Galtung and Ruge's study. In the study, Harcup and O'Neill proposed a contemporary set of news values, and found some notable differences. Stories about celebrities, good news, and bad news have a significant news value. The media's own agenda is also an important factor in the process of news selection. Following Harcup and O'Neill, scholars have taken different approaches to theorize news values by examining organizational, sociological, cultural, and economic factors that may also influence news selection.

Schultz (2007) argued that six news values are dominant: timeliness, relevance, identification, conflict, sensation, and exclusivity. She noted that exclusivity can add value to stories that need to attract audiences. It can be more important than other news values, such as timeliness. News selection can also be determined by the influence of journalistic routines such as issues of access and deadlines (Schultz, 2017; Phillips, 2015), competition for exclusives (Allern, 2002; Schulz, 2007; Phillips, 2015), influence of

proprietors and advertisers (Caple and Bednarek, 2015), external influences such as public relations practitioners' role (Brighton and Foy, 2007), journalists' belief due to their social environment (Donsbach, 2004; Phillips, 2015), and peers' influence (Bourdieu and Wacquant, 1992).

Allern (2002) proposed a supplementary set of commercial news values: that events that are expensive to cover are less likely to be made into news; and that news subsidies, such as press releases and photographing invitations, are more likely to be translated into news by resource-starved and hard-pressed journalists. Particularly for online news, commercial pressures can result in news selection in order to attract target audiences even though events are not newsworthy or important (Niblock and Machin, 2007). Schultz (2007) also argued that the degree of autonomy of journalists to select news will depend on the type of news agencies they work for, the type of journalism they produce, and the professional level where they operate. In other words, some journalists are in a more powerful position than others to determine a story's newsworthiness.

In the 21st century of digital media, Brighton and Foy (2007) revised Galtung and Ruge's study on news values because both the times and the media have changed since the 1960s. They introduced their set of factors for the selection of news stories: relevance, topicality, composition, expectation, unusualness, worth, and external influences.

However, news values also vary by different media organizational standards. Schaudt and Carpenter (2009) found that proximity and conflict are top news values for online news stories, while Internet and social media audiences are not interested in political news and other stories presenting social significance (Wendelin, Engelmann, & Neubarth, 2015). Considering the big changes occurring in news media and the rapid rise of digital technology in recent years, Harcup and O'Neill updated their study in 2016. They note that the growth of interactive media and citizen journalism is fast altering the traditional distinction between journalists and passive audience and may lead to a complete redefinition of news and the role of the news industry.

Determinants of International News Coverage in U.S. Media

Against this background of decreasing coverage and low audience interest in international news coverage in U.S. media (Profozich, 2009), my research explores the U.S. news agencies' use of a foreign TV news service and, more specifically, their

rationale for selection of news content about China provided by CCTV. In this respect, research on determinants of news coverage provides valuable insights into the factors that influence the selection and presentation of news in U.S. media.

Shoemaker and Reese (1996), for example, identified five factors that could influence assessments of news content, ranging from the journalists' individual values, media routines, media organizational structures, external pressure, and ideology. Among the most relevant media routines affecting selection and presentation of news is the process of framing. In organizing a news story, framing involves two procedures: selection and salience (Entman, 1993; Tankard, 2001). In the selection stage, news framing is the result of journalists' selection of content for editorial emphasis and its dissemination through media. And in the salience stage, framing is an attempt to influence an audience's perception of the news story by strategies like repetition, saliency on the page, composition, etc. As Zhou, Chen, and Wu (2012) noted, media professionals frame a news story by highlighting and presenting some aspects "through an evaluative angle." This framing process has been described by Entman (1993) as follows:

To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, casual interpretation, moral evaluation, and/or treatment recommendation. (p. 52)

In a particular social context, a complete process of framing involves a circuit of media production, media representation, and media consumption (Wu, 2006). Within this process, cultural resonances, sponsor activities, and media practices are combined to determine journalistic framing (Gamson & Modigliani, 1989). In the media production phase, journalistic framing occurs under a context of cultural principles and cognitive schemata that journalists apply to cover a news story (D'Angelo, 2002; Wicks, 2005). When the messages of the news story are framed, news discourses convey specific meanings in which well identified and easily comprehended propositions are embedded in the discursive structure (Gamson & Modigliani, 1989; Wicks, 2005). Audience framing happens in the stage of media consumption, when audiences consume news from a particular frame to know the world in which they live (Wu, 2006).

In terms of external pressures as determinants of news framing, Carrage and Roefs (2004) suggested that social movement efforts to influence coverage and social and political power struggles outside media are other factors to be considered when studying media framing. Echoing the relevance of cultural proximity, Van Corp (2007) also called for researchers to examine the influence of culture in framing studies, because “the potency of frames to influence the public lies in the fact that they are closely linked with familiar cultural frames” (p. 73).

In terms of determinants of coverage of international news, in particular, researchers have pointed out that national interest has been found to be a primary factor in international news coverage (Dai & Hyun, 2010). Chang and Lee (1992) found that threats to U.S. homeland security and its involvement in international events is an important variable that leads journalists to cover international news. Chang et al. (2012) stated that international news coverage in the United States is not only about presentation of news stories, but also a representation of U.S. journalistic points of view and U.S. audiences’ thoughts about how international news should be reported. This is ultimately a question of ideology on the part of both journalists and audiences.

Researchers have also argued that when selecting international news coverage, journalists consider how a news story “may play out to meet the minimum threshold in the context of technological imperatives, organizational constraints, audience tastes and preferences, editorial policies, and social norms” in the national context of the United States (Chang, et al., 2012). Thus, research on factors that allow U.S. journalists to determine newsworthiness of international events has pointed out the following determinants: perception of deviance and relevance with regard to foreign countries and their practices (Shoemaker, Chang, & Brendlinger, 1986; Shoemaker, Danielian, and Brendlinger, 1991), cultural affinity (Hester, 1973), location of a foreign country (Galtung, 1971), geographic proximity to the U.S. (Wu, 1998), trade with the United States (Golan & Wanta, 2003), and the position of foreign nations in the world economic system (Kim & Barnett, 1996).

Lastly, in addition to journalistic practices, organizational routines, and contextual factors, audience preference is another factor influencing the scope of international news coverage. The Pew Research Center for the People and the Press (2004) analyzed 20

years of U.S. news preferences and revealed that “foreign news has consistently been at, or near, the bottom of the index for 21 years” (p. 4). However, when foreign events such as “wars, diseases and earthquakes” take place, they are tremendously newsworthy to U.S. news agencies (Rosenblum, 1981). In particular, disasters and international threats to U.S. interests has been continuously a focus of international news coverage in U.S. news outlets (Chang et al., 2012).

Audience motivation is another critical component in for understanding message processing and the behavioral and cognitive choices of TV viewers (Finn, 1997). Dutta-Bergman (2004) found that audiences care about specific stimuli that are of interest to them. They actively process and choose diversified media contents that could fulfill their motivational needs. In this sense, because many U.S. audiences’ lack of knowledge about the world, U.S. journalists tend to ignore international news coverage (Chang, et al., 2012). U.S. audiences will unlikely be motivated to consume international news when perceived as irrelevant to them. Consequently, it is reasonable to expect that foreign TV news services, such as CCTV News Content, would encounter many difficulties or barriers when they sell international news feeds to U.S. news agencies.

In sum, when analyzing a foreign TV news service like CCTV’s attempt to feed international news to U.S. journalists and attain its financial and political goals, it is crucial to adequately understand U.S. journalists’ framing processes as well as other contextual and professional factors that influence U.S. journalists’ perspectives on how to assess the value of an international news story.

CHAPTER 3

METHODOLOGY

The research is based on analysis of telephone surveys (n=572) with news directors of television networks and stations, heads of digital departments, and managing editors of daily newspapers in the United States to identify: (a) factors (e.g. professional, organizational, cultural, ideological) that influence U.S. journalists' selection of news services provided by CCTV+, and (b) the U.S. journalists' perceptions of this Chinese global news agency.

Research Questions

Informed by previous research, as discussed in the literature review, about the evolving definition of news values and determinants of international news coverage in U.S. news media, the research questions guiding this investigation are:

RQ1: What are the attributes of news coverage that U.S. journalists consider important when they decide to use a foreign TV news service?

RQ2: What news values influence U.S. journalists' decision to use a foreign TV news service?

RQ3: What news topics about China are U.S. journalists interested in?

RQ4: What are the factors that prevent U.S. journalists from using CCTV+?

RQ5: What does the experience of CCTV+ in the United States reveals about the challenges faced by global contra-flow of information in the context of globalization?

Researcher Positionality

I am former journalist who worked as an editor for CCTV in China from May 2003 to December 2007. In 2011, I became a CCTV+ consultant in the U.S. on a project-by-project basis. I collected the data for this research in the fall of 2011 while living in the U.S. In November 2011, I produced a brief summary of survey findings for operational purposes. I wrote up a report that displayed descriptive statistical data and graphs to inform CCTV managers about CCTV+ current and potential users' satisfaction and awareness of the service. The goal was to help improve CCTV+'s news feeds quality when the service had been operated only for one year. Since the United States is CCTV+'s key market, the data collection was conducted in the United States. This initial

report was written up only for business purposes; no academic analysis was conducted based on the data nor any publication of results have been released. I positioned myself as an insider in this initial research project for CCTV+.

In the year 2012, I became a doctoral student in communication studies at the University of New Mexico. For this dissertation project, I decided to use data collected in 2011, with verbal permission from CCTV+, for the following reasons. First, I was interested in conducting an academic project that included a more complex quantitative analysis of the data in light of relevant media theories and previous empirical research on the topic. Second, I wanted to complement the quantitative analysis with an ideological analysis of responses of journalists to open-ended questions in the survey, an analysis that had not been part of the initial report. Third, I wanted to explore this particular moment in the expansion of CCTV+ to the U.S. market to examine the initial reactions and perceptions of journalists to the introduction of a new service from a non-Western organization. This moment, in my view, allowed for the examination of assumptions, perceptions and ideological positions of U.S. professional journalists toward China, and how these can influence the adoption of the service in the first place. In this academic research, my aim is thus to use CCTV's experience to illustrate difficulties rising global news agencies face when they provide news feeds services to the U.S.-led Western media in the backdrop of globalization. The research aims to provide some cross-contextual generalizations to suggest problems and effective strategies for rising global news agencies to break the imbalanced flow of global media communication and deliver their voices via an interactive digital platform. For this dissertation, therefore, I positioned myself as an independent scholar and doctoral candidate with reflexivity and awareness of my potential biases stemming from my previous relationship with CCTV.

Data Collection Procedures

Telephone survey. A survey administered through telephone interviewing was selected as the method to collect the data for the study. In general, the survey is used to gather information about facts, opinions, attitudes, perceptions, and behaviors (Pedhazur & Schmelkin, 1991). Furthermore, a typical survey questionnaire consists of both closed-ended and open-ended interviewing questions, which makes possible to collect data suitable for both quantitative and qualitative analysis. Through open-ended questions,

respondents are invited to answer questions in a way that allows the researcher to obtain more nuanced, in-depth, and spontaneous understandings of the subject matter studied and its context (Bernard, 2002). A strategic reason for selecting telephone interviews was the fact that contact information of the targeted respondents (e.g., telephone numbers of news directors) is easily available in public documents. Thus, to avoid the cost of traveling to multiple cities to interview participants in person, telephone interviewing was an effective and affordable mode of data collection.

I designed the survey questionnaire and received funding from CCTV to hire trained interviewing staff to collect data at a survey center in the University of Missouri-Columbia. The items on the survey questionnaire were designed to collect information on:

- 1) attributes of news that influence the decision to use foreign news services
- 2) values and aspects of news quality that influence the decision to use foreign news
- 3) awareness of wire news services from CCTV+
- 4) usage of news services from CCTV+ through Reuters or APTN
- 5) evaluation of CCTV+ through Reuters or APTN
- 6) usage of news services from CCTV+ through its website
- 7) evaluation of CCTV+ through its website
- 8) future use of CCTV+ through Reuters or APTN
- 9) future use of CCTV+ through its website
- 10) level of interest in news stories related to China
- 11) evaluation of possible paid content models by CCTV+
- 12) participants years of experience in current organization as paid journalists
- 13) comments or suggestions for CCTV+ in the future

A total of 605 interviews were conducted between September 23 and December 16, 2011. At least 15 attempts were made to complete an interview at every sampled telephone number. The sample included 572 completed interviews to ensure that overall results of the study would carry a margin of error of either plus or minus five percentage points at the 95% confidence interval. All refusals were re-contacted at least once in order to attempt to convert them to completed interviews. The overall response rate was 75.6.

Survey participants. The sample of survey respondents consisted of 149 females and 423 male journalists. These individuals belonged to one of the four groups of journalists:

- 1st tier: 42% of the respondents in the survey were in the 1st tier. They were news directors of television networks/stations that had correspondence with CCTV+ from January through the end of July 2011 for cooperation purposes, according to data from Teletrax. The data were provided by CCTV+.
- 2nd tier: 45.2% of the respondents in the survey were in the 2nd tier. They were news directors of television networks/stations that operated in the United States and did not have correspondence with CCTV+ from January through the end of July 2011. The sample was randomly selected from the database of Cision that maintains information about news media organizations (e.g., newspapers, television, Internet, etc.) in the United States and Canada.
- 3rd tier: 11.9% of the respondents were in the 3rd tier. They were managing editors and heads of online or digital operations of daily newspapers with a circulation size of 75,000 or more in the United States.
- 4th tier: 0.9% of the respondents were in the 4th tier. They were managing editors or heads of online or digital operations of influential or well-known online news websites that specialize in journalism and investigative reporting in the United States. It also included the websites that have contacted CCTV+ in earlier 2011. The data were provided by CCTV+.

Measurement of Variables

Through the survey instrument created, the measurement of the variables listed on Research Questions 1-4 above involved the following procedures.

For RQ1, “What are the attributes of news that U.S. journalists consider important when they decide to use a foreign TV news service?” the variable “attributes of news” was measured through the following dimensions listed on the survey: (1) timeliness of

international news content, (2) availability of English language in international news content, (3) availability of news scripts, (4) technical quality, (5) editorial independence, and (6) relevance of international news content to the audience. These attributes are coded on a 5-point scale where 1 is “not important at all” and 5 is “very important.” Then, two open ended questions were added: “Are there any other important attributes that I have not mentioned?” and “What geographical areas of international news, if any, are more important to your news organization than other areas?”

For RQ2, “What news values influence U.S journalists’ decision to use a foreign TV news service?” nine categories were used to measure important “values” in deciding to use a foreign TV news service: (1) entertainment value of international news, (2) human interest of international news, (3) objectivity of international news, (4) accuracy of international news, (5) brevity of international news, (6) likability of international news, (7) comprehensiveness of international news, (8) reputation of foreign news agency, and (9) geographical origin of international news. Responses are coded on a 5-point Likert scale with “1” as “not important at all” and “5” as “very important.” After the nine question items were collected, an open-ended question was asked to elicit from participants any other aspects of news value the questionnaire has not mentioned.

For RQ3, “What news topics about China are U.S. journalists interested in?” the survey asked respondents about their level of interest in various categories of news stories about China for their newscast and website. The items included on the survey were: (1) “economic development,” (2) “Chinese culture and customs,” (3) “China’s relationship with the United States and North America,” (4) “science and technology,” (5) “military development,” (6) “natural disasters,” (7) “valuation of Chinese currency to U.S. dollars,” (8) “trade with the United States and North America,” (9) “quality of consumer products made in China,” (10) “aerospace technology,” to (11) “odd and unusual.” These attributes are coded on a 5-point scale where 1 is “not important at all” and 5 is “very important.” In addition, an open-ended question asked about additional news topics about China that U.S. journalists would be interested in.

For RQ4, to ascertain factors “that prevent U.S. journalists from using CCTV+,” participants’ responses to the following six survey questions will be categorized and analyzed:

- a) How likely is it your organization will download video materials from CCTV+ through Reuters or APTN in the next twelve months?
- b) How likely is it your organization will visit the website of CCTV+ to check out news updates in the next 12 months?
- a) How likely is it your organization will visit the website of CCTV+ when emergencies take place in China in the next 12 months?
- b) How likely is it your organization will visit the website of CCTV+ when CCTV has exclusive news in the next 12 months?
- c) How likely is it your organization will visit the website of CCTV+ when you have a need for news about China in the next 12 months?

Responses are coded on a 5-point Likert scale with “1” as “very unlikely” and “5” as “very likely.” In addition, two open-ended questions are used to elicit specific reasons why U.S. journalists are unlikely to use CCTV+: “Why do you say that your news organization will unlikely download video materials from CCTV+ through Reuters/APTN in the next twelve months?” and “why do you say that your news organization will unlikely download video materials from CCTV+ from its website in the next twelve months?”

For RQ5, an ideological analysis of participants’ responses to open-ended questions will be conducted. The analysis will be focused on responses to three open-ended questions: “why do you say that your news organization will unlikely download video materials from CCTV+ through Reuters/APTN in the next twelve months?”, “why do you say that your news organization will unlikely download video materials from CCTV+ from its website in the next twelve months?”, and “do you have comments or suggestions for CCTV+ to continue to provide useful content to your news organizations?”

Data Analysis

The study will combine quantitative and qualitative techniques of data analysis. According to Wyse (2011), quantitative analysis aims to test hypotheses, establish cause and effect relations, and make predictions. Based on random samplings, it is used to quantify and generalize propositions about attitudes, opinions, behaviors, and other social phenomena based on numerical data or data transferrable to usable statistics. The study

will implement descriptive statistics, two-tailed Spearman's rho non-parametric correlational analysis, and a further regression analysis to predict the future use of CCTV+ by U.S. news agencies.

On the other hand, the general aim of qualitative research is to understand and interpret social interactions (Johnson & Christensen, 2008). It provides insights into the problem under study or helps develop ideas or hypotheses for quantitative research. With a focus on meaning, qualitative research describes complex phenomena such as social and cultural dynamics, and individual perceptions and meanings. It is also useful when studying emerging social phenomena where there is little information available in the research literature, and when description and understanding are imperative before we can establish causal relations. In the following sections, I address the particular value of the quantitative and qualitative analysis for the purposes of this research.

Quantitative analysis. The responses to the proposed research questions will be assessed through analysis of descriptive statistics, two-tailed Spearman's rho non-parametric correlational analysis, and a regression analysis to predict the future use of CCTV+ by U.S. news agencies. Prior to the analysis, close attention will be given to the quality of the survey data to ensure that scores of each of the variables are within reasonable ranges in terms of means, standard deviations, medians, skewness, kurtosis, maximum, and minimum values. Multivariate outliers will be carefully examined through computation of Mahalanobis distance ($p < .0001$) (Tabachnick & Fidell, 1996). Furthermore, attention will be given to missing data due to refusals, conditional question items, etc., which frequently occurs in survey research.

The significance of the statistical analysis will be assessed by examining the standard incremental F-tests. For the incremental F- and t-tests, α (Type I error probability) is set at 0.05. An ordered logit model will be used to examine the corresponding relationship between likelihood of downloading CCTV website directly, visiting CCTV website within 12 months, visiting CCTV website when an emergency happens in China within 12 months, visiting CCTV website when it has exclusive news within 12 months, and visiting CCTV website when respondents have a need for news in China within 12 months, and the six news attributes that affect U.S. journalists' decision-making to use international news services. The six news attributes are (1) timeliness of

international news content, (2) availability of English language in international news content, (3) availability of news scripts, (4) technical quality, (5) editorial independence, and (6) relevance of international news content to the audience.

Qualitative Analysis. The qualitative component in this research took the form of open-ended questions in the survey. These questions offered participants an opportunity to articulate their own voice and opinion about international events and become aware of ideological differences in the journalism world. It allowed the researcher opportunity to explore ideological underpinnings in the process of decision-making to report international events by journalists who are from diversified social and cultural contexts.

The qualitative component of research in the study plays an important role as a supplementary part to the quantitative research for building an understanding of cultural and ideological dynamics that influence participants' responses, as, for instance, the culturally grounded understanding of journalistic values and professionalism, or the ideological underpinnings of participants' views of news content services provided by China national mainstream media – CCTV.

For each research question, participants in the survey were asked open-ended questions: 1) Are there any other important news attributes that I have not mentioned? 2) Are there any other important aspects of news value I have not mentioned? 3) Are there any other news stories about China that your news organization is interested in using that I have not mentioned? and 4) a set of questions regarding usage: “What would make your news organization likely to download video materials from CCTV News Content through Reuters/APTN in the next twelve months?” “Why do you say that your news organization will unlikely download video materials from CCTV News Content through Reuters/APTN in the next twelve months?” and “Why do you say that your news organization will unlikely download video materials from CCTV News Content from its website in the next twelve months?”

So in analyzing the participants' responses to the open-ended questions in the survey, I am going to apply an ideological analysis of journalists narratives to explore social and cultural representations that can be related to the U.S. journalists' decision-making on using CCTV's news content services. Van Dijk (2006) defined ideologies as socially shared representations of groups that construct particular positions of power in

society. They are the foundation of group attitudes and other beliefs, and therefore control biased opinions that result in ideological discourse production. Ideologies are also dependent on context, which Van Dijk defined as subjective mental models that represent relevant properties of communication social and cultural circumstances.

White (2000) stated that ideological analysis can be used to understand a culture from a perspective of language use, giving attention to how cultural artifacts, including literature, film, television, news, etc., are produced in particular historical contexts by and for particular social groups. In my study, ideological analysis aims to advance the understanding how U.S. journalists' discourse on professional practices, cultural beliefs, and organizational issues determining use of CCTV+ services reproduce certain ideological positions within the social and organizational contexts of editorial decision-making and in the historical context of U.S-China relations in the early 21st century.

As an example of the ideological analysis conducted, when examining U.S. journalists' discourse on factors that prevent them from using CCTV news resources I coded their answers to the open-ended questions: "Why do you say that your news organization will unlikely download video materials from CCTV News Content through Reuters/APTN in the next twelve months?" "Why do you say that your news organization will unlikely download video materials from CCTV News Content from its website in the next twelve months?" and "Do you have comments or suggestions for CCTV News Content to continue to provide useful content to your news organizations."

I coded the participants' linguistic choices and rhetorical constructions to identify salient categories of meaning and their ideological implications. In addition, the analysis of what is left "unsaid" is sometimes as revealing as what is actually expressed in the discourse. It will also provide insights about biases and predispositions toward the operation of international news agencies that represent different voices from the non-Western world. For example, in the following answer (*italics* refer to linguistic choices coded for relevance):

"I just *don't know*. We *rely on only a few sources* for international news and I think there's a *certain amount of questionability* of their material. *We're not sure if it's objective*. We *rely on Associated Press, CNN* and others, so *if those sources gain that information, we may use it from them*."

This quotation suggests the questioning of CCTV's credibility among U.S. journalists is a salient category when it comes to impediments. Interrelated to this lack of credibility for not being objective, is the construction of mainstream, dominant U.S. news agencies (AP, CNN) as reliable organizations that possess such credibility. Further, the U.S. global agencies are given the authority to validate CCTV's professional standing to other news organizations in the United States if they start using CCTV's services and distributing to other local and national news outlets. This juxtaposition is ideological to the extent that takes it for granted and legitimizes the hegemonic role of U.S. international news agencies. Even though the respondent did not know and was "not sure" of CCTV's standards for lack of direct knowledge of the Chinese news agency, it is clear that his discourse closes the possibility of exploring CCTV's content and giving it a chance, by ruling it out of the realm of choices. The way in which discourse like this reproduce enduring biases, misconceptions, and cultural assumptions will be part of the discussion.

To ensure trustworthiness of my qualitative analysis, I discussed coding procedures and categories with another researcher who is not involved in the study. Familiar with both Chinese and U.S. culture, this researcher has helped me address any inconsistencies in the coding process.

CHAPTER 4

RESEARCH FINDINGS

In this chapter, I summarize the findings of the survey research and the insights from the qualitative, ideological analysis of answers to three open-ended questions. The analysis led to the formulation of the following answers to the research questions. Based on the results of the analysis, I posit the following arguments: (a) CCTV+'s editorial independence and credibility as a news source is U.S. journalists' major concern in the process of deciding whether to use CCTV+'s news feeds because it is a government-sponsored news agency, (b) another challenge for CCTV+ is the perceived lack of relevance of international news content to the U.S. local audiences, and (c) an effective way for CCTV+ and other international news agencies that are penetrating the U.S. market to meet this challenge is to partner with U.S. national news networks.

The discussion of findings will be presented in the following order: a summary of descriptive statistics related to survey participants' responses to demonstrate initial findings regarding RQ1, RQ2, RQ3, and RQ4. Next, in order to make a valid analysis, I applied two-tailed Spearman's rho non-parametric correlational analysis to examine each variable's internal and cross-sectional correlation in RQ1, RQ2, and RQ3. For the same purpose of valid analysis to address RQ4, I further conducted regression analysis to variables pertaining to U.S. journalists' likelihood of use of CCTV+ news feeds. Lastly, to address RQ5, I conducted an ideological analysis to three open-ended questions: "Why do you say that your news organization will unlikely download video materials from CCTV News Content through Reuters/APTN in the next twelve months?", "Why do you say that your news organization will unlikely download video materials from CCTV News Content from its website in the next twelve months?", and "Do you have comments or suggestions for CCTV News Content to continue to provide useful content to your news organizations?"

Quantitative Data Analysis

Descriptive Statistical Analysis of the Data

Survey Respondents. Among the 572 completed, eligible interviews, 42% were news directors of television networks/stations from the first component of the sample of journalists who had correspondence with CCTV+ prior to the survey. Another 45% were

news directors of television networks/stations selected from the database of Cision. In addition, 12% of the sample included managing editors or head of digital/online operation of daily newspapers with a circulation size of 75,000 or more in the United States, and 1% of influential websites that specialize in journalism and investigative reporting. Among the participants, 74% of the respondents were male, and the remaining 26% were female. More than 28% of the respondents have worked in their current news organizations between 1 and 4 years, 23% between 5 and 9 years, and 29% between 10 and 19 years.

TABLE 1: Completed Interviews by Types of Respondents

Types of respondents	Percent (%)
1 st tier	42.0
2 nd tier	45.2
3 rd tier	11.9
4 th tier	0.9

(n = 572)

Attributes of news coverage. When deciding on the use of foreign news services for either newscast or websites, the most important attributes in the mindset of U.S. journalists—as shown in Table 2 below—is “timeliness of international news content” (M = 4.62), followed by “relevance of international news content to [local] audience” (M = 4.61), “editorial independence” (M = 4.42), and “availability of English language in international news content” (M = 4.14). When asked about other attributes not mentioned in the survey, the top3 attributes are credibility/reputation of source (3.4%), high quality video/graphics (3.4%), and Availability of materials that can be easily accessed (2.4%).

TABLE 2: Average scores of important attributes in deciding use of foreign news services

Question Item	Mean	s.d.	Range
Timeliness of international news content	4.62	0.79	1-5
Availability of English language in international news content	4.14	1.23	1-5
Availability of news scripts	3.80	1.14	1-5
Technical quality	3.78	0.98	1-5
Editorial independence	4.42	0.94	1-5
Relevance of international news content to your audience	4.61	0.82	1-5

Note:

Responses were coded on a 5-point Likert scale with “1” being “not important at all” and “5” being “very important.”

When asked if there were any other important attributes, 21% of respondents provided their answers. Table 2a displays the percentages of their responses.

TABLE 2a: Are there any other important attributes that I have not mentioned?

Description of response categories	Percent (%)
Credibility/Reputation of source	3.4
High quality video/graphics (e.g. entertaining)	3.4
Availability of materials that can be easily accessed	2.4
Accuracy of content (e.g., facts, figures, quotas)	1.8
Cost to download/use content	1.0
Variety of content subject matter	1.0
Nothing in particular	79.4
Other – specify	3.4

In addition, 72% of respondents specified the geographical areas that were more important to their news organizations. Table 2b displays the specific important area/region/country mentioned by respondents.

TABLE 2b: What geographical areas of international news, if any, are more important to your news organization than other areas?

Description of response categories	Percent (%)
Europe	28.3
Middle East	27.4
Asia	18.2
Mexico	13.8
Latin America	13.8
North America	10.7
Afghanistan	7.9
Iraq	5.9
China	5.8
Africa	4.2
Russia	2.6
Other – specify	6.5
Nothing in particular	27.3
Don't know/Not sure	1.2
Refused	0.2

News values. Regarding the news values that influence U.S. journalists' decision to use a foreign TV news service, as shown in Table 3, respondents cared more about "accuracy" (M = 4.88) and "objectivity" (M = 4.43) of news than "entertainment value" (M = 2.40) and "geographical origin" (M = 2.93). In addition, "reputation of foreign news agency" (M = 4.23) was also an important factor in choosing international news content. Other noticeably important aspects of international news value included "comprehensiveness" (M = 3.96) and "human interest" (M = 3.42).

TABLE 3 : Average scores of attributes of news value in choosing international news content

Question Item	Mean	s.d.	Range
Entertainment value of international news	2.40	1.03	1-5
Human interest of international news	3.42	1.03	1-5
Objectivity of international news	4.43	0.85	1-5
Accuracy of international news	4.88	0.47	1-5
Brevity of international news	3.36	1.02	1-5
Likability of international news	3.16	1.11	1-5
Comprehensiveness of international news	3.96	0.92	1-5
Reputation of foreign news agency	4.23	0.95	1-5
Geographical origin of international news	2.93	1.30	1-5

Note:

Responses were coded on a 5-point Likert scale with “1” being “not important at all” and “5” being “very important.”

TABLE 3a: Are there any other important aspects of quality that I have not mentioned?

Description of response categories	Percent (%)
Relevance to our area/viewers	1.6
Audio/Visual quality and clarity	4.0
Quality of writing of the content’s script	1.4
Journalistic integrity/Good sourcing	1.6
Compatibility of content format with our setup	1.0
Timeliness of content delivery (current, breaking news)	1.0
Other – specify	0.6
Nothing in particular	88.7

Topics. For RQ3, “What news topics about China are U.S. journalists interested in?” Table 4 shows that U.S. journalists are most interested in news stories about “natural disasters” in China (M = 3.78), followed by “China’s relationship with the United States and North America” (M = 3.31), “quality of consumer products in China” (M = 3.24), and “trade with the United States and North America” (M = 3.13).

TABLE 4: Average scores of level of interest in news stories about China

Question Item	Mean	s.d.	Range
Economic development	2.62	1.18	1-5
Chinese culture and customs	1.84	0.92	1-5
China’s relationship with the United States & North America	3.31	1.11	1-5
Science and technology	2.65	1.34	1-5
Military development	2.73	1.16	1-5
Natural disasters	3.78	1.13	1-5
Valuation of Chinese currency to U.S. dollars	2.53	1.19	1-5
Trade with the United States & North America	3.13	1.12	1-5
Quality of consumer products made in China	3.24	1.14	1-5
Aerospace technology	2.41	1.10	1-5
Odd and unusual	2.53	1.17	1-5

Note:

Responses were coded on a 5-point Likert scale with “1” being “not interested at all” and “5” being “very interested.”

TABLE 4a: Are there any other news stories about China that your news organization is interested in using that I have not mentioned?

Description of response categories	Percent (%)
Local business connection with China	3.8
Progress of human rights and violations	3.2
China's agricultural imports and exports	2.2
Politics/Government (China's relationship with other countries)	1.6
Chinese athletes, sports in general, upcoming Olympics	1.8
Medical advances in China	1.2
Energy-related content from China	0.8
Immigration to China/Adoption of Chinese children by U.S. Americans)	1.0
Education (changes to Chinese universities, Chinese students in US	0.6
Gambling	0.4
Other – specify	1.8
Nothing in particular	81.5

Likelihood of using CCTV content. Finally, for RQ4 regarding U.S. journalists' likelihood of using CCTV News Content through APTN/Reuters and CCTV News Content website, Table 5 shows that 36% of U.S. journalists will either "very" or "somewhat" likely visit the website of CCTV when there are emergencies in China, so will 31% when CCTV has exclusive news, and 27% will when they have a need for news about China in the next twelve months. In other situations, U.S. broadcasters will less likely visit the website of CCTV News Content.

TABLE 5: Average scores of likelihood of using CCTV News Content through Reuters/APTN and website

Statements	Mean	s.d.	Range
Download video materials from the website of CCTV News Content in the next twelve months?	1.49	0.76	1-5
Download video materials from CCTV News Content through Reuters or APTN in the next twelve months?	1.89	1.10	1-5
Visit the website of CCTV News Content to check out news updates in the next 12 months.	1.93	1.18	1-5
Visit the website of CCTV News Content when emergencies take place in China in the next 12 months	2.90	1.40	1-5
Visit the website of CCTV News Content when CCTV has exclusive news in the next 12 months	2.74	1.36	1-5
Visit the website of CCTV News Content when you have a need for news about China in the next 12 months	2.61	1.28	1-5

Note:

Responses were coded on a 5-point Likert scale with "1" being "very unlikely" and "5" being "very likely."

When asked, more specifically, "why do you say that your news organization will likely download video materials from CCTV News Content through Reuters/APTN in the next twelve months," 36.8% of respondents say "Reuters/APTN are a primary source of content for us" and 23.7% of them state that "It will add credibility to CCTV if it has been vetted through Reuters/APTN."

TABLE 5a: Why do you say that your news organization will LIKELY download video materials from CCTV News Content through Reuters/APTN in the next twelve months?

Description of response categories	Percent (%)
Reuters/APTN are a primary source of content for us	36.8
It will add credibility to CCTV if it has been vetted through Reuters/APTN	23.7
News about China will be of interest to some of our local viewers/area	21.1
Ease of access to CCTV content (easy to download, and use)	18.4

When asked why they were unlikely to download video materials from CCTV via Reuters/APTN in the next twelve months, respondents, as shown in Table 5b, said that the service was “Not relevant to our area/viewers” (27.6%), “Other sources already fill our needs” (23.8%), and “We do not use/subscribe to APTN or Reuters” are the most important factors for why these respondents are unlikely use CCTV News Content through Reuters/APTN in the next twelve months, followed by “concerns about CCTV’s independence from government” (7.9%) and “do not use 3rd party sources/concerns about potential copyright” (3.5%).

TABLE 5b: Why do you say [that your news organization will UNLIKELY download video materials from CCTV News Content through Reuters/APTN in the next twelve months?

Description of response categories	Percent (%)
Not relevant to our area/viewers	27.6
Other sources already fill our needs	23.8
Lack of familiarity with CCTV	3.2
Concerns about CCTV’s independence from government	7.9
Do not use 3 rd party sources/Concerns about potential copyright	3.5
We do not use /subscribe to APTN or Reuters	30.2
Budget issues (e.g., concerns about cost to use CCTV services)	1.9
Accessibility issues (not sure how to use CCTV in an efficient way)	1.0
Other – specify	1.0

Similarly, when asked about factors that prevent U.S. journalists from downloading video materials from CCTV News Content website in the next twelve months, Table 5c shows that 36.1% of respondents say “Not relevant to our area/viewers” and 33.7% state that “Other sources already fill our needs.” “Lack of familiarity with CCTV” (13.6%), “concerns about CCTV’s independence from government” (10.5%), and “do not use 3rd party sources/concerns about potential copyright” (5.3%) are accounted as such factors that prevent U.S. journalists from using CCTV+.

TABLE 5c: Why do you say [that your news organization will UNLIKELY download video materials from CCTV News Content from its website in the next twelve months?

Description of response categories	Percent (%)
Not relevant to our area/viewers	36.1
Other sources already fill our needs	33.7
Lack of familiarity with CCTV	13.6
Concerns about CCTV’s independence from government	10.5
Do not use 3 rd party sources/Concerns about potential copyright	5.3
Other – specify	0.7

Correlational Analysis of the Data

Reporting descriptive statistical analysis might raise a concern of validity to reflect U.S. journalists' decision-making process to use a foreign TV news service, specifically CCTV+ in this study. Therefore, to eliminate this concern, I applied two-tailed Spearman's rho non-parametric correlational analysis to examine each variable's internal and cross-sectional correlation in RQ1, RQ2, and RQ3.

Internal correlational analysis. This analysis applied a two-tailed Spearman rho non-parametric correlational analysis of all the variables relevant to the research questions posed.

News attributes. In RQ1, to examine the important news attributes for U.S. journalists to decide to use a foreign TV news service, a two-tailed Spearman rho non-parametric correlational analysis of all the variables relevant to RQ1 was run, and the result is presented in Table 6. Among the news attributes measured in terms of importance, the most noticeably significant element is "availability of news scripts," as it is positively correlated to "technical quality" ($r_s = .233, p < .01$), illustrating when U.S. journalists pick up a foreign TV news service, more availability of news scripts means higher technical quality of the service.

Another significant correlation is between "timeliness of international news content" and "relevance of international news content to your audience" ($r_s = .151, p < .01$), followed by "editorial independence" ($r_s = .143, p < .01$), "availability of English language" ($r_s = .132, p < .01$), and "technical quality" ($r_s = .123, p < .01$). That demonstrates U.S. journalists give almost the same weight to timeliness, relevance, editorial independence, and availability of English language for their decision-making to use a foreign TV news service. The correlation between "editorial independence" and "technical quality" ($r_s = .122, p < .01$) is also significant, suggesting in addition to technical quality, editorial independence is an important element for U.S. journalists to consider when choosing a foreign TV news service.

TABLE 6: Correlation between RQ1 variables

Spearman's Nonparametric Correlation Test		Q1a: Timeliness of international news content	Q1b: Availability of English language	Q1c: Availability of news scripts	Q1d: Technical quality	Q1e: Editorial independence	Q1f: Relevance of international news content to your audience
Q1a: Timeliness of international news content	Correlation Coefficient N	1.000 571	.132** 567	.079 553	.123** 568	.143** 557	.151** 570
Q1b: Availability of English language	Correlation Coefficient N	.132** 567	1.000 568	.092* 550	.053 565	.123** 554	.049 567
Q1c: Availability of news scripts	Correlation Coefficient N	.079 553	.092* 550	1.000 554	.233** 552	.055 540	.011 553
Q1d: Technical quality	Correlation Coefficient N	.123** 568	.053 565	.233** 552	1.000 569	.122** 555	.057 568
Q1e: Editorial independence	Correlation Coefficient N	.143** 557	.123** 554	.055 540	.122** 555	1.000 558	.085* 557
Q1f: Relevance of international news content to your audience	Correlation Coefficient N	.151** 570	.049 567	.011 553	.057 568	.085* 557	1.000 571

News values. Regarding news values that influence U.S. journalists' decision to use a foreign TV news service, a two-tailed Spearman rho non-parametric correlational analysis of all the variables in RQ2 was run, and the result is presented in Table 7. "Entertainment value of international news" is significantly correlated with "human interest of international news" ($r_s = .435, p < .01$), followed by "likability of international news" ($r_s = .253, p < .01$), showing U.S. journalists strongly value "entertainment", "human interest", and "likability" when selecting a foreign TV news service. The other significant correlation occurs between "objectivity of international news" and "accuracy of international news" ($r_s = .390, p < .01$), "comprehensiveness of international news" ($r_s = .317, p < .01$), "reputation of foreign news agency" ($r_s = .302, p < .01$), and "human interest of international news" ($r_s = .224, p < .01$). Such a correlation illustrates common conventions of professional journalism in Western countries that are deemed universal tenets— objectivity, accuracy, and comprehensiveness. At the same time, U.S. journalists are concerned with a foreign news agency's reputation, which is also demonstrated in a significant correlation between "comprehensiveness of international news" and "reputation of foreign news agency" ($r_s = .386, p < .01$).

Additionally, "likability of international news" is significantly correlated to "brevity of international news" ($r_s = .323, p < .01$), "entertainment value of international news" ($r_s = .253, p < .01$), "geographical origin of international news" ($r_s = .220, p < .01$),

“comprehensiveness of international news” ($r_s = .213, p < .01$), and “human interest of international news” ($r_s = .179, p < .01$).

The correlation suggests that if international news that is most likely used by U.S. journalists is brief, entertaining, geographically relevant, and comprehensive. However, “human interest of international news” is negatively correlated with “geographical origin of international news” ($r_s = -.022, p < .01$), suggesting that if international news pertains to human interest, such as natural disasters, its geographical origin does not have much weight in U.S. journalists’ decision-making to use a foreign TV news service.

TABLE 7: Correlation between RQ2 variables

Spearman's Nonparametric Correlation Test		Q2a: Entertainment value of international news	Q2b: Human interest of international news	Q2c: Objectivity of international news	Q2d: Accuracy of internatio nal news	Q2e: Brevity of internatio nal news	Q2f: Likability of internatio nal news	Q2g: Comprehens iveness of international news	Q2h: Reputation of foreign news agency	Q2i: Geographical origin of international news
Q2a: Entertainment value of international news	Correlation Coefficient N	1.000 572	.435** 572	.059 572	-.034 572	.085* 572	.253** 572	.024 572	-.018 572	.079 572
Q2b: Human interest of international news	Correlation Coefficient N	.435** 572	1.000 572	.224** 572	.123** 572	.096* 572	.179** 572	.195** 572	.069 572	-.022 572
Q2c: Objectivity of international news	Correlation Coefficient N	.059 572	.224** 572	1.000 572	.390** 572	.076 572	.090* 572	.317** 572	.302** 572	.077 572
Q2d: Accuracy of international news	Correlation Coefficient N	-.034 572	.123** 572	.390** 572	1.000 572	.131** 572	.060 572	.214** 572	.190** 572	.027 572
Q2e: Brevity of international news	Correlation Coefficient N	.085* 572	.096* 572	.076 572	.131** 572	1.000 572	.323** 572	.253** 572	.106* 572	.179** 572
Q2f: Likability of international news	Correlation Coefficient N	.253** 572	.179** 572	.090* 572	.060 572	.323** 572	1.000 572	.213** 572	.081 572	.220** 572
Q2g: Comprehensiveness of international news	Correlation Coefficient N	.024 572	.195** 572	.317** 572	.214** 572	.253** 572	.213** 572	1.000 572	.386** 572	.118** 572
Q2h: Reputation of foreign news agency	Correlation Coefficient N	-.018 572	.069 572	.302** 572	.190** 572	.106* 572	.081 572	.386** 572	1.000 572	.166** 572
Q2i: Geographical origin of international news	Correlation Coefficient N	.079 572	-.022 572	.077 572	.027 572	.179** 572	.220** 572	.118** 572	.166** 572	1.000 572

Topics. In RQ3, the purpose is to examine news topics about China U.S. journalists are interested in. A two-tailed Spearman rho non-parametric correlational analysis to 11 variables for RQ3 was conducted. The result is displayed in Table 8. It is notable that all of the 11 variables are significantly correlated. Among the correlations, “trade with the United States and North America” is strongly correlated with “valuation of Chinese currency to U.S. dollars” ($r_s = .717, p < .01$) followed by “China’s relationship with the United States and North America” ($r_s = .711, p < .01$), and “Economic development” is strongly correlated with “China’s relationship with the United States and North America” ($r_s = .686, p < .01$), “science and technology” ($r_s = .633, p < .01$), and “trade with the United States and North America” ($r_s = .614, p < .01$). The strong positive correlation among these variables demonstrates that news topics related to the political and economic relationship between China and the U.S. are the most interesting to U.S. journalists when they use CCTV+ news service.

TABLE 8: Correlation between RQ3 variables

Spearman's Corr. Test N=572	Q7a: Economic developme nt	Q7b: Chinese culture and customs	Q7c: China's relationship with the United States and North America	Q7d: Science and technology	Q7e: Military developme nt	Q7f: Natural disasters	Q7g: Valuation of Chinese currency to U.S. dollars	Q7h: Trade with the United States and North America	Q7i: Quality of consumer products made in China	Q7j: Aerospace technology	Q7k: Odd and unusual
Q7a: Economic development	1.000	.601**	.686**	.633**	.561**	.375**	.563**	.614**	.456**	.519**	.297**
Q7b: Chinese culture and customs	.601**	1.000	.532**	.604**	.441**	.304**	.478**	.481**	.382**	.516**	.399**
Q7c: China's relationship with the United States and North America	.686**	.532**	1.000	.645**	.633**	.492**	.565**	.711**	.538**	.531**	.319**
Q7d: Science and technology	.633**	.604**	.645**	1.000	.583**	.424**	.498**	.555**	.495**	.651**	.404**
Q7e: Military development	.561**	.441**	.633**	.583**	1.000	.475**	.553**	.546**	.505**	.603**	.293**
Q7f: Natural disasters	.375**	.304**	.492**	.424**	.475**	1.000	.382**	.380**	.502**	.379**	.465**
Q7g: Valuation of Chinese currency to U.S. dollars	.563**	.478**	.565**	.498**	.553**	.382**	1.000	.717**	.494**	.562**	.267**
Q7h: Trade with the United States and North America	.614**	.481**	.711**	.555**	.546**	.380**	.717**	1.000	.582**	.547**	.258**
Q7i: Quality of consumer products made in China	.456**	.382**	.538**	.495**	.505**	.502**	.494**	.582**	1.000	.537**	.378**
Q7j: Aerospace technology	.519**	.516**	.531**	.651**	.603**	.379**	.562**	.547**	.537**	1.000	.365**
Q7k: Odd and unusual	.297**	.399**	.319**	.404**	.293**	.465**	.267**	.258**	.378**	.365**	1.000

Cross-sectional correlational analysis. In order to attain a possibly generalized analysis result that can provides significant implications regarding news attributes and values that influence U.S. journalists decision to use a foreign TV news service – CCTV+ specifically in the study, a two-tailed Spearman rho non-parametric cross-sectional correlational analysis to variables in RQ1, RQ2, and RQ3 was conducted. The result is displayed as follows.

Cross-sectional correlational analysis was firstly run to variables in RQ1 and RQ2. The analysis as reported in Table 9 shows that “editorial independence” is significantly correlated to “objectivity of international news” ($r_s = .377, p < .01$), followed by “accuracy of international news” ($r_s = .285, p < .01$), and “reputation of a foreign news agency” ($r_s = .259, p < .01$), suggesting the more editorial independent a foreign TV news agency is, the more objective and accurate its provided international news will be, and better reputation it owns. It illustrates U.S. journalists’ concern about “editorial independence” when they choose a foreign TV news service.

Another significant correlation is demonstrated between “timeliness of international news content” and “accuracy of international news” ($r_s = .289, p < .01$), followed by “comprehensiveness of international news” ($r_s = .214, p < .01$), “objectivity of international news” ($r_s = .169, p < .01$), and “reputation of a foreign news agency” ($r_s = .167, p < .01$). The significant correlation shows the importance of international news’ timeliness, accuracy, comprehensiveness, and objectivity as well as a foreign news agency’s reputation to U.S. journalists’ decision-making on use of a foreign TV news service. These preferences point toward the reiteration of core journalistic principles that have historically defined U.S. journalism.

TABLE 9: Correlation between RQ1 and RQ2 variables

Spearman's Correlation Test		Q1a: Timeliness of international news content	Q1b: Availability of English language	Q1c: Availability of news scripts	Q1d: Technical quality	Q1e: Editorial independe nce	Q1f: Relevance of international news content to your audience
Q2a: Entertainment value of international news	Correlation Coefficient	-.061	.084*	.028	-.003	-.059	.054
	Sig. (2- tailed)	.145	.045	.513	.944	.164	.194
	N	571	568	554	569	558	571
Q2b: Human interest of international news	Correlation Coefficient	.097*	.136**	.083	.031	-.019	.132**
	Sig. (2- tailed)	.021	.001	.051	.461	.663	.002
	N	571	568	554	569	558	571
Q2c: Objectivity of international news	Correlation Coefficient	.169**	.179**	.042	.144**	.377**	.105*
	Sig. (2- tailed)	.000	.000	.321	.001	.000	.012
	N	571	568	554	569	558	571
Q2d: Accuracy of international news	Correlation Coefficient	.289**	.122**	.087*	.100*	.285**	.180**
	Sig. (2- tailed)	.000	.004	.041	.017	.000	.000
	N	571	568	554	569	558	571
Q2e: Brevity of international news	Correlation Coefficient	.007	.076	.200**	.150**	.060	.020
	Sig. (2- tailed)	.868	.071	.000	.000	.155	.626
	N	571	568	554	569	558	571
Q2f: Likability of international news	Correlation Coefficient	-.021	.098*	.142**	.167**	.021	.074
	Sig. (2- tailed)	.623	.019	.001	.000	.627	.078
	N	571	568	554	569	558	571
Q2g: Comprehensiveness of international news	Correlation Coefficient	.214**	.170**	.126**	.232**	.129**	.191**
	Sig. (2- tailed)	.000	.000	.003	.000	.002	.000
	N	571	568	554	569	558	571

Then, cross-sectional correlational analysis was conducted to variables in RQ1 and RQ3. The analysis result is displayed in Table 10. “Timeliness of international news content” is significantly correlated with “natural disasters” ($r_s = .183, p < .01$), followed by “trade with the United States and North America” ($r_s = .126, p < .01$), and “valuation of Chinese currency to U.S. dollars” ($r_s = .119, p < .01$). The correlation implies when U.S. journalists use CCTV+ news service, timeliness is very important in the three topics about China. When the news topics are about “aerospace

technology” ($r_s = .113$, $p < .01$), “science and technology” ($r_s = .098$, $p < .01$), “natural disasters” ($r_s = .089$, $p < .01$), “Chinese culture and customs” ($r_s = .085$, $p < .01$), and “valuation of Chinese currency to U.S. dollars” ($r_s = .083$, $p < .01$), “technical quality” is significantly correlated with these variables.

TABLE 10: Correlation between RQ1 and RQ3 variables

Spearman's Correlation Test		Q1a: Timeliness of international news content	Q1b: Availability of English language	Q1c: Availability of news scripts	Q1d: Technical quality	Q1e: Editorial independence	Q1f: Relevance of international news content to your audience
Q7a: Economic development	Correlation Coefficient	.084*	.086*	.017	.035	.066	-.032
	Sig. (2-tailed)	.046	.041	.698	.410	.121	.445
	N	571	568	554	569	558	571
Q7b: Chinese culture and customs	Correlation Coefficient	.075	.010	.015	.085*	.045	.008
	Sig. (2-tailed)	.072	.807	.720	.043	.286	.846
	N	571	568	554	569	558	571
Q7c: China's relationship with the United States and North America	Correlation Coefficient	.102*	.067	.047	.051	.053	.068
	Sig. (2-tailed)	.014	.109	.270	.228	.209	.105
	N	571	568	554	569	558	571
Q7d: Science and technology	Correlation Coefficient	.064	.058	-.002	.098*	.074	.012
	Sig. (2-tailed)	.128	.164	.966	.020	.082	.779
	N	571	568	554	569	558	571
Q7e: Military development	Correlation Coefficient	.104*	.059	.074	.047	.010	.001
	Sig. (2-tailed)	.013	.159	.082	.261	.809	.979
	N	571	568	554	569	558	571
Q7f: Natural disasters	Correlation Coefficient	.183**	.011	.139**	.089*	.014	.087*
	Sig. (2-tailed)	.000	.799	.001	.034	.735	.038
	N	571	568	554	569	558	571
Q7g: Valuation of Chinese currency to U.S. dollars	Correlation Coefficient	.119**	.043	.081	.083*	.013	.041
	Sig. (2-tailed)	.004	.305	.056	.047	.767	.322
	N	571	568	554	569	558	571
Q7h: Trade with the United States and North America	Correlation Coefficient	.126**	.095*	.052	.075	.051	.058
	Sig. (2-tailed)	.003	.024	.225	.075	.233	.169
	N	571	568	554	569	558	571
Q7i: Quality of consumer products made in China	Correlation Coefficient	.082	.002	.105*	.019	.102*	.053
	Sig. (2-tailed)	.051	.964	.013	.643	.016	.203
	N	571	568	554	569	558	571
Q7j: Aerospace technology	Correlation Coefficient	.050	.009	.075	.113**	.039	.008
	Sig. (2-tailed)	.236	.822	.077	.007	.355	.848
	N	571	568	554	569	558	571
Q7k: Odd and unusual	Correlation Coefficient	.053	.051	.081	-.004	.021	.053
	Sig. (2-tailed)	.203	.225	.056	.925	.613	.209
	N	571	568	554	569	558	571

Lastly, cross-sectional correlational analysis was operated to variables in RQ2 and RQ3. The result is shown in Table 11. “Entertainment value of international news” is significantly correlated with “odd and unusual” ($r_s = .378, p < .01$), followed by “aerospace technology” ($r_s = .189, p < .01$), “science and technology” ($r_s = .186, p < .01$), “Chinese culture and customs” ($r_s = .175, p < .01$), and “quality of consumer products made in China” ($r_s = .111, p < .01$). The significant correlation demonstrates these news topics about China are valuable to U.S. journalists from a perspective of entertainment. Similarly, “likability of international news” is significantly correlated with “odd and unusual” ($r_s = .188, p < .01$), followed by “aerospace technology” ($r_s = .144, p < .01$), suggesting U.S. journalists like choosing the two news topics about China.

Interestingly, all of the 11 variables in RQ3 are significantly correlated with “human interest of international news,” “objectivity of international news,” and “comprehensiveness of international news.” In correlation with “human interest of international news,” “odd and unusual” ($r_s = .342, p < .01$) is most significantly correlated, followed by “natural disasters” ($r_s = .253, p < .01$) and “Chinese culture and customs” ($r_s = .200, p < .01$); in correlation with “objectivity of international news,” “science and technology” ($r_s = .218, p < .01$) is most significantly correlated, followed by “Chinese culture and customs” ($r_s = .174, p < .01$) and “aerospace technology” ($r_s = .171, p < .01$); and in correlation with “comprehensiveness of international news,” “aerospace technology” ($r_s = .223, p < .01$) is most significantly correlated, followed by “science and technology” ($r_s = .221, p < .01$), and “natural disasters” ($r_s = .194, p < .01$).

In correlation with “accuracy of international news,” “trade with the United States and North America” is significantly correlated ($r_s = .127, p < .01$), followed by

“valuation of Chinese currency to U.S. dollars” ($r_s = .122, p < .01$), “China’s relationship with the United States and North America” ($r_s = .112, p < .01$), and military development ($r_s = .108, p < .01$), illustrating that U.S. journalists expect accuracy of news service about these topics they are mostly interested in. They also expect brevity of news service when the topics are about “aerospace technology” ($r_s = .131, p < .01$), and “natural disasters” ($r_s = .121, p < .01$), as the two variables are significantly correlated with “brevity of international news.”

When U.S. journalists select news service covering news about China, they think “reputation of foreign news agency” is important. Almost all of the 11 variables except “trade with the United States and North America” and “odd and unusual” are significantly correlated with “reputation of foreign news agency.” Among those, “natural disasters” ($r_s = .173, p < .01$) is most significantly correlated, followed by “military development” ($r_s = .167, p < .01$), “science and technology” ($r_s = .157, p < .01$), and “aerospace technology” ($r_s = .125, p < .01$).

TABLE 11: Correlation between RQ2 and RQ3 variables

Spearman's Corr. Test N=572	Q2a: Entertainment value of international news	Q2b: Human interest of international news	Q2c: Objectivity of international news	Q2d: Accuracy of international news	Q2e: Brevity of international news	Q2f: Likability of international news	Q2g: Comprehensiveness of international news	Q2h: Reputation of foreign news agency	Q2i: Geographical origin of international news
Q7a: Economic development	.073	.153**	.157**	.105*	-.006	.013	.161**	.103*	.008
Q7b: Chinese culture and customs	.175**	.200**	.174**	.045	.053	.050	.152**	.115**	.028
Q7c: China's relationship with the United States and North America	.067	.183**	.147**	.112**	.013	.006	.164**	.121**	-.087*
Q7d: Science and technology	.186**	.186**	.218**	.099*	.047	.104*	.221**	.157**	-.015
Q7e: Military development	.099*	.158**	.129**	.108**	.094*	.056	.164**	.167**	.050
Q7f: Natural disasters	.090*	.253**	.133**	.075	.121**	.102*	.194**	.173**	-.031
Q7g: Valuation of Chinese currency to U.S. dollars	.035	.134**	.127**	.122**	.043	.034	.171**	.120**	.015
Q7h: Trade with the United States and North America	.004	.122**	.128**	.127**	-.004	.009	.142**	.077	-.017
Q7i: Quality of consumer products made in China	.111**	.158**	.109**	.096*	.101*	.087*	.125**	.124**	.040
Q7j: Aerospace technology	.189**	.164**	.171**	.105*	.131**	.144**	.223**	.125**	.069
Q7k: Odd and unusual	.378**	.342**	.127**	.012	.060	.188**	.092*	.048	-.011

Regression Analysis of the Data

For RQ4, I first planned to use ordered logit model to examine the corresponding relationship between respondents' likelihood of either downloading CCTV+ website directly, visiting CCTV+ website within 12 months, visiting CCTV+ website when emergency happens in China within 12 months, visiting CCTV+ website when it has exclusive news within 12 months, or visiting CCTV+ website when respondents have a need for news in China within 12 months, and the six essential factors respondents evaluated at the beginning of interview. Two out of five models failed in explaining the majority of the dependent variable variance. The three models that fit the data well are the ones applied to the question: the likelihood of visiting CCTV+ website when emergency happens in China within 12 months, the likelihood of visiting CCTV+ website when it has exclusive news within 12 months, or the likelihood of visiting CCTV+ website when respondents have a need for news in China within 12 months. Below are the results of the three models.

TABLE 12a: Case Processing Summary

		N	Marginal Percentage
Q6c: How likely is it that your news organization will visit the website of CCTV News Content when emergencies take place in China in the next 12 months?	very unlikely	131	23.4%
	2	89	15.9%
	3	142	25.3%
	4	108	19.3%
	very likely	91	16.2%
Valid		561	100.0%
Missing		11	
Total		572	

TABLE 12b: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Intercept Only	1363.409			
Final	1344.392	19.017	6	.004

Link function: Logit.

TABLE 12c: Parameter Estimates

	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Threshold [q6c = 1]	.295	.631	.219	1	.640	-.942	1.532
[q6c = 2]	1.068	.633	2.850	1	.091	-.172	2.308
[q6c = 3]	2.133	.637	11.210	1	.001	.884	3.381
[q6c = 4]	3.191	.644	24.584	1	.000	1.930	4.453
Location q1a	.266	.101	6.952	1	.008	.068	.464
q1b	.004	.062	.004	1	.952	-.117	.125
q1c	-.007	.052	.020	1	.888	-.108	.094
q1d	.223	.074	9.136	1	.003	.078	.367
q1e	-.081	.070	1.353	1	.245	-.218	.056
q1f	-.039	.093	.172	1	.679	-.222	.144

Link function: Logit.

The highlighted rows are the estimators that are statistically significant. First of all, for the question “which factor will affect the likelihood of visiting CCTV+ website when emergency happens in China within 12 months at which percentage,” the default difference is, compared to the default option of “very likely,” people will be 3.2% more likely to choose “likely,” 2.1% more likely to choose “neutral,” or 1.1% more likely to choose “unlikely.” The difference between choosing “very unlikely” and “very likely” is insignificant.

On top of the above difference, every category change (i.e., choice changed from “important” to “very important”) increases the possibility of choosing other options rather than “very likely” by 0.27%, and each category change increases the possibility of choosing other options rather than “very likely” by 0.22%.

TABLE 13a: Case Processing Summary

		N	Marginal Percentage
Q6d: How likely is it that	very unlikely	138	25.2%
your news organization will	2	120	21.9%
visit the website of CCTV	3	128	23.4%
News Content when CCTV	4	96	17.6%
has exclusive news in the	very likely	65	11.9%
next 12 months?			
Valid		547	100.0%
Missing		25	
Total		572	

TABLE 13b: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	1320.558			
Final	1308.915	11.643	6	.070

Link function: Logit.

TABLE 13c: Parameter Estimates

	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Threshold [q6d = 1]	.816	.639	1.629	1	.202	-.437	2.069
[q6d = 2]	1.805	.643	7.888	1	.005	.545	3.065
[q6d = 3]	2.806	.649	18.707	1	.000	1.534	4.077
[q6d = 4]	3.944	.658	35.890	1	.000	2.654	5.234
Location q1a	.245	.102	5.759	1	.016	.045	.445
q1b	.025	.063	.161	1	.688	-.098	.149
q1c	-.003	.053	.003	1	.958	-.106	.100
q1d	.102	.076	1.813	1	.178	-.046	.250
q1e	.062	.071	.776	1	.378	-.077	.202
q1f	.006	.095	.004	1	.950	-.181	.193

Link function: Logit.

As the same as the results for question q6c, the highlighted rows in above tables are the estimators that are statistically significant. First of all, for the question “which factor will affect the likelihood of visiting CCTV+ website when it has

exclusive news within 12 months at which percentage,” the default difference is, compared to the default option of “very likely,” people will be 4.0% more likely to choose “likely,” 2.8% more likely to choose “neutral,” or 1.8% more likely to choose “unlikely.” The difference between choosing “very unlikely” and “very likely” is insignificant.

On top of the above difference, every category change (i.e., choice changed from “important” to “very important”) increases the possibility of choosing other options rather than “very likely” by 0.25%.

TABLE 14a: Case Processing Summary

		N	Marginal Percentage
Q6e: How likely is it that your news organization will visit the website of CCTV News Content when you have a need for news about China in the next 12 months?	very unlikely	153	27.2%
	2	119	21.1%
	3	149	26.5%
	4	99	17.6%
	very likely	43	7.6%
Valid		563	100.0%
Missing		9	
Total		572	

TABLE 14b: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Intercept Only	1329.352			
Final	1315.371	13.981	6	.030

Link function: Logit.

TABLE 14c: Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[q6e = 1]	.462	.636	.527	1	.468	-.784	1.708
	[q6e = 2]	1.400	.638	4.810	1	.028	.149	2.650
	[q6e = 3]	2.574	.644	15.977	1	.000	1.312	3.836
	[q6e = 4]	3.990	.658	36.713	1	.000	2.699	5.280
Location	q1a	.156	.100	2.419	1	.120	-.041	.353
	q1b	.044	.063	.497	1	.481	-.079	.167
	q1c	.045	.052	.751	1	.386	-.057	.146
	q1d	.167	.074	5.174	1	.023	.023	.311
	q1e	-.096	.070	1.850	1	.174	-.234	.042
	q1f	.042	.094	.197	1	.658	-.142	.226

Link function: Logit.

As the same as the result for question q6c, the highlighted rows in above tables are the estimators that are statistically significant. First of all, for the question “which factor will affect the likelihood of visiting CCTV+ website when respondents have a need for news in China within 12 months at which percentage,” the default difference is, compared to the default option of “very likely,” people will be 4.0% more likely to choose “likely,” 2.6% more likely to choose “neutral,” or 1.4% more likely to choose “unlikely.” The difference between choosing “very unlikely” and “very likely” is insignificant.

On top of the above difference, every category change, i.e., choice changed from “important” to “very important,” increases the possibility of choosing other options rather than “very likely” by 0.17%.

In order to compare the effect of different models on the same survey data, I also explored binary logit model. In order for binary logit model to work, I first recoded the five category responses to a binary “likely” or “unlikely” responses. Below is the table of the recoding results.

TABLE 15a: Q6a: How likely is it that your news organization will download video materials from the website of CCTV News Content in the next twelve months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unlikely	489	85.5	87.8	87.8
	likely	68	11.9	12.2	100.0
	Total	557	97.4	100.0	
Missing	System	15	2.6		
Total		572	100.0		

TABLE 15b: Q6b: How likely is it that your news organization will visit the website of CCTV News Content to check out news updates in the next 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unlikely	413	72.2	73.2	73.2
	likely	151	26.4	26.8	100.0
	Total	564	98.6	100.0	
Missing	System	8	1.4		
Total		572	100.0		

TABLE 15c: Q6c: How likely is it that your news organization will visit the website of CCTV News Content when emergencies take place in China in the next 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unlikely	220	38.5	39.2	39.2
	likely	341	59.6	60.8	100.0
	Total	561	98.1	100.0	
Missing	System	11	1.9		
Total		572	100.0		

TABLE 15d: Q6d: How likely is it that your news organization will visit the website of CCTV News Content when CCTV has exclusive news in the next 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unlikely	258	45.1	47.2	47.2
	likely	289	50.5	52.8	100.0
	Total	547	95.6	100.0	
Missing	System	25	4.4		
Total		572	100.0		

TABLE 15e: Q6e: How likely is it that your news organization will visit the website of CCTV News Content when you have a need for news about China in the next 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unlikely	272	47.6	48.3	48.3
	likely	291	50.9	51.7	100.0
	Total	563	98.4	100.0	
Missing	System	9	1.6		
Total		572	100.0		

The binary logit regression results are as follow.

Q6c

TABLE 16a: Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	679.093 ^a	.080	.106

a. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.

TABLE 16b: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	q1a	.313	.116	7.276	1	.007	1.368
	q1b	.015	.076	.040	1	.841	1.015
	q1c	-.066	.073	.821	1	.365	.936
	q1d	.184	.092	3.993	1	.046	1.202
	q1e	-.255	.098	6.781	1	.009	.775
	q1f	-.077	.106	.532	1	.466	.926

a. Variable(s) entered on step 1: q1a, q1b, q1c, q1d, q1e, q1f.

To interpret the estimated coefficients, every category increase in timeliness importance increases the chance of choosing “likely” instead of “unlikely” by 0.313%, while every category increase in technical quality increases the chance of choosing “likely” over “unlikely” by 0.18%. However, every category increase in editorial independence actually decreases the chance of choosing “likely” over “unlikely” by 0.18%.

These statistically significant results reveal some concerns respondents have about CCTV+ news service. Although most of them trust its technical quality and timeliness, the main concern that prevents them from choosing CCTV news is its editorial independence.

Q6d

TABLE 17a: Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	698.330 ^a	.017	.023

a. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.

TABLE 17b: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	q1a	.213	.114	3.516	1	.061	1.237
	q1b	-.005	.074	.004	1	.950	.995
	q1c	-.039	.072	.300	1	.584	.962
	q1d	.079	.090	.757	1	.384	1.082
	q1e	-.154	.091	2.854	1	.091	.857
	q1f	-.062	.103	.363	1	.547	.940

a. Variable(s) entered on step 1: q1a, q1b, q1c, q1d, q1e, q1f.

To interpret the above estimated coefficients, every category increase in timeliness importance increase the chance of choosing “likely” instead of “unlikely” by 0.213%, while every category increase in editorial independence actually decreases the chance of choosing “likely” over “unlikely” by 0.15%. These statistically significant results reveal the same concern as q6c does.

Q6e

TABLE 18a: Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	711.998 ^a	.025	.033

a. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.

TABLE 18b: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	q1a	.257	.114	5.068	1	.024	1.292
	q1b	.003	.074	.002	1	.965	1.003
	q1c	.044	.070	.403	1	.525	1.045
	q1d	.096	.089	1.170	1	.279	1.101
	q1e	-.233	.093	6.342	1	.012	.792
	q1f	-.128	.104	1.532	1	.216	.879

a. Variable(s) entered on step 1: q1a, q1b, q1c, q1d, q1e, q1f.

To interpret the above estimated coefficients, every category increase in timeliness importance increases the chance of choosing “likely” instead of “unlikely”

by 0.213%, while every category increase in editorial independence actually decreases the chance of choosing “likely” over “unlikely” by 0.15%. These statistically significant results reveal the same concern as q6c does.

The exploration of binary logit models does reveal some phenomenon that the ordered logit models didn’t reveal. U.S. journalists’ concerns about CCTV’s editorial independence is a major factor that prevents them from using CCTV+.

Qualitative Data: Ideological Analysis

Ideology is a contingent claim to truth and, as James and Steger (2010) posited, is a coherent system of ideas that are not easily to be changed:

Ideologies are patterned clusters of normatively imbued ideas and concepts, including particular representations of power relations. These conceptual maps help people navigate the complexity of their political universe and carry claims to social truth. (p. 12)

According to Mullins (1972), an ideology has four basic characteristics: it has power over cognition, is capable of guiding one’s evaluations, provides guidance toward action, and is logically coherent to those who subscribe a particular ideology.

To address RQ5 and explore challenges faced by international news agencies that deliver contra-flows of information in competition with U.S. led Western news agencies in the context of globalization, an ideological analysis was conducted to participants’ responses to two open-ended questions: “Why do you say that your news organization will unlikely download video materials from CCTV News Content through Reuters/APTN in the next twelve months?” and “Why do you say that your news organization will unlikely download video materials from CCTV News Content from its website in the next twelve months?” followed by an additional analysis of the

participants' responses to "Do you have comments or suggestions for CCTV News Content to continue to provide useful content to your news organizations?"

To ascertain participants' ideological perspectives, an analysis of salient clusters of ideas regarding CCTV's position as an international news agency was conducted. 23.8% and 33.7% of the participants respectively answered "why do you say that your news organization will unlikely download video materials from CCTV News Content through Reuters/APTN in the next twelve months?" and "why do you say that your news organization will unlikely download video materials from CCTV News Content from its website in the next twelve months?". The expressed views of U.S. journalists about CCTV were expected to enact cultural and political understandings of China and Chinese news media. I coded the responses to the first two open-ended questions for why they would unlikely use CCTV+ news service into three major categories that suggest particular ethnocentric biases and ideological positions regarding CCTV. These categories are: (a) U.S. journalists preference for other U.S. sources for news about China and international affairs, (b) CCTV's content lack of relevance to local interests, and (c) questioning the credibility/editorial independence of CCTV. The proportion of the three categories is displayed in Table 5b and Table 5c in the descriptive statistical analysis part.

Preference of U.S. Sources for International News and Coverage of China

Responses of the participants who contributed to the two-opened questions stated that they rely on other sources of news feeds from U.S. news agencies and networks for international news, such as CNN, ABC, Fox, or NBC.

Overlapping this reliance on U.S. sources for international news, is the view discussed in the next section, that international news also has to be locally impactful, such as "a major breaking story" and "a natural disaster." For example, in the

following answers *italics* refer to these overlapping perspectives as illustrated by linguistic choices of participants:

“*Our international content comes from NBC, so unless it was NBC picking up CCTV content, unless it was local-specific, we wouldn’t run around to find it or use.*”

“*Our people that we pay for international news are CNN and NBC. Our main goal is local news content. Unless there’s a natural disaster in China, there isn’t much coverage of their news.*”

“*It’s not a common source for us. Most sources for us are CBS, CNN. We are localized.*”

“*We’d take it from CNN, NBC, or the Associated News Press.*”

“*Most of our international footage comes from CNN or NBC.*”

“*We rely more on CNN and Fox News. We’re more likely to utilize those than go to an outside source for video.*”

In these examples, the use of the words “our”, “our people” and “their” is significant. It signals a division between “us” and “them” in the sense of an organizational and national identification juxtaposed to “their” as in Chinese news organizations and Chinese people. This might signal an ethnocentric and nationalist perspective even when international affairs are at the center, and suggests that Chinese perspectives are irrelevant to the U.S. public’s concerns and interests even though China occupies a prominent role as a trade partner with the United States. This view also reflects an economic reasoning regarding adding the cost of subscribing to CCTV when they can rely on national sources that they already pay for.

Lack of Relevance to Local Interests

Among the answers to “why do you say that your news organization will unlikely download video materials from CCTV News Content through Reuters/APTN in the next twelve months?” 27.6% of the participants responded that it is because the news content provided by CCTV+ is not relevant to their viewers, and 36.1% of the participants responded with the same reason to “why do you say that your news organization will unlikely download video materials from CCTV News Content from its website in the next twelve months?”

This view entails the ideas that (a) international news should be made relevant to local U.S. audiences, and (b) that Chinese perspectives are not considered relevant by the U.S. media and public. For example, in the following answers, words in *italics* refer to linguistic choices coded for relevance:

“There’s probably *nothing in China that is of interest to our readers*. Our website is *primarily local*. We use *very, very little international news*. If we do use any, *it’s got to be a very, very big deal*. It has to be of *huge importance* before we’d even think about putting it on our website.”

“If it’s *not local*, we’re *not interested*.”

“There’s *not a great deal of relevance* to our audience to news coming out of China, not a great demand for it.”

“That’s *not a big interest* in my area *unless something major breaks there*.”

“*Not many relevant* stories.”

“I would have to determine *the relevance to our audience* here.”

It is interesting how U.S. journalists support the view that news that are meant to report on global and international affairs—by definition news that are not directly linked to local issues—would have to be tailored to U.S. localities when they come

from CCTV. Conventionally, news disseminated by U.S. and European international news agencies are not expected and do not address the local interests of audiences in the Third World but, on the contrary, are known to reflect the interests of audiences in the home countries where the agencies are based. For instance, it is well known that coverage by AP, reflects U.S. interests in foreign relations (citation). Following this logic, it would not be unconventional that CCTV's coverage of the world would reflect the interests of China and Chinese viewers rather than U.S. viewers. Yet, for U.S. journalists this is a weakness or a problem for CCTV. In ideological terms, this ethnocentric way of thinking is indicative of the U.S. perceptions of CCTV. At the same time, it also shows how, more often than the ideological objection to CCTV for its lack of independence and credulity, U.S. journalists cite economic arguments like reliance on U.S. news sources they already pay for or CCTV's lack of relevance to U.S. local audiences as the main reasons why they would not download CCTV content.

Questioning CCTVs Credibility and Editorial Independence

About 10% of the participants also mentioned that the reason why their news organizations would unlikely use news feeds provided by CCTV+ is because of their concerns about its credibility and editorial independence from the Chinese government. In the participants' ideological frame, CCTV is a state-run news agency, representing the Chinese government's voice in global communications. So they doubt its news feeds' credibility and editorial independence from the government. For example, in the following answers (*italics* refer to linguistic choices coded for credibility and editorial independence):

“If credibility and accuracy and independence are the hallmarks you look for, that is not CCTV. It's a state run news service. We don't have a contract with

Reuters. *We don't think they (CCTV) are an independent source of information.*”

“I would *question that organization's independence and whether their narrative is being government controlled or not.*”

“The *lack of objectivity* of the provider, *the reputation*, all that stuff.”

“I'm *not thrilled with the independence* of news content coming out of Chinese news agencies. They're *basically either censored or self-censoring*. Unless they had footage of something like an earthquake, or something that was hard to mess up.”

“I *don't think* they are a *truly independent* news source and they still need to be cleared through the Chinese government.”

“We are *not clear* if it's *independent* or a functioning organization.”

It is noteworthy that only 10% of participants addressed this point in the qualitative

comments, given the dominant view in mainstream U.S. culture that censorship is a central problem in Chinese media in general. One would have expected to see this reasoning more often in the comments by participants. In the quotations above, the U.S. journalists re-state core assumptions of mainstream, commercial U.S. journalism that very often go unquestioned as principles in journalists' own professional ideology. These views reinforce the sense that U.S. and European media are models of normative journalistic practice. Further, they link “accuracy” and “credibility” with “independence” from government “control” in such a categorical way that it negates the possibility that a state-owned or public medium could provide accurate and credible information at all, on any subject for that matter—be it politics, science, education, sports, arts, or entertainment topics. Arguably, the fact that CCTV is

government controlled and censorship of certain viewpoints has been documented and can be expected does not imply that the entire coverage across topics is uniformly lacking accuracy or credibility. Furthermore, these views reinforce the dominant ideology that overlooks that “independent” commercial media in the United States that operate for profit can also reproduce biases, inaccuracies, and government propaganda, as academic researches from Western and non-Western institutions have well documented (citations). Thus, the juxtaposition of “state-run” and “independent” as a simple binary opposition between biased/propaganda and accurate/credible journalism serves the ideological function of supporting the U.S.-lead Western model of commercial media as a model to emulate around the world. This is a view that continues to undermine alternative voices and perspectives from outside the Western industrialized world.

Suggestions for CCTV: Centering the Dominant U.S. Model of Journalism

When asked to provide specific comments or suggestions for CCTV+ about how to provide useful content to U.S. news agencies, about 44% of participants answered the question. From the coding to 252 responses, three salient categories emerged: (a) address relevance to the local, (b) create liaison with U.S. national news agencies, (c) lower subscription rates, and (d) prove credibility and editorial independence. While pragmatic suggestions when taken at face value, these recommendations by U.S. journalists tend to reinforce certain ideological positions and assumptions discussed above.

Address relevance to local viewers. Again, relevance of the news feeds to the local market is an important threshold for CCTV+ news service to be considered by U.S. news organizations. For example, in the following answers (*italics* refer to linguistic choices coded for relevance):

“Anything that we, in this day and age, use *has to have direct and immediate impact with local viewers*. My market is very heavy in terms of agriculture so the trade agreements between China and the United States are *very relevant to my viewers*.”

“*Only useful* if it can *relate to local areas* of the United States.”

“*Make it relevant, baby*.”

In this sense, U.S. journalists call for CCTV’s tailoring its programming to U.S. viewers, which implies that CCTV’s staff should understand of regional differences in the United States and engage in the type of audience-driven journalism model that characterizes U.S. commercial journalism, particularly local and national news production, in order to succeed in the U.S. market (Cohen, 2002; McManus, 1994).

Create liaison with U.S. national news networks. The participants also offered suggestions for CCTV+ regarding ways of expanding its penetration into the U.S. news market. One way is to partner with U.S. national news networks or agencies, such as NBC, ABC, CNN, and Fox. For example, in the following answers (*italics* refer to linguistic choices coded for liaison with U.S. national news agencies):

“They are better off to *do a partnership with CNN or one of the networks* to reach local networks because *that’s the funnel* we use to get news, especially video. We are a CBS affiliate, so we *get it from CBS or CNN*.”

“They should *affiliate with CNN, NBC, ABC*, or someone like that *to get some credibility* in the United States.”

“I think if they would like to provide video or news information, they *need to align themselves with networks* like CNN, NBC, and ABC.”

One may argue that these perspectives break the hegemonic, one-way flow model of

Western news agencies by suggesting the possibility of a “partnership” between CCTV and U.S. national news networks. This position does open a possibility for a contra-flow to be filtered by U.S. media. However, these quotes also illustrate the centering of U.S. media as the model of journalistic ethics and its juxtaposition to the Chinese news media model as less desirable and one that can only gain credibility in function to U.S. news organizations.

Lowering subscription rates. Another suggestion of U.S. journalists for CCTV+ is to lower the rate or even offer free initial news content service to subscribers in the United States, especially for those who are unfamiliar with CCTV+. For example, the following answers journalists illustrate this category (*italics* refer to linguistic choices coded for lower rates):

“*Lower the cost, increase your visibility.* For me, to learn about this from a survey can’t be all good for CCTV. They need to do *more marketing and get their name out there.*”

“They have to at least *share the news for six months* with people and rate the quality and make decisions before asking to charge.”

“*Lower your prices.* You’ll never get that. Nobody will ever pay that much.”

“Rethink the pricing; it is *way too much.*”

“Do a better job of exposing the product to this market and to the North American market. *Increase familiarity and lower your rates.* Start out free.”

This category also indicates the value U.S. journalists attribute to commercial strategies as a taken-for-granted dimension of news production. Establishing competitive pricing, “cost,” and “visibility” through marketing, promotion, and

audience research are strategies associated with commercial news media in the United States. These strategies are normalized in the discourse of U.S. journalists as standards and non-ideological aspects that do not compromise the independence and credibility of news organizations.

Proving credibility. Similar to the responses to the questions about the unlikelihood of using CCTV+ news service, in the responses to this question, participants expressed their skepticism about CCTV+'s reliability due to its affiliation with the Chinese government. A suggestion is for CCTV+ to show solid evidence and convince U.S. journalists that its news content is editorially independent from the Chinese government. The participants' responses demonstrate a different ideology in the era global communications. For example, in the following answers (*italics* refer to linguistic choices coded for credibility and editorial independence):

“I am going to start with saying that *if they're truly independent, they need to make that more obvious.* My impression is that *they're just an arm of the Chinese government.* There's a credibility issue in my mind about whether they're a truly independent news organization. For example, Al Jazeera when they started, I wasn't sure, but now they've pretty much documented that they are an independent news organization. *CCTV hasn't shown that yet.*”

“If American news media trust the content and the object materials coming out of China. *Our philosophy and theirs concerning the free speech and the press is completely different.*”

“I think most journalists would *be skeptical* about *paying for content* from a *government-backed news organization*, especially since it is the only source for much of the material.”

“*Don't be a mouth piece* for the Chinese government.”

“I’d say they need to *build confidence in editorial independence.*”

As these participants note, the problem of proving credibility before Western journalists is a burden on non-Western news agencies. It is interesting that Al-Jazeera is taken as an exemplar, for it places CCTV in some sort of competition with Al-Jazeera to prove its credibility by the standards of U.S. journalists. Again, this type of thinking creates a dichotomy that assigns deficit and untrustworthiness uniformly to non-Western news organizations and places Western media as monolithic, positive models of ethics and press behavior. It does undermine the diversity within Western and non-Western media systems and the fact that the credibility of “independent” news media in U.S. and other Western nations is in crisis among audiences. For instance, a poll by the Pew Research Center for the People and the Press in 2009 (CBS News, 2009) indicated that nearly two-thirds of U.S. Americans believed that the news stories they read, heard, and watched were frequently inaccurate. According to the poll, that marked the highest level of skepticism recorded since 1985, when this study of public perceptions of the media was first done. In 2017 (Pew Research Center, 2018), Pew’s international survey of public opinion about news accuracy and fairness across 38 nations (China was not included) found that in the United States, 48% of respondents believed that the U.S. media reports political issues fairly and 56% think U.S. media reports news accurately (as compared to, for example, 73% in Canada, 52% in Britain, 47% in France, 63% in South Africa, 55% in Japan, 27% in South Korea, 78% in Indonesia, or 65% in India who indicated their national media reported accurately). In this sense, the discourse of U.S. journalists about credibility obscures the common problem of news media facing credibility problems with their national audiences. Today, conservative sectors of society in the United States, led by U.S. President Donald Trump’s rhetorical constructions of the “fake news media”

refer to mainstream news organizations, further problematize the idea of credibility as a standard in U.S. news organizations.

Qualitative Analysis as Triangulation of Quantitative Analysis

Triangulation is defined as mixed use of data or methods in social science. By triangulation, a diversity of participants' viewpoints shed light on a research topic (Olsen, 2004). In this research, the mixed use of methodologies involved mixing multiple quantitative analytical methods with ideological analysis of survey participants' responses to three open-ended question as a form of triangulation. The ideological analysis supported the findings from the quantitative analysis.

For example, the quantitative analysis shows U.S. journalists are concerned about CCTV+'s editorial independence from the Chinese government when they are making a decision to use CCTV+ as a news resource for international news. Thus they question CCTV+'s credibility. Similarly, in the qualitative analysis of participants' responses to the unlikelihood of using CCTV+ news service, the data showed that participants expressed their distrust of CCTV+ as a news source because it is affiliated with the Chinese government and is perceived as having no editorial independence. The triangulation of the quantitative analysis in this study confirms the validity of research findings.

CHAPTER 5

DISCUSSION AND CONCLUSIONS

By examining the perceptions of U.S. journalists of China's mainstream news agency CCTV+ in the U.S. news market, this study sheds light on challenges faced by international news agencies in subaltern or contra-flows of information in the era of global communications.

In response to RQ1, the attributes of news coverage that U.S. journalists consider important when they decide to use a foreign TV news service are timeliness, relevance to the local audience, editorial independence, availability of English news scripts, and technical quality. This finding suggests that the biggest challenge for CCTV+'s penetration into the U.S. market is its editorial independence because CCTV is directly owned by the Chinese government, which raises U.S. journalists' doubt about credibility of news content provided by CCTV+. Another challenge for CCTV is relevance to the U.S. local audience. Since CCTV+'s news coverage mainly focuses on topics about China and other international fairs, which are irrelevant to the U.S. local audience, the fact along with U.S. journalists' concern about CCTV+'s editorial independence significantly lowered the chance of its contra-flow of information into the U.S. market.

In regard to RQ2, the top5 news values that influence U.S. journalists' decision to use a foreign TV news service are accuracy, objectivity, comprehensiveness, entertainment, and reputation of a foreign news agency. Additionally, human interest such as natural disasters, is also an important value that influences U.S. journalists' decision-making. The finding suggests that U.S. journalists would most likely use international news coverage that is accurate, objective, comprehensive, and entertaining, but at the same time, they pay strong

attention to the reputation of a foreign news agency providing them with the international news content.

To address RQ3: what news topics about China are U.S. journalists interested in, the top4 topics are natural disasters in China, China's relationship with the U.S. and North America, quality of consumer products in China, and trade with the U.S. and North America. As one of the important news attributes U.S. journalists consider when using a foreign TV news service is relevance to the local audience, if the relationship between the two world's largest economies is in tensions, it will directly affect the interest of U.S. consumers. In the recent escalated trade tension between China and the U.S., the Trump government proposed \$150 billion worth of tariffs on China. Bannon (the New York Times, 2018) stated the tariffs would increase the price of consumer goods in the U.S. and Chinese government's retaliation against soybean imports could hurt U.S. farmers. The finding also reinforced the importance of being relevant to the local audience when U.S. journalists decide to use a foreign TV news service.

To RQ4, the top3 factors that prevent U.S. journalists from using CCTV+ are concerns about CCTV's editorial independence from the government, irrelevance of its news content to the U.S. local audience, and lack of familiarity with CCTV. As the cross-sectional correlational analysis to variables of RQ1 and RQ2 shows that the more editorial independent a foreign TV news agency is, the more objective and accurate its provided international news will be, and better reputation it owns, and vice versa, U.S. journalists' doubt about CCTV's editorial independence from the Chinese government reinforced the previous research that it is difficult for CCTV to be recognized by U.S. journalists as a reliable news source due to its association with official censorship and lack of editorial independence from the Chinese government.

Consequently, its penetration into the U.S. market to disseminate contra-flow of information and its ability to attract large local U.S. audiences are limited.

The results of the qualitative analysis are consistent with these of the quantitative analysis. 57 of the participants pointed out the reason why their news organizations would unlikely use CCTV+ news feeds is because of their concerns about its credibility and editorial independence from the Chinese government. Their questioning about CCTV+ news feeds' credibility and its editorial independence reflects the results of the quantitative analysis. Another two reasons for the participants' unlikelihood to use CCTV+ news feeds are their preference for other U.S. sources for news about China and international affairs, and CCTV+ news feeds' lack of relevance to the local audience. Being consistent with the quantitative analysis results that demonstrate the importance of being relevant to the local audience, the qualitative analysis provides a deeper insight by stating the participants' suggestions for CCTV: (a) create liaison with U.S. national news agencies, and (b) lower subscription rates.

Therefore, in regards to Research Question 5: what does the experience of CCTV+ in the United States reveals about the challenges faced by global contra-flows of information in the context of globalization, the findings show that there is a big ideological difference between U.S. and Chinese journalistic practice. As the quantitative and qualitative data analysis for research questions 1, 2, and 4 found, CCTV+'s editorial independence and credibility as a news source is U.S. journalists' major concern in the process of deciding whether to use CCTV+'s news feeds because it is a government-sponsored news agency. To eliminate such a concern, U.S. journalists suggested forming partnerships with U.S.-led Western news agencies, such as APTN, Reuters, CNN, NBC, ABC, etc. to get international news feeds.

The reasons behind the preference for U.S. Western sources are: (a) These organizations share the same ideology in terms of Western journalism values and practices; (b) The news feeds through these Western news agencies are already vetted and they feel comfortable to use; and (c) They do not need go outside the radar of these Western news agencies due to a well-established affiliation and, moreover, budget control. The fact that U.S. journalists distrust non-Western international news agencies in the growing trend towards contra-flow mainly because of their ideological belief that news content provided by non-Western international news agencies is not reliable since they are government controlled and thus lack editorial independence.

However, this assumption is limited and problematic because it overlooks how commercial biases, interlocked interests, and business competition undermine credibility in Western media. For instance, the rivalry of CNN and Fox News has intensified since Trump took the presidency (*Washington Post*, 2018). Almost daily, the two mainstream media's hosts criticize one another's coverage of Trump government. On March 22, 2018, CNN president Jeff Zucker called Fox News as a "propaganda machine." Zucker said: "What has happened to that network in the last 18 months, especially the last year, is that it has just turned itself into state-run TV." Responding to Zucker's comment, Fox News host Sean Hannity called it "CNN Fake News." According to the *Washington Post*, CNN has been attacked by President Trump. Trump calls CNN "fake news" whenever his disagreement with its coverage occurs, whereas he openly endorses Fox News on social media.

These findings imply that an effective way for CCTV and other non-Western international news agencies that are penetrating the U.S. market to meet this challenge is to partner with U.S. national news networks. Potentially, the global impact of non-Western international news agencies is still restricted. As Thussu (2007) pointed out,

they are confined in geo-cultural markets and can only influence regional transnational consumers. However, partnership with Western news agencies can be controversial because they are legitimizing the voice of CCTV by setting standards of quality journalism based on Western values, thus creating a partnership that is not between equal partners. In this sense, U.S. and European international news agencies retain control of the global flow. To CCTV and other non-Western international news agencies, having the capital to invest, the technology, and the professionally trained journalists is not enough to break the global flow because of ideological and cultural gaps. Nevertheless, partnerships can be positive. By partnering with Western news agencies, CCTV and other non-Western news agencies are making inroads in the international news distribution system controlled by U.S. and European agencies that have been in place since the 19th century. In CCTV's effort to expand in the U.S., it is hiring U.S. local journalists, which opens interesting avenues of professional exchanges and is likely to complicate notions of credibility and independence.

Another challenge for CCTV is the perceived lack of relevance of international news content to the U.S. local audiences. The study findings confirmed that that U.S. journalists care about types of news about China that they think are relevant to the U.S. and their audiences more than those that they think are remote and do not have immediate relevance. As news is ideologically defined differently in the U.S. than it is in China, U.S. journalists look for newsworthiness of a news story significantly more than other aspects of the story. Natural disasters, for example, are always of great news values because they cause loss of lives, disruption of normal life, and increased cost to a society. It is less likely for them to use news stories about "Chinese culture and customs," "aerospace technology," "odd and unusual", etc., unless these stories are immediately relevant to the interest of U.S. society and

audience. This finding reinforced the previous research on determinants that facilitate U.S. journalists to determine newsworthiness of international events. The determinants are relevance (Shoemaker, Chang, & Brendlinger, 1986; Shoemaker, Danielian, and Brendlinger, 1991; Schultz, 2007; Brighton & Foy, 2007), national interest (Dai & Hyun, 2010; Chang & Lee, 1992), and journalists' individual values and ideology (Shoemaker & Reese, 1996). One explanation of the unlikelihood of U.S. journalists in using CCTV+ news service is that under normal circumstances, the U.S. journalists tend to focus on domestic or local news more than on international news. Another explanation is that they look for the best rate of return from news programs in terms of advertising revenues. As a result, they care about news stories that they believe will be relevant and meaningful to the interest of their advertisers and audiences and bring the highest rate of return more than about those that will be less relevant or will not bring high rate of return. This asserts the commercial model of news production, or market-driven journalism as a dominant model to take into consideration. This finding can be significant to other international news agencies that seek penetration into the U.S. market, for it signals that international news stories have to be relevant and impactful to the local U.S. audiences.

The study findings also imply that, in addition to the commercial model of production, U.S. journalists also uphold traditional values of journalism such as "timeliness of news," "editorial independence," and "relevance of news to audience." To effectively offer their news content to U.S. news agencies in the era of global communications, international news agencies should pay adequate attention to these basic values in its news production in order to become appealing to U.S. news organizations. For international news agencies to effectively provide news services to journalists and news organizations in other foreign markets, it is imperative that they

offer news coverage that meets Western expectations of accuracy, objectivity, and comprehensiveness. They also need to prove their credibility to U.S. media powers so that their news products can be trusted and hence used.

Lastly, this study also suggests that low visibility and lack of promotion in United States is another challenge to CCTV. To address this problem, participants in the survey suggested that international news agencies might consider interpersonal communication as an effective way of promoting their news content services, as 14% of the participants in the study learned about CCTV+ from “colleagues or friends.” Additionally, international news agencies penetrating into the U.S. news market can also employ the concept of strategic communication – use all possible but effective channels of communication including traditional media, the Internet, social networking websites, word of mouth – to more effectively let more U.S. news organizations know about their news services.

In conclusion, through a comprehensive analysis in a mixed methodology, the study examined U.S. journalists’ perceptions about a news service provided by a non-Western international news agency – CCTV, and further explored how notions of positive attributes of coverage and news values influence the decision-making process of selecting international news in the era of global communications. Regardless of ideological differences between U.S. journalists and journalists from non-Western international news agencies, news should be timely, accurate, credible, and concise. When U.S. journalists pick up an international news story, it also needs to be entertaining, with human interest, and impactful to their local audiences. The study provides important guidance of news feeds distribution to international news agencies especially for those that are in a contra-flow of information and aspire to voice perspective that are different from U.S.-led Western news agencies. By all means of

strategic communication in the U.S. news market, international news agencies can focus on partnering regularly with U.S. national news agencies/networks while feeding news content that is relevant to the U.S. local audiences. Without trying to change bilateral ideological perspectives, international news agencies can also consider providing entertaining, interesting, and impactful news feeds that inch closer to U.S. journalists' professional expectations.

In relation to the “subaltern flow” of information in the backdrop of globalization, a product of the new economic, technological, and political conditions in the 21st century, this research suggests the way CCTV has attempted its expansion into the U.S. market by disrupting the one-way flow of information from the U.S. and Western Europe to the rest of the world. Such an expansion is remapping the global information flow across borders and provides “an alternative to the dominating Western voice” by presenting China’s version of issues and events occurring in China, Asia, and the globe (Zhang, 2009, p. 43). However, as this research has identified CCTV’s major challenges to realize contra-flows of information in the U.S. market due to its lack of reputation as well as credibility among U.S. news organizations, U.S. journalists suggest that CCTV should form partnerships with mainstream U.S. news organizations, which reflects a good sign that avenues for the contra-flow are acceptable for U.S. journalists. On the other side, such partnerships might position CCTV as a subordinate to the structure and values of U.S. media.

This research has two main limitations. One limitation is the scope of research was limited to CCTV and U.S. news organizations and thus the research does not offer rich data upon which to draw arguments about global contra-flows of information. Another limitation is that the data reflect the perceptions of U.S. journalists within a year of the start of CCTV+’s news content dissemination in the

U.S. in 2011. This does not reflect how perceptions of U.S. journalists and CCTV's position as a source have changed in the past seven years.

For further exploration of the research in the future, I plan to use comparative approaches of the success of CCTV in the penetration of other Western and non-Western nations to explore a wider range of cultural specific and ideological factors that enable or hinder global contra-flows of information. If funding permits, I would like to suggest CCTV conduct a new round of surveys in the U.S. and other non-Western nations. The further survey results might reveal U.S. journalists' different perceptions of CCTV+ news feeds. In addition, the survey results can offer significant data for comparative approaches to examine CCTV's success in disseminating contra-flows of information in a global context.

Appendix A

Survey Questionnaires

Question YesAns1

Hello, my name is [FILL NAME], calling from the University of Missouri School of Journalism.	[1] Speaking with Correct Person, Continue to Intro
I am not trying to sell you anything. I am calling because we are conducting a short confidential study to learn your opinions about use of news services from foreign news agencies in your newscast and on your website.	[3] Call Back Later [4] Wrong Number [5] Other Unavailable
The survey takes about 10 minutes to complete.	[7] Refusal [8] Communication Barrier
Is now a good time to talk?	[9] Ineligible

Question GTOK

Before we begin, I just want to make sure you know that your name and phone number were selected from the database of Cision.	[1] Continue [2] No Time, Call Back [3] Refusal
Your participation is voluntary & I can assure you that all the information that you will provide will be kept completely confidential, so that you cannot be identified. You may stop or refuse the survey at any time if you do not feel comfortable with it. There is no more risk than experienced during everyday conversations about this topic.	
The results of the study will help researchers of The Reynolds Journalism Institute better understand the use of foreign news services in American news programs.	
If you have any questions regarding the survey, please contact Dr. Kenneth Fleming at (573) 882-3396 or the University's Campus Institutional Review Board (IRB) at (573) 882-9585. The Campus IRB oversees all research activities involving human subjects at the University of Missouri.	

Question Screen_1

During the survey when we say 'news organization' we are referring to [station].	[1-3]
First, is your job title in your news organization	[6] Other (for TV) SPECIFY [7] Other (for newspapers) SPECIFY
[1] General manager of a television network or station	[8] Don't Know/Not Sure (Will be ineligible)
[2] News director of a television network or station, OR	[9] Refused (Will be ineligible)
[3] Head of digital/online department or digital content editor of a metro newspaper?	

IF (ANSWER > 7) SKIPTO TCS_INEL

Question Q1_x

For programming / routing purposes only. (Interviewers don't see this question.)

IF (Screen_1 = 6) OR (Screen_1 < 3) THEN Type = 1

IF (Screen_1 = 3) OR (Screen_1 = 7) THEN Type = 2

Question Q1

I would like to know the attributes that are most important to you when choosing what international news content to use for [1] Press to continue

[IF (Type = 1) THEN read "your newscast or website"]

[IF (Type = 2) THEN read "your website"]

On a scale of 1 to 5 where 1 is not important at all and 5 is very important, please tell me the importance of each of the following attributes.

Question Q1a

Timeliness of international news content	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure
	[9] Refused

Question q1b

Availability of English language in International news content	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure
	[9] Refused

Question q1c

Availability of news scripts	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure

[9] Refused

Question q1d

Technical quality	[5] Very important [4] [3] [2] [1] Not important at all [8] Don't Know/Not Sure [9] Refused
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Question q1e

Editorial independence	[5] Very important [4] [3] [2] [1] Not important at all [8] Don't Know/Not Sure [9] Refused
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Question q1f

Relevance of international news content to your audience	[5] Very important [4] [3] [2] [1] Not important at all [8] Don't Know/Not Sure [9] Refused
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Question q1g

Are there any other important attributes that I have not mentioned?	[1] Specify [2] Nothing in particular [8] Don't Know/Not Sure [9] Refused
---	--

Question Q2

Next, I would like to know the aspects of quality that are most important to you when choosing what international news content to use for	[1] Press to continue
[IF (Type = 1) THEN read "your newscast or website"]	
[IF (Type = 2) THEN read "your website"]	

Using the same scale, please tell me the importance of each of the following aspects of quality.

Read if necessary: Using the same scale of 1 to 5 where 1 is not important at all and 5 is very important please tell me the importance of each of the following attributes.

Question Q2a

Entertainment value of international news	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q2b

Human interest of international news	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q2c

Objectivity of international news	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q2d

Accuracy of international news	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q2e

Brevity of international news	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q2f

Likability of international news	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q2g

Comprehensiveness of international news	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q2h

Reputation of foreign news agency	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q2i

Geographical origin of international news	[5] Very important
	[4]
	[3]
	[2]
	[1] Not important at all
	[8] Don't Know/Not

	Sure
	[9] Refused

Question Q2ii

What geographical areas of international news, if any, are more important to your news organization than other areas?	[1] Specify
	[2] No important geographical area in particular
	[8] Don't Know/Not Sure
	[9] Refused

Question Q2j

Are there any other important aspects of quality that I have not mentioned?	[1] Specify
	[2] Nothing in particular
	[8] Don't Know/Not Sure
	[9] Refused

Question Q3a

CCTV stands for China Central Television. China Central Television News Content is a professional news video service, and serves as an independent operator to share original Chinese political, social, economic and cultural news with the world. Prior to this interview, have you ever heard of China Central Television (CCTV) News Content, for example, either through Reuters or Associated Press Television News (APTN), or from its website of newscontent.cctv.com?	[1] Yes
	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

IF (ANSWER != 1) SKIPTO Q6a

Question Q3b (This single 'question' is actually variables Q3b_01 to Q3b_09. A '1' means the option was selected or checked; a '0' means the option was NOT selected or checked.)

Where did you learn about CCTV News Content? [Read all and check all that apply] (Q3B_1) Through Associated Press Television News (APTN) (Q3B_2) Through Reuters (Q3B_3) Through other departments of CCTV (Q3B_4) Email advertising from CCTV News Content (Q3B_5) CCTV News Content Press Conference (Q3B_6) Colleagues or Friends (Q3B_7) Website of CCTV News Content (Q3B_8) Others - specify (Q3B_9) Continue to next question
--

Question Q4_x

For programming / routing purposes only. (Interviewers don't see this question.)
--

IF (Type = 2) SKIPTO Q4b

Question Q4a

Have you used the content from CCTV News Content through Reuters or Associated Press Television News (APTN) for your newscast in the past six months?	[1] Yes
	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

Question Q4aa

Have you used the content from CCTV News Content through its website for your newscast in the past six months?	[1] Yes
	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

Question Q4b

Have you used content from CCTV News Content through Reuters or Associated Press Television News (APTN) for your website in the past three months?	[1] Yes
	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

Question Q4bb

Have you used content from CCTV News Content through its website for your website in the past three months?	[1] Yes
	[2] No
	[8] Don't Know/Not Sure
	[9] Refused

Question Q4c_x

For programming / routing purposes only. (Interviewers don't see this question.)

IF (Q4a does not equal 1) AND (Q4b does not equal 1) THEN SKIPTO Q4cc_x

Question Q4c

How often do you use video materials or other content from CCTV News Content through Reuters or Associated Press Television News (APTN) during a typical month? Would you say	[0] None	[Do not read]
	[1] More than once a week	[1-6]
	[2] Once a week	[7] Other – specify
	[3] More than once in two weeks	[8] Don't Know/Not Sure
	[4] Once in two weeks	[9] Refused
	[5] Once a month, or	
	[6] Less than once in a month	

Question Q4cc_x

For programming / routing purposes only. (Interviewers don't see this question.)

IF (Q4aa does not equal 1) AND (Q4bb does not equal 1) THEN SKIPTO Q5a_x

Question Q4cc

How often do you use video materials or other content from CCTV News Content through its website during a typical month? Would you say	[0]	[Do not read] None
[1] More than once a week	[1-6]	
[2] Once a week	[7]	Other – specify
[3] More than once in two weeks		
[4] Once in two weeks	[8]	Don't Know/Not Sure
[5] Once a month, or	[9]	Refused
[6] Less than once in a month		

Question Q5a_x

For programming / routing purposes only. (Interviewers don't see this question.)

IF (Q4a does not equal 1) AND (Q4b does not equal 1) THEN SKIPTO Q5aa_x

Question Q5a

Next, I would like to know your level of satisfaction with the video materials you have used from CCTV News Content through Reuters or Associated Press Television News (APTN). On a scale of 1 to 5 where 1 is very unsatisfied and 5 is very satisfied, how satisfied were you with the following.	[5]	Very satisfied
	[4]	
	[3]	
	[2]	
	[1]	Very unsatisfied
Timeliness of the video materials	[8]	Don't Know/Not Sure
	[9]	Refused

Question Q5b

Quality of the news scripts	[5]	Very satisfied
	[4]	
	[3]	
	[2]	
	[1]	Very unsatisfied
	[8]	Don't Know/Not Sure
	[9]	Refused

Question Q5c

Editorial independence of the video materials	[5]	Very satisfied
	[4]	
	[3]	
	[2]	

	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q5d

Richness of the information	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q5aa_x

For programming / routing purposes only. (Interviewers don't see this question.)

IF (Q4aa does not equal 1) AND (Q4bb does not equal 1) THEN SKIPTO Q6a

Question Q5aa

Next, I would like to know your level of satisfaction with the video materials you have used from CCTV News Content through its website. On a scale of 1 to 5 where 1 is very unsatisfied and 5 is very satisfied, how satisfied were you with the following.	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
Timeliness of the video materials	[8] Don't Know/Not Sure
	[9] Refused

Question Q5bb

Quality of the news scripts	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q5cc

Quality of the video materials	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied

	[8] Don't Know/Not Sure
	[9] Refused

Question Q5dd

Availability of various formats in which the video materials can be downloaded.	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q5ee

Speed of downloading the video materials	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q5ff

Editorial independence of the video materials	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q5gg

Richness of the information	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q5hh

Customer services such as email communication, interaction with the staff, etc.	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[7] Not applicable because of not using the customer services
	[8] Don't Know/Not Sure
	[9] Refused

Question Q5ii

User friendliness of the website	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q5jj

Registration process of the website	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q5kk

Degree of difficulty in navigating the website	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q51l

Design of the home page of the website	[5] Very satisfied
	[4]
	[3]
	[2]
	[1] Very unsatisfied
	[8] Don't Know/Not Sure
	[9] Refused

Question Q6a

On a scale of 1 to 5 where 1 is very unlikely and 5 is very likely, how likely is it that your news organization will download video materials from the website of CCTV News Content in the next twelve months?	[5] Very likely
	[4]
	[3]
	[2]
	[1] Very unlikely
	[8] Don't Know/Not Sure
	[9] Refused

IF (ANSWER < 3) SKIPTO Q6ab

IF (ANSWER = 4) SKIPTO Q6aa

IF (ANSWER = 5) SKIPTO Q6aa

IF (ANSWER > 5) SKIPTO Q66a

IF (ANSWER = 3) SKIPTO Q66a

Question Q6aa

Why do you say so?	[1] Specify
	[8] Don't Know/Not Sure
	[9] Refused

SKIPTO Q66a

Question Q6ab

Why do you say so?	[1] Specify
	[8] Don't Know/Not Sure
	[9] Refused

Question Q66a

On a scale of 1 to 5 where 1 is very unlikely and 5 is very likely, how likely is it that your news organization will download video materials from CCTV News Content through Reuters or Associated Press Television News (APTN) in the next twelve months?	[5] Very likely
	[4]
	[3]
	[2]
	[1] Very unlikely
	[8] Don't Know/Not Sure

	[9] Refused
--	-------------

IF (ANSWER < 3) SKIPTO Q66ab

IF (ANSWER = 4) SKIPTO Q66aa

IF (ANSWER = 5) SKIPTO Q66aa

IF (ANSWER > 5) SKIPTO Q6b

IF (ANSWER = 3) SKIPTO Q6b

Question Q66aa

Why do you say so?	[1] Specify
	[8] Don't Know/Not Sure
	[9] Refused

SKIPTO Q6b

Question Q66ab

Why do you say so?	[1] Specify
	[8] Don't Know/Not Sure
	[9] Refused

Question Q6b

Using the same scale, please tell me how likely it is that your news organization will visit the website of CCTV News Content to check out news updates in the next 12 months.	[5] Very likely
	[4]
	[3]
	[2]
	[1] Very unlikely
	[8] Don't Know/Not Sure
	[9] Refused

Question Q6c

How likely is it that your news organization will visit the website of CCTV News Content when emergencies take place in China in the next 12 months?	[5] Very likely
	[4]
	[3]
	[2]
	[1] Very unlikely
	[8] Don't Know/Not Sure
	[9] Refused

Question Q6d

How likely is it that your news organization will visit the website of CCTV News Content when CCTV has exclusive news in the next 12 months?	[5] Very likely
	[4]
	[3]
	[2]
	[1] Very unlikely

- | | |
|--|-------------------------|
| | [8] Don't Know/Not Sure |
| | [9] Refused |

Question Q6e

- | | |
|---|-------------------------|
| How likely is it that your news organization will visit the website of CCTV News Content when you have a need for news about China in the next 12 months? | [5] Very likely |
| | [4] |
| | [3] |
| | [2] |
| | [1] Very unlikely |
| | [8] Don't Know/Not Sure |
| | [9] Refused |

Question Q7

- | | |
|---|-----------------------|
| Now I would like to know your level of interest in using various news stories about China for your newscast and website. On a scale of 1 to 5 where 1 is not interested at all and 5 is very interested, please tell me how interested your organization is in using each of the following types of news about China. | [1] Press to continue |
|---|-----------------------|

Question Q7a

- | | |
|----------------------|---------------------------|
| Economic development | [5] Very interested |
| | [4] |
| | [3] |
| | [2] |
| | [1] Not interested at all |
| | [8] Don't Know/Not Sure |
| | [9] Refused |

Question Q7b

- | | |
|-----------------------------|---------------------------|
| Chinese culture and customs | [5] Very interested |
| | [4] |
| | [3] |
| | [2] |
| | [1] Not interested at all |
| | [8] Don't Know/Not Sure |
| | [9] Refused |

Question Q7c

- | | |
|---|---------------------|
| China's relationship with the United States and North America | [5] Very interested |
| | [4] |
| | [3] |
| | [2] |

	[1] Not interested at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q7d

Science and technology	[5] Very interested
	[4]
	[3]
	[2]
	[1] Not interested at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q7e

Military development	[5] Very interested
	[4]
	[3]
	[2]
	[1] Not interested at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q7f

Natural disasters	[5] Very interested
	[4]
	[3]
	[2]
	[1] Not interested at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q7g

Valuation of Chinese currency to U.S. dollars	[5] Very interested
	[4]
	[3]
	[2]
	[1] Not interested at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q7h

Trade with the United States and North America	[5] Very interested
	[4]
	[3]
	[2]
	[1] Not interested at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q7i

Quality of consumer products made in China	[5] Very interested
	[4]
	[3]
	[2]
	[1] Not interested at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q7j

Aerospace technology	[5] Very interested
	[4]
	[3]
	[2]
	[1] Not interested at all
	[8] Don't Know/Not Sure
	[9] Refused

Question Q7k

Odd and unusual	[5] Very interested
]]
	[4
]]
	[3
]]
	[2
]]
	[1] Not interested at all
]]
	[8] Don't Know/Not Sure
]]
	[9] Refused
]]

Question Q7I

Are there any other news stories about China that your news organization is interested in using that I have not mentioned?	[1] Specify
	[2] Nothing in particular
	[8] Don't Know/Not Sure
	[9] Refused

Question Q8

Now I would like to know how you would prefer to pay for the news services provided by CCTV News Content. Some people have suggested payment by story, others preferred payment by minute or payment by month. Still others have suggested an annual fee. What about you? Would you prefer	[1-4]	[Do not read]
[1] Payment by story		
[2] Payment by minute	[7]	Other - specify
[3] Payment by month, or		
[4] An annual fee?	[8]	Don't Know/Not Sure
	[9]	Refused

IF (ANSWER = 1) SKIPTO Q8a

IF (ANSWER = 2) SKIPTO Q8b

IF (ANSWER = 3) SKIPTO Q8c

IF (ANSWER = 4) SKIPTO Q8d

IF (ANSWER > 6) SKIPTO Q9a

Question Q8a

How much per story would you prefer to pay?	[0] None
	[1-7777] Amount of dollars
	[8888] Don't Know/Not Sure
	[9999] Refused

SKIPTO Q9a

Question Q8b

How much per minute would you prefer to pay?	[0] None
	[1-7777] Amount of dollars
	[8888] Don't Know/Not Sure
	[9999] Refused

SKIPTO Q9a

Question Q8c

How much per month would you prefer to pay?	[0] None
	[1-7777] Amount of dollars
	[8888] Don't Know/Not Sure
	[9999] Refused

SKIPTO Q9a

Question Q8d

How much per year would you prefer to pay?	[0]	None
	[10-99999]	Amount of dollars
	[8]	Don't Know/Not Sure
	[9]	Refused

Question Q9a

CCTV News Content plans to charge approximately \$50,000 per year for using their news services. In your opinion, do you think the annual fee is	[1 -3]	
[1] Too much	[8]	Don't Know/Not Sure
[2] About the right amount, or	[9]	Refused
[3] Too little?		

Question Q9b

CCTV News Content is also considering charging approximately \$5,000 per month for using their news services. In your opinion, do you think the monthly fee is	[1 -3]	
[1] Too much	[8]	Don't Know/Not Sure
[2] About the right amount, or	[9]	Refused
[3] Too little?		

Question Q9c

Another alternative that CCTV News Content has is to charge approximately \$1,000 per minute or per story for using their news services. In your opinion, do you think the fee is	[1 -3]	
[1] Too much	[8]	Don't Know/Not Sure
[2] About the right amount, or	[9]	Refused
[3] Too little?		

Question DemoStrt

All right, we are almost finished. I just have a few more questions that will help us analyze the survey results.	[1]	Press to continue
---	-----	-------------------

Question E_Year

How long have you worked in your current news organization?	[0]	Less than 1 year
	[1-77]	Number of years in current news organization
	[88]	Don't Know/Not Sure
	[99]	Refused

Question J_Year

How long have you worked as a paid journalist?	[0]	Less than 1 year
	[1-77]	Number of years as a paid journalist
	[88]	Don't Know/Not Sure
	[99]	Refused

Question Comment

Do you have comments or suggestions for CCTV News Content to continue to provide useful content to your news organizations?	[1]	Specify
	[2]	Nothing in particular
	[8]	Don't Know/Not Sure
	[9]	Refused

Question GENDER

Record respondent's gender [DO NOT ASK!]	[1]	Male
	[2]	Female
	[8]	Cannot Tell

SKIPTO TCS

Question TCS_INEL

I'm sorry, we won't be able to proceed with the survey. Thank you for your time and cooperation. Have a nice day/evening.	[1]	To End Call
	[2]	If you need to leave a note for the supervisors.

Question TCS

That was the last of my questions. Thank you for your time and cooperation. Have a nice day/evening.	[1]	To End the Interview
	[2]	If you need to leave a note for the supervisors.

Appendix B

Survey Open-ended Responses

(Note: The open-ended responses below that begin with a (note) are notes which respondents provided in addition to their answers to the survey questions.)

>q1g<

Are there any other important attributes that I have not mentioned?

The following responses are from TV network/stations:

<u>ID #</u>	<u>Response</u>
3	We base story value on the availability of good visuals.
7	Always consider source and if it is legit.
9	Credibility.
10	Any impact domestically.
14	Ability to download or receive quickly.
21	The source of the information.
24	Great video that is interesting.
28	Impact of the news on the audience and its reach.
38	Visual interesting.
42	Visually stimulating for the audience.
43	Tend to skew towards to Asian countries.
46	Cost.
53	How it affects the world as we know it.
54	Relevance in general to the US.
57	Relevance.
58	Be collected by a reputable journalist.
64	Availability of Spanish language.
74	(note) Ability to localize and make relevant that so that it has an impact on audience is everything.
77	Ease of acquisition; downloading or pulling off a particular server.
78	Accuracy.
80	Trustworthiness and reliability. They can't be shady. They have to be credible.
89	Proximity to the market; Mexico as opposed to Albania.
107	Accuracy.
126	Pictures and videos.
134	Credibility of the organization.
139	Connection to our local market.
141	Accuracy and fairness.
145	Connection to viewers; key emotional stories.
153	Video.
155	The truthfulness, the veracity of the source.
160	Relevance.
170	We're ethnic media and we're catering to a certain audience, so we have to take into consideration certain things like how it affects them, countries of origin, things like that.
172	Strong (most dramatic) video, the fastest.
179	Availability of video.

- 195 On air; we don't put international new on the site.
- 198 Availability of talking to the interviewer personally.
- 205 How good the video is.
- 206 Ability to verify facts, in particular numbers.
- 208 For it to be fair and balanced.
- 232 Relevance is so important. It's the most important.
- 237 The source.
- 238 Video that is visually compelling, content with national importance.
- 239 How reliable the source is. We want them to be highly regarded or well known.
For example we subscribe to CNN because they are very trustworthy.
- 241 Where the international news happened is very important.
- 249 Trusting the source is important.
- 251 Our ability to determine if it's accurate.
- 254 Coverage that is not available elsewhere; it needs to be applicable to the viewers
in the state of West Virginia.
- 257 Accuracy and balance from whoever is putting the piece together.
- 264 Video that grabs peoples' attention, whether it be a natural disaster or
something interesting to watch visually. Something interesting to watch is very
important when it's not US-based.
- 273 Verification of credibility.
- 276 Reputation for accuracy and reliability.
- 283 Timeliness of pictures.
- 291 Availability of French language in news content.
- 315 If they have a direct source because sometimes you have services that don't
have a source and they use the service of news paper or free lance and many time they
have their own agenda.
- 319 Ease of access.
- 343 Immediacy.
- 351 Accuracy and balance.
- 361 Video format is important.
- 362 Video: is it compelling?
- 366 Any way that we can locally tie it in to what's going on for our audience is
very important.
- 378 Pronunciation guides.
- 380 Pronouncers in the script.
- 382 Impact; there are certain things that you see, flash flooding in Northern Italy,
just something you look at and which has the power of visual impact.
- 386 In Northern Canada, we just worry about getting the information due to digital
footprints lacking and satellite feeds.
- 389 The international news particularly for Canada has to be not just from the "hot
spots", but also from a whole range of international locations. The other part is that
we like a variety of stories. So, it's not always hard stories. It could be societal news
as well.
- 397 Availability of video.
- 402 The cost of service.
- 404 Energy is very important; any story which is energy-related we will include.
- 408 People need to trust the information they receive so trustworthiness.
- 411 Visual quality.
- 420 It would have to be breaking news and major news.
- 432 Availability of compelling video.

- 439 For this network it's good to have information related to our audience; we prefer information in Spanish because a lot of our viewers are from Mexico.
- 446 The United States involvement in issues overseas.
- 448 If it was a part of the world that Canadians have a connection to: if it was a community that has a large presence in this country.
- 459 We are TV; more visual stories go over more than non-visual.
- 460 Our TV station is part of a college so we want internationalization.
- 467 Affordability: 4.
- 471 Mostly interested in international news from Mexico.
- 474 Ease of getting the material, meaning a not readily accessible material will not be used.
- 484 If they are in Spanish we will use it.
- 485 Technical formatting more an internal issue. If it comes in a format we can't use that's a concern but usually we can convert things.
- 491 Unique audio or visual elements. Enticing sound and pictures. I would rate that a four.
- 492 I would say that localization of something; in other words, something that happens somewhere else and affects us.
- 493 Have a broad appeal and be available in United States in next year.
- 494 Accuracy.
- 495 Cost, I would rate it a 3. If you want it badly enough you'll pay for it, but these days you have to be very mindful of every dollar you spend.
- 499 Wide variety - stuff from all over the world.
- 510 A trusted source and clearly sourced.
- 515 If it has a local connection; we in Houston have a lot of international news that applies to us.
- 525 Cost.
- 528 Web applications.
- 537 When it's available; if I get a 3AM it's not as valuable as a time when I have more viewers available
- 547 Credibility.
- 552 Natural sound is important and diversity in the sound bites.
- 558 Different opinions and sources.
- 559 A balanced story, especially if political, where there is more than one side to the matter.

The following responses are from print newspapers:

ID # Response

- 604 The relative impact of the story.
- 608 Anything that ties in locally with businesses and global presence of Akron.
- 610 I think certainly the quality of writing and clarity would be high; international news that understands what an American audience will want to know and emphasizes that. Relevance to the audience, of course; well-crafted writing.
- 618 Reliable sources.
- 619 Our national and international coverage comes from Associated Press so it's automatic.
- 620 (note) In the case of international news, timeliness is the main thing.
- 624 The content needs to meet generally accepted journalistic credibility.
- 625 The bottom line is availability.

- 650 Can I use the content; am I allowed to use it? There're a lot of arrangements that newspapers have with wire services where they can use it in print, but not online.
- 652 Reliability.
- 653 Quality.
- 661 The reputation of the provider.
- 665 We pretty much only publish multimedia and visuals.
- 666 Accessibility, quality of the writing - that it's understandable to people not familiar with the situation.
- 667 Price.
- 671 The headline; if the news organization doesn't put a headline and we use a system that automatically updates, we won't use it.
- 672 High journalistic quality.
- 673 A trusted source and proven accuracy.

>Q2ii<

What geographical areas of international news, if any, are more important to your news organization than other areas?

The following responses are from TV networks/stations:

<u>ID #</u>	<u>Response</u>
1	Middle East.
2	European.
3	Europe (debt crisis) and Pacific rim (also econ related).
4	Middle East, North America beyond the states.
6	Asia, because of the auto industry.
7	Europe and Middle East.
8	Asia, Mexico, Central and South America, Canada.
10	Afghanistan, Iraq.
13	Areas where there is a US military presence.
14	Europe, Mexico, Canada, Middle East.
16	Israel and Europe.
19	Mexico, Canada.
20	Japan and Middle East.
21	Middle East, Afghanistan, probably Mexico and Cuba. We're a large military community, so it's important.
22	Mexico.
23	Cuba.
24	North America: Canada, Mexico, Europe.
27	Western Europe.
28	Mexico, Latin America and South America more so than Islamic nation.
34	The Middle East, Europe, Southeast Asia.
37	Canadian news because where we're from and the Middle East.
38	Mexico.
39	Afghanistan and Iraq.
41	Mexico, China, Japan, and Europe.
42	None.
43	Asian countries.

- 44 We have a military base and a proving ground here, so anything doing with Middle East or Afghanistan. Some of our troops go to Japan and other places to help when earthquakes happen and anything war-related.
- 45 Europe, Middle East.
- 46 Europe.
- 47 Whatever news story is happening, impact of news on Americans.
- 48 It depends on the event.
- 49 Middle East and Europe.
- 50 Wherever Americans have presence.
- 52 Anything in the Middle East, Europe.
- 53 Middle East, Europe, Asia.
- 55 Mexico, Canada, Europe, and Asia.
- 56 Afghanistan, Europe, China, Mexico.
- 57 Relevant to local and also to the United States interest.
- 58 Mexico, South America, Middle East.
- 59 Eastern Europe.
- 60 Mexico.
- 62 Europe and the Middle East.
- 64 Mexico, Middle East.
- 65 Middle East.
- 66 The Middle East.
- 68 Mexico, Latin America.
- 69 Any international news that involves American soldiers.
- 70 We do more with countries that influence stock markets: England, Germany, Japan, China.
- 71 Japan, because we have a Japanese automaker that makes cars here and then of course Iraq and Afghanistan, the Middle East.
- 72 Mexico, the Philippines and the Middle East.
- 73 Middle East, Iran, Iraq, Afghanistan.
- 74 Mexico, Central America.
- 77 Afghanistan, Iraq, London, Mexico.
- 78 Mexico.
- 79 Greece, it depends what's going on and Italy because there's a big trial going, on India, China, Russia, England with the Olympics next year? France Germany with the G8 , Saudi Arabia , Israel, Egypt, Iran Iraq, Afghanistan Middle East, it depends what is happening.
- 80 War zones: Afghanistan, Iraq, South Korea, Middle East, where ever there is a high military population.
- 81 Middle East.
- 83 Probably things that happen in Haiti, Africa and communities which are in Third World countries as we have a large minority population. We are also the headquarters of FedEx, so any news having to do with FedEx and other countries.
- 85 Middle East and Europe.
- 86 Europe.
- 87 The war areas like the Middle East and also, Europe for financial.
- 88 Asian, Middle East, soon Europe with Olympics.
- 89 Mexico Canada South America, Cuba, Europe.
- 90 Europe, Mexico, Latin America.
- 93 Mexico, Central America, Middle East, China.
- 94 Middle East, Europe.

- 97 Middle East, where the U.S soldiers are stationed.
- 98 Really none, but maybe there is some more interest in Asia or the Far East, but not really.
- 99 Finland, Northern Europe, Scandinavia.
- 100 Middle East, China and the Far East.
- 101 It depends on where the news is happening.
- 102 I think the countries that we're at war with, or at war in, are probably the most important. News from Afghanistan and Iraq, and news from nations in that area, news from the UK and our allies, news from Russia, all are very important.
- 103 Mexico and Latin America.
- 104 Middle East, Afghanistan and Iraq.
- 105 Middle East.
- 107 Afghanistan and Iraq.
- 109 Europe, Eastern Asia, Japan.
- 110 South America, Caribbean.
- 114 Afghanistan, Iraq.
- 115 China (because of gambling and mining), Mexico (because of immigration).
- 116 Europe and Middle East.
- 117 Mexico, Central America, Europe.
- 118 Obviously anything Mexico or Canada. Also I think anything Western Europe or in the Middle East. After that I would list Asia. And not much from Africa, unless it was sort of terrorist-related.
- 120 Middle East, Europe.
- 121 Middle East, Europe.
- 122 Europe, China, Asia, Middle East, and especially, the region involving Israel, Afghanistan and Iraq.
- 123 Middle East.
- 124 Central Europe because people are familiar with it here.
- 128 None in particular, wherever the news, is, that depends on what the topic of the day is; it was Libya for a while.
- 129 All Scandinavian countries, Bosnia, Great Britain, Middle East.
- 131 Iraq or Afghanistan and military stories.
- 132 It depends on subject matter, not on geographical location.
- 133 Where military bases are. We are kind of a military town.
- 134 It depends on the story so much; Arab spring was of huge importance, what is going on in euro zone, Greece and Spain, unfortunately its direct impact on United States, and compassion impact like Haiti. It's so dependent on event.
- 136 The Middle East and if talking financial, things in Europe as well as something's in China.
- 137 Afghanistan.
- 139 Somalia, Ethiopia, Czech Republic.
- 141 Europe, Middle East, Far East.
- 143 Caribbean, Mexico and Canada.
- 144 Mexico, particularly Northern Mexico.
- 145 Anything dealing with the wars.
- 146 Middle East, Europe, China, Asia.
- 149 Middle East, England, Mexico and North America.
- 151 Middle East.
- 153 I think probably in basic order would be Europe, Asia, South America and then trailing on to Australia, etc.

- 154 It depends - if it's something that happens to someone in my area while they're something else. It depends on how relevant it is to my audience.
- 155 Middle East, Europe.
- 156 Iraq, Afghanistan, oil producing countries, Mexico, and Canada.
- 161 England, Western Europe, Middle East, Japan.
- 162 Middle East, anywhere we are in the middle of a war, the European financial markets.
- 164 (note) I think at the moment the Middle East is important to everyone. Also, the earthquake in Japan was very important. It just depends on what's going on in news at the moment really.
- 165 United States, Europe, Africa, Asia, South America.
- 166 Mexico.
- 168 Middle East and Europe.
- 169 Europe.
- 170 Israel, Russia, Ukraine.
- 171 North America, Western Europe and Asia.
- 172 The ones that we hit most often are usually the Middle East and Europe.
- 174 Southeast Asia, Middle East, mostly because of war coverage.
- 175 Latin America, Mexico.
- 176 Possibly the Middle East.
- 177 Middle East and Caribbean.
- 178 Mexico (Latin America).
- 179 South America and Asia.
- 181 Middle East, Europe, China.
- 182 Middle East and even Greece.
- 184 Latin America, Mexico, all important simply because we have a web broadcast and more people view it on the web than on the air.
- 186 Canada, Mexico, Europe.
- 189 Western hemisphere.
- 190 Mexico, Central America.
- 193 Mexico and South America, considering our population, Pacific, Japan, Hong Kong, China, Viet Nam, because of our population, we do some Canadian news during the tourist season we get a lot of Canadian tourists.
- 195 Far East is important for trade.
- 198 Europe and China.
- 199 Any involved with the US, war in Afghanistan.
- 201 Middle East, UK.
- 203 Middle East.
- 204 Canada, Mexico.
- 206 Middle East, Australia and Canada.
- 207 Mexico, Europe having to do with business.
- 209 Europe.
- 213 Europe, South America.
- 217 (note) I'm going to pass on this one because I'm not really sure how to answer it.
- 218 Middle East.
- 219 Wherever our soldiers and sailors are involved in a conflict and anywhere there's a terrorist attack.
- 221 Middle East.
- 222 We mostly concern ourselves with where the news is, war famine etc.

- 224 North America.
- 225 The area's that are affected our military right now; things involving terror and the world economy, too.
- 227 All areas after Japan or Haiti (events). We have a multi culture diverse group. It's more important about what the event is rather than where it is.
- 228 Europe, Middle East and maybe Latin America right now with what's happening with immigration.
- 229 Middle East issues with war, Europe in general and United Kingdom.
- 230 Only ones where it would, for whatever reason come back and impact our audience. So I guess anywhere with soldiers, but other than that, really nothing.
- 232 Middle East, Canada, and Mexico.
- 234 United States, England, Europe.
- 235 Midwest.
- 236 Canada, United States and Great Britain.
- 237 Europe, followed by Africa and Asia.
- 238 Middle East, Europe, Egypt, Japan, Mexico.
- 239 The United States, just because so much of what transpires in the United States affects us in Canada. We are just so tied in with them, especially pertaining to the economy and imports/exports.
- 241 Afghanistan and Iraq, because we have troops there.
- 242 Europe, Iraq and Afghanistan.
- 243 Latin America, countries in Central America like Mexico is where a lot of our viewers are from.
- 245 Europe, Japan.
- 247 Middle East.
- 249 The Pacific Rim in terms of trade with Japan and Russian connection.
- 251 The Middle East.
- 252 Alaska, Philippines.
- 254 Locations where American troops may be deployed.
- 257 Iraq, Afghanistan, Pakistan, China, Canada, France, and Central America.
- 258 Europe, Middle East, Canada, Afghanistan, Iran, Pakistan.
- 261 Middle East.
- 265 Europe, Middle East, Asia.
- 266 Europe, what more people interested in.
- 267 Pacific Basin.
- 269 Things related to the war - Iraq and Afghanistan are very high.
- 272 Mexico, Central America, Middle East.
- 273 Europe, China, India, Canada, and South America.
- 277 Europe.
- 279 Europe, Middle East, Afghanistan.
- 282 Tie to location, generally focus on war news, home to FedEx lots of international trade stories.
- 283 News for the US; mostly depends on where the story is. Philippines.
- 284 Middle East (specifically Iraq or Saudi Arabia), Mexico, Korea, Japan.
- 285 Mexico.
- 286 Iraq and Afghanistan.
- 289 Mexico, Latin America, South America, Middle East.
- 290 Latin America, Central America.
- 291 United States and Europe.
- 296 Right now it is Mexico because we are on the border.

- 298 Middle East, Europe.
301 Anything in North America.
306 East Asia, Central America.
308 Europe.
310 Europe, United States, Asia.
311 Afghanistan, Iraq, China.
312 The Middle East, specifically Iraq.
313 Middle East.
315 Latin America because there are a number of people from Venezuela, Colombia, Brazil moving in. Afghanistan because of the number of soldiers fighting in that area. Area of Israel and Middle East.
318 Middle East, Eastern Europe.
319 It's sort of wherever news is breaking. That's more what we're interested in here.
322 We are a military area, so areas where troops are deployed tend to rate higher.
323 Middle East, Europe.
326 Europe, Middle East.
327 The United States, North America, Asia, Middle East.
329 Asia, China specifically, Russia (we have a large Russian population here).
330 Asia.
331 Asia.
333 Europe, Asia.
335 It depends on where the news is breaking more than anything.
338 Europe, Asia, South America, Africa.
339 Armenia, Middle East.
341 Areas that impact the economy, China, India, areas of terrorist activities such as the Middle East, and Mexico.
342 Middle East.
343 Middle East, China, Japan, Europe, South America, Africa, Australia.
344 Mexico, Central America, Europe, Middle East.
345 Western Europe, Middle East, Far East.
347 Middle East.
348 Europe.
349 Middle East.
351 United States, Europe, Asia and Middle East.
352 Europe and Central America.
355 Middle East, China, United Kingdom.
357 Mexico, Latin America.
358 It changes depending on what's going on. The Middle East.
359 Middle East.
360 Mexico, South America.
361 Mexico, Ukraine, East Asia, Middle East (in that order, descending).
362 Afghanistan, Kurdistan, airbase in Guam.
363 Middle East.
364 Great Britain, Europe.
365 Middle East, Europe, Asia.
366 Germany, because we have a big Volkswagen tie here.
367 Europe and Middle East.
368 Mexico, Spain, Europe.
369 (note) Whatever has a direct tie to the united states, and has more interest.

- 371 North America, Europe, Asia, Africa.
372 Middle East.
373 Anything in the Middle East and then outside of that it comes down to how big the event is and how important it is because we don't have a major ethnic group really (not a melting pot that the bigger markets are) so we don't really have a geographical area that matters more than others.
376 It depends on the nature of the news story.
377 It would vary depending on the story, but I suppose Europe and North and South America.
378 Mexico, Latin America.
379 It all depends on the relevance.
381 Europe, Middle East, and Africa.
382 Afghanistan, Pakistan, Middle East, China.
384 Europe and Asia.
385 Europe.
386 United States more than others.
387 Generally, anywhere from Americas including Caribbean Islands.
389 Europe and Asia are our number one and two. And by Asia I mean China and the Indian sub continent as well. We have a more traditional European audience here and Asians too.
391 The Middle East, Asia, South America.
392 Caribbean, Central and South America.
394 Afghanistan and Iraq.
396 Iraq and Afghanistan, Fort Hood in our coverage area and everyone on post rotate in and out of Iraq or Afghanistan.
397 Middle East, anything that involves military assignment.
398 Europe, Middle East, Africa in that order.
399 Middle East, China.
401 Asia, because of our Asian-American population here.
402 The Middle East.
403 Obviously South America, Mexico and Canada, but overseas Afghanistan and Iraq.
404 The Middle East and Mexico.
405 The Middle East.
406 (note) It's very rare that there's any international content in our news.
407 United States, Europe, Middle East, Africa, South America.
408 Latino America as our main audience is from those countries.
409 Middle East, Europe (now because of debt crisis).
410 Europe, Middle East, Japan, China.
411 Asia, Africa, Europe, probably less so South America.
412 North America, Asia, Europe.
413 Europe.
415 South and Central America including Mexico.
416 The Caribbean, Latin America, any place there are United States troops.
417 Cuba and Haiti area.
421 Middle East.
422 The ones where Las Vegas population is represented.
423 Religious aspects of international news.
424 Afghanistan, Iraq.
427 It just depends on what it is.

- 428 Asia, Russia, Middle East.
- 431 China.
- 433 Reflecting the concerns and interests of our community, the Middle East.
- 438 European just because of our air force base here is a NATO training area.
- 439 Mexico, Latin America.
- 440 It depends on the news story being generated.
- 441 Europe, Latin America.
- 443 Southwest Asia, Iraq.
- 444 North America.
- 445 Middle East, Europe, and some African nations.
- 446 Places where the United States has on-going interests, but it depends on the circumstances.
- 447 Middle East (we're wedged between two large military bases), Canada, France - any French-speaking country, and increasingly Spanish-speaking countries.
- 448 United States, Europe, Middle East, Asia, Africa.
- 450 United States, Asia Pacific.
- 451 Asia Pacific.
- 452 Middle East, Afghanistan, Iraq, Europe, Canada.
- 453 North American and Europe.
- 455 Probably Europe and the Iraq and Afghanistan areas.
- 458 Iraq.
- 460 Middle East.
- 463 Middle East, Canada.
- 465 Latin America.
- 466 Where our troops are involved.
- 468 Europe and Middle East.
- 469 Afghanistan, Iraq.
- 471 Mexico and Latin America.
- 472 Europe.
- 474 It just depends on direct connections to our audience.
- 476 Follow the news and pick the hot beds.
- 477 Latin American youth.
- 479 Anything with war.
- 464 Mexico, because of our proximity, and 17 percent audience Hispanic.
- 481 Russia, Thailand, and Laos.
- 482 Japan.
- 483 Probably Europe and Middle East.
- 484 Cuba and Venezuela.
- 486 Mexico, anything adjacent to United States anything related to Hispanic population and Pacific Rim, and Asia.
- 488 Europe, Asia, South America, Middle East.
- 489 Mexico.
- 490 Middle East and where we have troops, Mexico and Canada.
- 491 The Caribbean and Latin America have connections here in new Orleans because of our history here; also Europe.
- 492 The Middle East as well as Mexico and Latin America; any oil producing areas around the world.
- 493 Because we do medical, a lot of the United Kingdom and poverty-stricken areas.

- 494 Afghanistan. Anywhere where there is conflict. We have a big military community.
- 495 There's sort of a blurred line for Canadian journalists as to whether the US is considered international. I would say that Europe and Asia are high on the list of importance for us. That's assuming that the US is domestic in this case.
- 498 Anything out of Middle East and as part of war and any attack on American targets overseas and anything with Europe.
- 499 Latin America.
- 500 Asian Rim - China, Japan; Mexico, Europe.
- 503 (note) As long as it's reputable.
- 505 Europe and Middle East.
- 506 Middle East, South America
- 507 Middle East
- 509 Europe and Asia
- 511 Western Europe.
- 512 Europe and the Middle East
- 513 Mexico and Latin America
- 514 Afghanistan, China, Japan, South Korea, Canada
- 516 Mexico, Central America
- 517 Wherever there is US interest, whether it be troops or economic interest.
- 518 Middle East
- 519 Iraq, Middle East, China and Europe.
- 520 Burma
- 521 Canada and Europe.
- 523 Latin America: anything related to all Spanish-speaking nations in the Americas and Spain.
- 524 Middle East and Europe.
- 525 Western Europe.
- 527 Middle East, Latin America, Asia
- 528 Middle East.
- 529 Asia
- 530 Middle East, Afghanistan, Iraq
- 531 Middle East.
- 537 Europe, Asia, South Asia, India,
- 538 Western Europe, Central America and Asia.
- 539 Middle East and where soldiers are.
- 540 Canada, Europe, Middle East
- 543 It depends on the story.
- 545 Middle East, Afghanistan; military areas
- 547 Southeast Asia, Afghanistan, Canada, Europe and United States
- 548 (note) We pay attention to what our audience feels is relevant.
- 549 Iraq and Middle East
- 550 We chose by where news is happening, not by geographical location. In general on a random day, if it's happening and is important to our viewers we put it in
- 554 Afghanistan, Iraq, and Europe
- 557 Middle East
- 558 Africa, Middle East and China
- 559 Whether it's timely or interesting is important to our viewers.

The following responses are from print newspapers:

ID #	Response
601	Middle East, Europe, China
602	It depends on the nature of the news.
603	Europe
604	Latin America, Caribbean
605	Any hot spots and Libya and Middle East.
609	Middle East.
610	Afghanistan currently. We have a large military base here. Mexico and Latin America are high interest, too, in this area. And anywhere that U.S. military is highly involved.
614	North America, Central America, Northeast Africa, Pacific Rim
615	Europe, Middle East
616	Middle East
617	Middle East
618	Southeast Asia, Middle East, Armenia, Philippines
619	War zones, Europe and Canada and Mexico and naval geographies.
620	Middle East, Mexico, Canada, Europe
624	Middle East and Asia
625	It depends on the events, and timeliness; now we are focused on Europe.
626	Caribbean, South America and maybe Europe.
627	Asia, Mexico and Middle East.
628	Latin America
629	Middle East.
630	Mexico
631	Europe, China
632	Europe and Asia
634	Where our local troops are located.
636	Mexico
638	Europe, Middle East
639	South America and Central America, Africa, Asia, Europe
641	Asia.
644	Latin America.
645	Great Britain and other parts of Europe.
646	Hispanic and anything that affects Mexicans.
647	Middle East.
648	Asia, Europe
649	Latin America, Eastern Europe (i.e., Poland, Bulgaria), Asia (in that order; descending in importance)
652	Middle East, Pakistan and Afghanistan
653	Pacific Rim, Middle East, Mexico and Canada
656	We look for news that has some direct connection to those in St. Louis, so it might be an area with a lot of immigrants like Bosnia or direct connections like Haiti or areas of economic ties like China.
657	Europe and Japan.
662	Mexico
663	Latin America
664	China, Western Europe, Middle East
665	Western Europe and the developing world.
666	Europe, Asia, South America

- 667 Middle East or anywhere it's a hot story.
- 668 Europe
- 671 We have a very large Hispanic population so we def pay more attention to Latin America and Mexican news.
- 672 Where news is happening.
- 673 Pacific Rim, Southeast Asia, Mexico, Latin America, tech centers in Europe
- 675 North America and then it depends on the relevancy of the country for our readers. We have big ethnic communities.
- 677 Europe and South America
- 678 Far East (because of the auto industry), Africa, Middle East, Europe (because of the economy), Canada
- 679 Caribbean, Central America and South America
- 680 Mexico
- 682 Middle East, Japan and probably Europe.
- 683 Europe and the Middle East

>Q2j<

Are there any other important aspects of quality that I have not mentioned?

The following responses are from TV networks/stations:

- | <u>ID #</u> | <u>Response</u> |
|-------------|---|
| 29 | Pictures and sound clarity and quality, if not said. |
| 34 | Perspective and context... Explaining the audience as to why they should be caring about the events. |
| 44 | Quality, like the air-ability of something; if the picture looks good or if it's hard to see in video. |
| 48 | Video and audio quality. |
| 50 | Story telling. |
| 38 | Technical quality, HD broadcast, 16x9 broadcast quality. |
| 97 | If something happened in the locales that I mentioned where there is US involvement. |
| 117 | Relevance to viewers. |
| 134 | We don't take anything that is a VNR (video news release). We don't take anything that is not vetted as a true independent news organization. |
| 138 | High definition. |
| 141 | Ease of understanding the story. |
| 165 | French content. |
| 171 | The quality of the video. |
| 201 | Quality of video is very important. |
| 234 | Storytelling. |
| 237 | Value of story is more important than technical quality. |
| 238 | Quality of video. |
| 244 | We want it in high definition if possible. |
| 251 | Timeliness. We have to have access to it if it's something that happened a week ago we are less likely to use it. So, we have to understand the urgency of the story. |
| 253 | Local connection of some sort. |
| 258 | Most of our international content we aggregate by providing a link to the origin. Those that are too busy with advertising, we tend to avoid For the other |

content comes from the Associated Press and that content we would tend to host on the website.

273 We have a lot of video that's provided that promotional material and from foreign news agency we're not interested in promo material.

280 Local ties to our area.

283 Journalistic accuracy.

284 File format and delivery method.

296 We just have to make sure they are authentic because there are so many bloggers and such so we have to make sure it is authentic and real.

305 Ability to understand the reporter; language and accents.

313 The video and audio quality needs to be good.

315 The news itself and the way to receive it and how and how expensive it is to receive it. Now I receive more news today that I can download than in the past when we had to use satellite dish. Even when the quality is not as good as satellite it's still easier.

334 Audio/visual quality.

347 Having pronouncers. We have a lot of names that are difficult.

355 Relevance to the audience, what does it mean to the people.

361 High definition video is important but timeliness is most important for breaking news. I would take any quality of news if it is breaking.

367 File format; also, some of our feeds give us a stream of consciousness eyewitness report instead of a crafted piece.

368 Prefers high definition.

379 It's better to be of any quality than not to have it, if it's relevant.

386 Ability to deliver which is like the feed or footprint.

387 What I would say is exceptions are made for poorer quality based on significance and relevance of story. Best image isn't important if the story is THAT important.

388 If it's air-able - it's okay for it to be kind of grainy or from a cell phone if it's important enough.

389 Europe and Asia are our number one and two. We have a more of traditional European audience and Asians as well.

401 Immediacy.

407 It has to be something we can access quickly, which means we just use our Gateway system - here it's Gateway, they call it Passfire in the United States Basically if it isn't on Gateway we don't use it.

412 Objectivity and censorship, especially in material coming from Asia. We have CCTV coming from China - most likely we'd use it through Reuters, or we'd use the picture but with our own script.

439 We're in the transition to HD - we're not HD yet, but I assume it will be more and more important to get the video in HD.

445 Independence of where the footage comes from.

483 How it affects viewers in my area.

492 The clarity of video and the quality of the video. I would rate that a 4 on the scale of 1 to 5.

495 Well if you consider the quality of picture and sound, I think it's worth noting that the use of Skype and Broadband has lowered the threshold for what is considered acceptable technical quality.

- 498 (note) As a rule, international news doesn't fly off charts for us but up-to-date information and shows provides new content for morning shows, so that's how we look at it from our station.
- 505 Timeliness.
- 516 Availability of Spanish language in international news
- 524 16 by 9.
- 525 We in America take independence of news organizations for granted and other countries don't, so I see which is best.
- 537 No, but if it's for our web it needs to be compatible and interface-able. We have other issues if it's not compatible with our system.
- 542 It needs to be viable and have good sources.
- 558 Integrity of the news. Don't be biased. Two sides of the story.
- 559 The context of the story; in a story on a political vote or change in government context is a factor.

The following responses are from print newspapers:

ID # Response

- 627 Just how it relates to my market.
- 631 Relevance is everything; if it matters to somebody's bank account here, then international news matters here.
- 638 Good writing
- 650 I prefer agencies that originate their own stories.
- 653 Writing, completeness and balance.
- 665 It's got to be character-driven for us.
- 671 We prefer stories that have images.

>Q3b<

Where did you learn about CCTV News Content? Others – specify

The following responses are from TV networks/stations:

ID # Response

- 6 Online. No specific site or anything.
- 8 I don't remember.
- 9 Through a source column of some news wire (I don't remember exactly).
- 13 Through the internet.
- 16 Read about them through the trade.
- 17 Contacted also by phone.
- 19 Online.
- 24 They were involved in earthquake coverage not too long ago.
- 34 Cable television.
- 39 I don't remember.
- 40 Seeing them on CNN.
- 41 From other articles referencing it.
- 46 CNN.
- 49 I think I had a cable system somewhere that aired CCTV.
- 52 Through a network news feed a long time ago.
- 53 The internet.
- 58 Business in China.

60 I don't remember.
62 Myway.com.
68 Through the AP, but not through their TV; YouTube.
77 Stuff leading up to Beijing Olympics, was working in a newsroom.
80 It's being shared with our networks.
81 They covered a story in my market.
97 The broadcasting trade magazine/email alerts.
105 I have it on Direct TV.
106 One of the networks.
111 Somewhere on the internet.
113 I don't recall.
116 I don't recall.
118 I've really only heard of them from exposure from other television and news websites. We don't really use them as our primary source here. Most of our national news is filtered through our network station.
120 Visited China.
128 Social media possibly.
135 I thought it was coming in here through CNN, but I could be wrong about that. I'm fairly sure we have gotten that content in the past though either through CNN or ABC.
141 I can't specify.
144 Online.
162 Content that was credited to them.
164 We got it on our news one feeds from CNN and ABC.
170 I wouldn't know. I've seen the logo many, many times in the past 17 years I've been working in international media, but I have no idea where I heard about them first.
172 They feed down on Oasis thru CNN and news channel through NBC.
174 Saw it on a feed at some point.
176 State Department.
178 Probably on a feed somewhere.
186 I've seen it in other newscasts.
207 Article.
208 Just from national news.
209 Network feeds.
219 Cable TV.
225 I don't know specifically where, but I do know that I have seen some of their things featured on news.
226 ABC, CBS.
229 We get it from our feed source CBS Newspath.
240 Through NBC news.
250 They contacted us a while ago and were asking us about a story we ran months ago.
251 I actually watched them online during the last Olympics. I wanted to see how they were covering the Olympics.
258 I have met people who have worked for CCTV.
273 CNN and NBC.
284 On other broadcasts.
285 In general usage.
289 Not sure.
295 Just by seeing them on news feeds.

- 308 CNN.
- 311 Fox News feed or Reuters news feed.
- 315 From magazines, internet sources, and broadcasting magazines, look at the satellite.
- 323 Online and from news articles.
- 337 I have visited China a couple of times so I have learned about it from being a tourist and seeing CCTV.
- 341 Journalistic blogs.
- 343 I was in China.
- 349 Through watching news video at work.
- 351 Met with them and I have been in China.
- 352 By association with news rooms.
- 353 I saw the logo but know nothing about it.
- 358 I don't know.
- 361 CNN or some other domestic newsfeed.
- 363 Either from our feeds or news freed or news stories.
- 366 I read enough trades and what not to have seen them come across.
- 377 Visit to China.
- 379 Not sure.
- 382 I've been to China.
- 387 I am aware that APTN has provided that service and have clearly found origin of material. CCTV has just been around so long, I've heard of it, but can't recall where.
- 393 Don't know.
- 394 CNN News source.
- 396 Can't tell you; I read something.
- 398 I have a friend works in Shanghai.
- 404 Not sure.
- 412 Not sure.
- 412 (note) We usually reference the broadcasters for the countries that speak the languages we broadcast in - CCTV for our Mandarin and Cantonese audience.
- 413 Just other news reports that use them.
- 416 Don't know.
- 430 I watch CCTV.
- 433 Reading magazines; not sure where.
- 441 Internet - not CCTV's website.
- 445 Through my place of work; they're one of our international source options.
- 445 (note) For the tsunamis in Japan they provided feeds.
- 448 We had a group of delegates from Shanghai who we gave a tour of our building, and they mentioned CCTV. It turned out we'd had an agreement with them for sharing feeds for the Beijing Olympics.
- 450 Visited Australia and saw CCTV programs there.
- 460 Academic interest is in China so I actually went there and studied a lot about it.
- 464 All of our international stuff is CNN and pretty sure I've seen their logo many times.
- 471 Don't recall.
- 475 Don't know.
- 482 Seen it on other feed services.
- 488 I think I read about it somewhere.
- 489 I've seen it on cable TV.

- 492 I don't recall exactly where I heard about it. It may have been something I read about in the trades.
- 494 Through a news feed and readings.
- 495 I learned about them from watching news from competitors. Also I would have to check with our producer, but we may have even put it on our own.
- 502 I've seen content from them in different places on the internet.
- 505 I don't recall.
- 508 Not sure; I've been aware so long I can't recall.
- 511 I don't recall.
- 512 Through CBS.
- 519 Through years of working; I'm not sure where.
- 527 Other news organizations, press conferences.
- 533 CNN
- 537 Somebody's reference to it.
- 547 I worked for it for six months.
- 549 Watching it on our satellite channel.
- 551 CNN relationship or APTN from way back.
- 557 On TV.

The following responses are from print newspapers:

- | <u>ID #</u> | <u>Response</u> |
|-------------|---|
| 601 | I read a book about China. |
| 607 | I've been to China several times but may have heard of it before as well. |
| 620 | I think I've seen some of it on the web. |
| 622 | Industry and media coverage. |
| 627 | Online somewhere. |
| 631 | Google stuff out of China. |
| 633 | I don't recall. |
| 639 | MIPCOM |
| 644 | I lived in China for a bit and saw it on DirecTV. |
| 665 | I saw it on cable or satellite when traveling in Pakistan. |
| 683 | I've seen it cited in American Wire Stories. |

>Q4a<

Have you used the content from CCTV News Content through Reuters or Associated Press Television News (APTN) for your newscast in the past six months?

The following responses are from TV stations or cable networks:

- | <u>ID #</u> | <u>Response</u> |
|-------------|---|
| 154 | (note) I know we have used it, but I'm not sure if it was in the past 6 months. |
| 176 | (note) We've worked with them to help them produce a documentary made in New Orleans. |
| 267 | (note) I used it on our talk show, but not the news. Our news is more local, but the talk show has more international news. |
| 476 | (note) Only when breaking news. |

>Q4bb<

Have you used content from CCTV News Content through its website for your website in the past three months?

The following responses are from TV stations or cable networks:

ID # Response

- 80 (note) We go through NBC or CNN to get news from CCTV.
 172 (note) If we have used it, it has been on air and through CNN and NBC.
 226 (note) Whenever I take anything from CCTV it's from ABC or CBS. I don't know if they are coming from Associated Press or Reuters.

>Q6aa<

Why do you say so? [Likely users]

The following responses are from TV stations or cable networks:

ID # Response

- 34 We are expanding our coverage and looking for different points of views.
 50 China is a big country that has some influence on what happens here. I'd look at what the info is and see what relevance it has to our audience.
 68 Just so many things they have on their affecting the world economy specifically. Obviously China's not only tied to the United States but also to Mexico, and we're right here on the border.
 129 If they have something that is of interest to us, we'll take it. It's just hard to know if they'll have something of interest.
 134 Because there is so much, "It's the economy stupid" (James Carville), the global economy so well connected and entrenched. What percentage of banks wholly owned by Chinese interests, exporting US jobs to China and fascinating piece about Chinese workers tired of wages (low) and in this case they were moving to Alabama. The impact of the global economy and social media that comes to light and China trying to block those. That's a fascinating thing we are eyeballing. Therefore it's more likely to have an interest in foreign news agency.
 245 I think it's just a matter of time before there's something that is entertaining, interesting, or important that happens in that region.
 315 If there is a major event and they only source I will use it and I will where the people know where it's coming from and the viewers have to decide how objective it is.
 343 I don't like going to websites and taking copyrighted footage.
 349 Given an international situation with China.
 408 In the future, they will control the market.
 450 I think it's good for us to be exposed to news from other countries besides our own.
 502 If there's a major event I would certainly put value in news that is coming out of China through a Chinese source.

The following responses are from print newspapers:

ID # Response

- 646 It's just something that might interest our audience.

>Q6ab<

Why do you say so? [Unlikely users]

The following responses are from TV stations or cable networks:

ID # **Response**

- 1 I don't know anything about it so it would be unlikely.
- 2 I don't download anybody's content, whether US or international, from websites.
- 3 Part of it is habit; unless there is a direct correlation between how a story affects the lives of my viewers we're more likely to go with something that has a more tangible effect. It wouldn't be top of mind but I wouldn't rule it out.
- 4 There's not a great deal of relevance to our audience to news coming out of China, not a great demand for it.
- 5 I would question the relevance to my audience.
- 6 We do it with permission. We get it from our affiliates. I can't imagine when or why we'd need it.
- 7 We need to make sure we have news partners we already trust to get our international news from; we have no relationship with that news agency.
- 8 It all depends on the content.
- 9 It's all about the relevance.
- 10 I can't imagine a scenario where we would need it that isn't covered by NBC or CBS.
- 11 I'm not familiar with them. So I don't know if they are a trusted source of material.
- 13 One, I don't know a lot about it. Two, we subscribe to NBC news channel.
- 14 Not aware of where to get the video. It's not on the radar.
- 15 It's not a common source for us. Most sources for us are CBS, CNN. We are localized.
- 17 There are so many sources of news so unless they have something we need it's not worth it.
- 20 We rely most on NBC to supply feeds for any relevance to our local markets.
- 21 It's not a trusted source that we're familiar with.
- 22 The lack of relevance to our audience.
- 23 We don't subscribe to services and there is no need.
- 24 We are good on our sources of video. It is unlikely we will need anything.
- 27 We primarily get our foreign news coverage from CNN.
- 28 We don't use them and never heard of them.
- 29 I'm not familiar with it and haven't accessed it. We get international news from CNN and don't check out other sources much unless we've arranged it ourselves.
- 30 We just don't do a lot of international news.
- 32 Convenience and the availability.
- 33 I am unfamiliar with it.
- 36 Most of the things relevant to us we get through CBS and CNN. We have a lot of avenues to get the information we need.
- 38 They are not an independent news agency.
- 39 I can't imagine us doing a story on China now.
- 41 We have other outlets for news sources. So we use their content from international news. It's usually filtered through ABC or CNN.
- 42 We don't need it.

44 The staff here is new and a lot of people are not too accustomed to using services like that and it prevents us from using it.

45 We do not take videos through third party vendors.

46 I don't know that there's going to be that much relevance, and it's much more likely that we'd get the footage through our existing providers such as Fox and CNN.

47 Lack of information.

49 A lack of knowledge of how to do it and what's available.

52 It's not our policy to use video from another news outlet unless it's a major world story. Plus, it's not independent; it's government run.

53 Objectivity. If it's the only video we can get, we may air it. We would likely verify its authenticity through another organization. We won't rely on CCTV solely.

54 Typically it's not one of the sites we would peruse frequently or at all. We have a very small Asian population in our area and it doesn't really pertain to too many in our audience.

55 We have a number of internally reputable news sources feeding into our building now which we are partnered with.

56 We have other resources to get news from there.

57 Lack of knowledge of what services they provide. We rarely have content relevant to China.

58 I don't know anything about them.

59 I don't really have a spot for it. We do have a large immigrant population, but not really a large Chinese population. Most of them come from Eastern Europe, like Bosnia or Croatia.

60 We don't need it.

61 On major international news we receive all news required from affiliates like CNN. Also, I would need to investigate the site itself to see if we'd be comfortable taking and using their material.

62 We'd take it from CNN, NBC, or the associated news press.

64 It's not relevant to the area.

65 It's just unlikely.

66 We rely heavily on NBC and CNN for our international material. They've set up a system for us to get us. We are a local station. It's easy to use, we know the quality of what we are getting, and we know how to use it.

69 I can't imagine what they would have that we would want to take.

70 We operate with ABC and CNN we use AP for information only.

71 We rely on our own network, in our case NBC, for most foreign news. It would have to be something that's so important to us in Mississippi, and we cannot get it from our network. It'd have to be relevant to us here and unavailable from our usual sources for us to seek it out.

72 It's probably an entity of the Chinese government, and I'm skeptical of it being part of a Communist agenda. I like to get the straight dope, if you know what I mean.

73 I'm unfamiliar with it and uncertain of necessity of content not knowing what news is going to happen.

74 If something was relevant and easily accessible.

76 I have not heard of it and corporate policy about where content comes from.

77 I don't believe they are truly an independent source of the news.

78 There's little relevance to our market.

79 We are monitoring many sources of information of which the majority is local and unless it's a story that impacts our viewers, unless it is economic news we wouldn't be constantly monitoring the source.

- 81 Our focus is local news.
- 83 I just don't know. We rely on only a few sources for international news and I think there's a certain amount of questionability of their material. We're not sure if it's objective. We rely on Associated Press, CNN and others, so if those sources gain that information, we may use it from them.
- 84 There is nothing relevant.
- 85 I've never heard of them; we get our stuff from NBC.
- 86 Not much interest from our users.
- 87 It's unfamiliar and right now it's not a priority for us.
- 88 Timeliness issues.
- 89 I just now learned about CCTV and likelihood from China is very low, it's not something of high interest to our part of the country.
- 90 We only get news through our NBC affiliation.
- 91 We get it through a feed service.
- 92 I would have to check out their legitimacy.
- 93 It'd be very cumbersome for us, we'd have to make a bunch of phone calls to people to get permission and we don't have that kind of time.
- 94 I don't know much about them. I'd like to find out more about them. I'm not clear on their political affiliation. I need more info.
- 95 We're hyper local. We don't do a lot of news from China.
- 97 I have journalistic challenges if that is an independent news organization and how they are functioning.
- 98 We just aren't familiar with it at all, so it would have to be something... There would have to be a particular story... That would say this is the source that you have to go to, then we would have to go to the CCTV news site. But it isn't even on our radar so a story would have to occur that would direct us to the website.
- 99 It's not relevant to our audience at this time.
- 100 We are NBC owned and operated and receive information from them.
- 101 We don't download things from anybody's websites.
- 102 I just don't think we're going to be interested in doing that.
- 103 We're a Spanish TV station, so I'd definitely have an issue with the language and the content. I only have 22 minutes in my newscast, so it would have to be a major story like an earthquake, or a war, for me to use news about China.
- 104 We are local news; we don't do national or international news only as it relates to here, we have a huge military facility here and we have plenty of opportunities.
- 105 It's not our normal practice.
- 106 We rely on CNN or CBS for that.
- 107 We don't do news out of China.
- 109 We have no real reason to use them. Without anticipating, without a major story and if only video available to us even if were to use if a major story from China, given that they are run by government I wouldn't post as fact, though they say it is fact.
- 110 That's not really our interest.
- 111 We are reluctant to use outside news services that we are not already contracted with.
- 112 We don't take VNRs. We subscribe to CNN and Fox, as far as international news is concerned.
- 113 If there's an interesting story from China, we as a small newscast, will just get it from CNN or NBC who gets it from Reuters or others who got it from CCTV or China.

- 114 That's not a big interest in my area unless something major breaks there.
- 115 At this point I have no idea what it might be and I'm not interested in developing a relationship with another news source unless I need a story.
- 116 That's there's not a need for it. We heavily focus on local news.
- 117 We are not typically in the practice of downloading materials from outside sources other than what we are partnered with.
- 118 I don't believe that one of our kind of front line news sources that they would be one that we would take from.
- 119 Access to them and knowing what they're doing. Not knowing them.
- 120 I would question that organization's independence and whether their narrative is being government controlled or not.
- 123 We are not familiar with the sourcing.
- 125 We have a system here that seems to work and we'll probably just stick to that.
- 126 I don't know anything about it so I would need to check out the quality things we just went over.
- 128 News they have won't be relevant to our users and I doubt familiarity with CCTV is very common.
- 130 We don't do international news unless provided by our owners.
- 131 We have to have a relevant story there and I can't think of a reason we would chose a story there. We do local news, so it would have to have a local connection.
- 132 We don't use VNR.
- 133 We are an NBC affiliate, so I can get it from there.
- 136 We really major in local news and depend on national network for international.
- 137 It's not something that we do.
- 138 We're not looking for news from China.
- 139 We generally use NBC or CNN as are conduits of info because we have a small staff.
- 143 We don't know anything about their credibility.
- 144 There is very little local interest in China news. We are an affiliate with CNN and NBC and don't go looking outside those for news about China.
- 145 I don't have access and unfamiliar.
- 146 The likelihood of relevance is low.
- 147 I don't know their reliability or their background and have no time to seek it out.
- 149 Relevance to viewers in the South is minimal.
- 151 No interest here.
- 152 Other than gambling stories out of McCall there's not too much that will have large local interest. Also, there is some mining interest in the state because China owns a lot of mining countries in Nevada. Beyond that most of the important things would be covered by CNN or NBC.
- 153 China ranks sort of down on our list, but we do have a Chinese connected campus here and there is a base in China that has US headquarters here. But it is not our most important foreign outlook.
- 154 We get it through APCNN or CBS.
- 155 I wouldn't trust the veracity of it; propaganda.
- 156 I've never heard of it. More info about who controls the editorial content. Is it run by the Chinese government?
- 158 I'm not familiar with and have to meet credibility, objectivity, timeliness without knowing any of those we would be unlikely to download.

- 160 I don't usually like VNRs or anything that feels like a VNR.
- 161 We focus of local news. It'd have to be a major story.
- 162 Copyright issues.
- 164 It's just not one of our general news sources. That being said if something major happened in China where that was going to be the best news source we would use it, but not unless there was a major breaking news story. We rely on ABC One and CNN for the vast majority of our international news.
- 165 We're subscribing to some feeds that come in daily. We have our sources. We wouldn't take something that's not readily available. Often it would be a question of habit also. Not knowing ones source and enquiring about it. We are a local broadcast. International news is a small portion of our newscast.
- 168 I don't know their reputation or independence. I just don't know who they are.
- 169 We just don't do a lot of stuff out of China.
- 170 First of all I've never seen the website; I didn't even know it exists. I don't know whether it's a subscription service. I'd gladly take a look at it, but I just didn't know that I existed. Now that I know I'll give it a try.
- 171 I don't know anything about it and I don't know how it's pertinent.
- 172 If we are going to get it, get it from CNN and then we feed it out.
- 174 I would not jump through the hoops.
- 176 I just don't think that is a news source we'd work with. We'll continue to work with CNN and CBS.
- 177 Mostly relevance.
- 178 We don't normally download content from providers like that.
- 179 Not knowing the company and little feed material from other countries.
- 181 I haven't heard of it.
- 182 We just haven't had much success with downloading from similar sources. I'd also have to see the content before deciding.
- 186 There's not a ton of relevant news coming out of China for local news providers.
- 188 We would have to go somewhere else to download.
- 189 We primarily focus on very, very local news.
- 190 I just don't know anything about it and I get video from other sources.
- 192 Well, not being familiar with them or their organization, I wouldn't feel comfortable.
- 194 We're an ABC affiliate and go with ABC teams to find international news content.
- 195 I'd go onto the website if there is a local tie in.
- 197 Most of our international footage comes from CNN or NBC.
- 198 I don't know what the story would be.
- 199 It would have to be something major like an earthquake or if China's doing research.
- 200 We have no awareness related to it.
- 201 Lack of knowledge. I have no idea who they are or what they have.
- 202 Our lack of familiarity with it. I guess the other reason is, we have our own sources of international news, namely NBC and CNN.
- 203 We don't use it as much as we should.
- 204 It just depends on the story. If there's something very interesting we would, but from China I doubt... We'd get most of that from our affiliates.
- 205 We have access to CNN and Fox; if there is other video on YouTube we use those sources.

- 207 If not a natural disaster.
- 208 We're a local affiliate of ABC and Fox so we go through their national sources. We're responsible for broadcasting local news. When we broadcast national we pull from ABC and Fox national sources.
- 210 I don't know anything about them, and I would absolutely have to know the origin - not just their credibility, but their affiliation and so forth. I would have to be educated.
- 211 We're a local news channel and this doesn't impact our viewers.
- 212 I would see what it had to offer first.
- 213 I just never have used it before, and I'm not familiar with it.
- 215 Lack of relevance, and CCTV is not objective because China's media is control by the state.
- 216 We have other access to international news and enough of it that we wouldn't need to go to them.
- 217 Our international content is supplied to us by the Canadian Broadcasting Company.
- 218 Not many relevant stories.
- 219 We generally count on CNN and NBC for all of our foreign content.
- 220 I don't think it is; not by us. And we have other means to get the news such as Associated Press or CBS.
- 221 I have no knowledge of CCTV.
- 222 We are not familiar with them and be we are already an affiliate of somewhere else.
- 223 We don't use national content like that in our newscast or website. Our national or international news comes from CBS.
- 225 It's just not a specific area of interest and I don't know enough about them that I would use them as an original source.
- 226 We get that stuff from other sources. And our internet is very slow in the building.
- 228 It depends on relevance to our viewers and timeliness of United States and international relations.
- 229 We typically don't go to other websites for information. We either rely on Associated Press or CBS.
- 230 There's no reason for us to unless the governor of Michigan was there, but even then we'd be able to get video from someone else.
- 232 Unless it was natural disaster.
- 234 In general we're an affiliate of the Canadian Broadcasting Corporation and we rely on them for our international news.
- 235 It would have to be a big international story.
- 236 We haven't heard of it. We tend to not go to independent sites for that. We use network coverage. We don't source out news.
- 237 I've never heard of the agency so to me it brings in the question of balance (government news agency).
- 238 We rely more on what CNN and Fox News. We're more likely to utilize those than go to an outside source for video.
- 239 I would have to determine the relevance to our audience here.
- 240 We have a low Chinese population in the area.
- 241 We're not going to take video from anyone except for the Associated Press, CNN or ABC.
- 242 We get all our foreign content from our network feeds.

- 244 I'd have to find out if it's Chinese government controlled.
- 247 We don't have access to that kind of stuff because we use services we already have implemented.
- 248 Most of the international news we use comes directly from ABC that they gather from other news organizations around the world.
- 249 We don't have many connections to trade with China and NBC gives us our news.
- 250 I don't we have means to know what the content is. We don't use Reuters and APN, I don't know now that we are getting content from the ABC and CNN which is who we use now.
- 251 We don't use other peoples' video.
- 252 There's not a whole lot of overlap between our local mandate and stories coming out of China.
- 254 We rely on PBS and services that are there; for radio we rely on NPR.
- 255 We just don't do that much international news and have CNN and CBS and the objectiveness would be questionable.
- 257 Not having heard of them, or being familiar with them, I'd hate to say that I'd use it or not use, but I'll lean toward not using it, since I haven't seen it before.
- 258 We don't download third party video content we just link to it.
- 259 We get our international news from we have long-term relationships and it's vetted for us and I don't know enough about CCTV.
- 261 I think we are creatures of habit and we are used to checking the same sources like CNN.
- 262 We have very few newscasts on our air and we try to keep them local.
- 264 It's not an area of high interest for us. It's not an area we would check for news content because of that. We use CNN, Fox. We'd be more likely to use these services.
- 265 It's not an independent news agency; it's run by the government.
- 266 We don't do a lot of international news here; we try to keep it local. If we need something international we probably get from CBS or CNN.
- 267 Our news operation is all local stuff. We don't have a license to use their video, and there's really no need for it.
- 269 It would have to be something very specific to our market, or something that we couldn't get anywhere else, which is doubtful. We do have large companies in our viewing area that have dealings with China, so if they did something that wasn't available through our networks we might have to get it from them - but that's very doubtful, again.
- 270 I'm not aware of it.
- 271 We don't have any need for international news.
- 272 We are an affiliate of CBS and CNN and they provide good international coverage.
- 273 We don't download video or info from CCTV.
- 276 We don't have a need for China news.
- 277 I've never heard of it.
- 278 I do not know of them.
- 279 Lack of knowledge about what they are and where the info is coming from.
- 280 I suspect it's not accurate.
- 282 It would have to be a very relevant story.
- 184 We are so short staffed right now that 99 percent of what we do is local.
- 283 It's not a service we use.
- 284 There's not a large Chinese influence here.

- 285 It's not relevant to our audience.
- 286 I can't think of an issue that is resonating there that has hyper local hook here for me.
- 287 As far as foreign news goes, we usually rely on our network correspondents for that information.
- 290 It depends on the news magnitude.
- 291 We don't cover Chinese news, really.
- 293 Usually we rely on our affiliations with ABC and NBC.
- 294 It would really have to be either a major story over there that would impact our viewers or be of local interest and I don't predict that will happen.
- 295 That is not something that we do as a news organization. That's not typically a source we would go to.
- 296 Right now we have a good system in place. We have never heard of it and I keep up with a lot of the trends.
- 298 We use Newspath; that constitutes most of our product.
- 299 I just don't know enough about it.
- 301 We get most of our material through ABC or Associated Press.
- 303 The international news we get from ABC and CNN and we don't reach outside of that since it only takes up a small portion of our news cast.
- 305 It's not a focus of our website.
- 306 I don't see that we will.
- 308 We use it infrequently.
- 310 It's not relevant to our local audience.
- 311 The majority of what we use comes from Fox News feed. And we are just a small organization.
- 312 We're not an affiliate of CCTV.
- 313 I can't foresee the relevance at the moment.
- 314 We concentrate on local news.
- 316 I am not familiar with it.
- 317 I'm not familiar with it.
- 318 We are still developing the website. Don't have the capability to upload video to it yet.
- 319 I think if there was a big enough story one of our current content providers would be covering it, so we would just use that.
- 324 I need some familiarity with it. I don't have enough information to know.
- 325 We are not aware of them. We don't normally download material for our newscast or website. It's not a process of our news gathering.
- 326 There are other sources to get news about China. I'm not comfortable getting news straight from China because of government intervention. They are not completely autonomous. That's the reputation they have anyways.
- 328 We don't know about it.
- 330 If it's not on our feeds we don't normally pull outside sources.
- 331 We have a real high priority and focus on local news.
- 332 I'm not familiar with it; they don't have a reputation.
- 333 I've never heard of them; depends on how they alert the media to what material they have.
- 334 There is no relevance to our viewing audience.
- 335 We generally get our international news off of the AP.
- 336 A lack of familiarity with the product.

- 338 We don't normally take news that isn't ours into the newsroom. It's got to come through one of our feeds.
- 340 We've never heard of them and we would have to have a reason to go looking for it, like a natural disaster or some sort of news like that. Right now we would rely on our networks like CNN ABC and FOX to hear about or become aware of stories like that.
- 341 On our website our primary focus is local news. We just don't have the need or demand for too much international news.
- 344 We go with more of the traditional providers, which would be Associated Press, Reuters, Fox, BBC.
- 345 So far we've been getting along just fine without it. Generally the stories we get about China are done by news organizations here. I'm not sure of the value of getting news stories by people over there. I'm not sure if they would be relevant to us.
- 346 I just find it unlikely for me to actually download something. I would use the sources that I normally use.
- 347 I'm not sure if I view news from that source is unbiased.
- 351 We haven't had it before and it's just not in the cards, but we have other ways of getting it.
- 355 We primarily rely on ABC and CNN services for international news, don't feel we have local expertise to vet the international news and rely on networks to make the decisions on the international front.
- 356 I don't think we'll be interested in that.
- 357 I don't know that it would be that relevant.
- 358 We are a CNN affiliate so we get it from their feed.
- 359 We take all of our international news from our network; if our network provided it that would be a different situation, but we're not going to go looking for it.
- 360 We have very little interest in news stories except those stories affecting trade, crops and natural disasters.
- 362 Very little interest in China relative to other areas; mostly we want local news.
- 363 From a website we would have no need. We would be on a feed from ABC. We don't have time to search that kind of information.
- 364 I'm not familiar and don't know if we would trust it.
- 366 The information they have to offer just isn't relevant to our audience, plus this is the country that gave us the "fake apple stories" so everything that comes from there is going to automatically come with a question mark.
- 367 That's not a region that has a lot of relevance to our market.
- 368 We've got material made available through other services.
- 369 If there is a specific story that is relevant to us, i.e. A hurricane, natural disaster, something like that, that would be relevant, but other than that I don't see a need to use that content.
- 371 We don't trust the source.
- 373 It would depend if there was a huge event that they had content for, otherwise no.
- 375 We get most of our international content from CNN sources.
- 376 I just think that overall, depending on the number of news stories that come out of the region, we probably wouldn't use any unless it had significant impact on our audience.
- 378 We don't really cover many stories about Chinese events unless there is a magnitude 10 earthquake, but an Olympic story about a teenager? No.
- 379 It's not one of the news sources that we would normally use.

380 I've never heard of it.
381 The Olympics are next year.
383 We share info with CNN.
385 We don't see the relevance to locals.
386 Our international content comes from NBC so unless it was NBC picking up CCTV content, unless it was local-specific, we wouldn't run around to find it or use.
388 We don't seek out any international news sources. We would only do that if there were an incident requiring us to obtain video somehow.
389 I don't know them so I would have to look at their reputation before really saying.
390 Most of what our energies are focused on are very local stories that directly impact our audience.
391 We have other sources to get content from Asia.
392 It's not in a geographical area where we're very interested.
393 We get ours from ABC and CNN.
394 We're a local cable news network with emphasis on North Carolina based stories. We do a brief national news update every hour, and everything we don't shoot ourselves is supplied by CNN.
396 It's probably not of high interest, though that depends on what's going on like any other source.
397 Lack of knowledge about CCTV.
398 It doesn't seem there are stories coming out of China right now that are clearly relevant to our area and we haven't been courted by CCTV to use them.
399 Our primary charge is state government reporting. The day to day coverage of our legislature and state capital usually doesn't reach into international issues.
401 Unless it comes from CNN, we won't use it.
402 We've never had the need to.
403 Most of what I've seen on Reuters from them isn't relevant to audience.
404 It would depend on the material; we don't use CCTV because we don't have arrangement with Associated Press legally.
405 We are local so unless it's super significant, we wouldn't cover.
406 We're mainly a regional station so we don't really do international news as much.
407 I don't know if we're authorized to use it - I don't know the restrictions there.
409 If based out of mainland China there is very little media I would trust.
410 We're an NBC affiliate; we'd just get it from them.
411 When it comes to the amount of international and national news that we use, most of it comes from ABC or CNN. We typically don't stray too much further when it comes to seeking out international video - and that's only because it's not really our bread and butter, our bread and butter is local news.
412 I don't think of CCTV as an entity that would allow me or anyone else to download material - we just receive it through satellite. We do subscribe to the station.
413 Being a sports network, we rarely need things from that organization.
415 I have other providers.
416 It's of very little interest to us.
417 Unless there are major events that impact our viewers in China, we wouldn't.
418 We are going to get most of our international news from NBC and CNN.
419 We would be most likely to get information from CNN or NBC.
420 We just don't use international news unless it's a major catastrophic event.
421 We'd rely on our affiliation agreements with CBS and CNN.

- 422 Unless there is a major breaking story out of China I would rely on Fox News channel.
- 424 We would get our news from wire services that we already using on a regular basis.
- 425 I don't know anything about them.
- 426 It's not relevant to us and I don't recognize them as a credible source.
- 428 We've never heard of it.
- 429 I would just say that I know there is a lot of government controlled media in China and I don't know that I could trust the accuracy of their information because of that.
- 430 We're probably unlikely to download from site as we're not that interested. If it makes Reuters, it must be big.
- 431 It's a questionable source. We'd only use it if objectiveness is verified.
- 432 We would do it by case by case, we haven't done it yet, has to have interest to us, we probably have the same chance of doing it in the next twelve months as in the past twelve, it has not been done.
- 433 CCTV's independence is not very strong so any information vetted by Associated Press gives it more strength. We have to take extra initiative to vet and then we have to put it into a context and say "according to CCTV".
- 434 It's not relevant to our audience.
- 435 If it's news that is going to be of great impact, we are an ABC affiliate and would get it from ABC Overseas.
- 436 We have news services that we already subscribe to.
- 437 We are mostly a radio network, so there is not a lot of international news on the website.
- 438 We have services already set up.
- 439 I have no information about them. I don't know anything about them.
- 440 I'm not that familiar, I don't think this organization is that familiar with them. I'd want to know more about their independence and the organization itself.
- 442 I've never heard of it.
- 443 We don't run a lot of national or international news, just local.
- 445 We get all of our video what's called video on demand through NBC.
- 446 We contract with NBC our affiliation and CNN and we rely on them through those contracts for international news.
- 447 There's no real interest right now in this area in China.
- 448 We don't have an ongoing agreement with them.
- 449 We only pull international news from our affiliates.
- 452 If we're going to cover a story from China we would depend on ABC and CNN.
- 453 We are a local station which relies on our network.
- 454 Primarily our station is focused on local and the bar to make international news into our news is extremely high.
- 455 We have other sources of international news that are easy.
- 458 We only get stuff from CNN or CBS so wouldn't go through other sources.
- 459 It's not a source my people would be used to using.
- 462 I haven't heard of them and we would probably find the same stuff on Fox or CNN.
- 463 I'm not familiar with it.
- 464 We don't go to websites that download videos.

- 465 It's Chinese and for my audience it is not relevant. Also, I don't know them and cannot confirm the qualities that were stated before that I need to be sure of for my newscast.
- 466 Unless I had the rights to it, wouldn't use it. I only use services that we pay for or are associated with.
- 467 We don't have a contract with them.
- 469 It would depend on what the topic was. I can't think of a reason that we would use it other than a national disaster that would impact the US.
- 470 Access is limited for us.
- 471 We're not interested.
- 472 It depends on what the news is coming out of China. Just don't see a lot of interest for that in Mobile, AL.
- 474 Unless there is an Ohio connection it would be rare.
- 475 We just get foreign news through network and I have no say over that.
- 476 It's just not a number one source for us.
- 477 We don't have a lot of international news, it's more local.
- 478 It's just not what we are looking for if it is easily accessible CBS (our Newspath) on CNN we aren't going to go out of our way to download.
- 479 We wouldn't have a reason to use them.
- 481 Unfamiliarity with the service and concerns over censorship.
- 482 I don't know if it has relevance to our news audience.
- 483 It's not something we look at on daily basis.
- 484 We are a local channel so our international news content is not usually focused on China.
- 485 We are a CBS affiliate and most is getting filtered through our CBS channels, we don't have a Chinese population in our demographic, doesn't make sense unless a natural disaster and we would rely on CBS, we just don't need that thorough of a source we get it from other sources.
- 486 We just take material from CNN, and CBS Newspath don't have the time to process any international news any other way with the exception of a major breaking story we are looking for information quick on.
- 487 The lack of objectivity of the provider, the reputation, all that stuff.
- 488 There's a chance because I host a couple of TV shows and if we did something on Chinese culture we could use it but the chance is slim.
- 489 We focus locally - it may very well be that we'd have some of that content on air, but it would be the folks at News Hour who put it there. Yes we get it, but it's kind of a third party thing.
- 490 It's due to the suspect nature of content coming from China as far as policies go.
- 491 We already receive international feeds through CNN and NBC so we don't go out looking for international information specifically from other sources.
- 492 We always try to keep our options open. If there was something going on with our news organization of interest we might do something like this. It would have to relate to our audience, Houstonians and be relevant to something that is going on right now.
- 493 We only use videos we shoot ourselves.
- 494 It depends on if anything goes on in China that's very important.
- 495 I wouldn't be likely to do so unless I knew that I had copyright authorization to do so.
- 498 I am unfamiliar with it.

- 499 For our department we're really interested in Spanish language content. We're also a hyper-local channel.
- 500 I would need to know more about who they are; I would need to know what kinds of news they have. Frankly we have easier access to news through ABC or NBC. We don't run a lot of international news. We don't go trolling through international satellite feeds to find those kinds of stories.
- 501 I have no idea what that source is all about.
- 503 It just depends on the quality and the legality of usage.
- 507 It just doesn't have a big impact on my audience.
- 509 I am unfamiliar with and don't know the source or objectivity of it.
- 510 I don't know who they are, who pays for them and supports it. Also, outside new agencies are not used unless it's Associated Press or others. We have pretty strict video news policies, so that's why we work with the cooperatives that we do.
- 511 It just doesn't fit our audience.
- 513 Our audience is not very familiarized with news from China.
- 517 I don't know anything about them.
- 518 We'd have no interest.
- 519 It's available through our affiliates that do a pretty outstanding job of providing international news in a timely manner.
- 521 We're just not aware of it and rely on other outlets for that.
- 522 We have access to international video through NBC and CNN and don't need additional news service unless it can provide what we cannot get and since I don't know them we are less likely to use them.
- 523 I don't know about CCTV. I don't know if our company will want to subscribe or if they provide relevant content for our viewers.
- 524 Most of our international content comes from NBC news channel and others. If part of that, we may use it.
- 525 I don't know anything about them or their independence.
- 527 It's not part of our current workflow, and we're not necessarily looking to add anything there, in terms of sources we're not licensing.
- 528 I guess I don't know anything about it and would question their independence.
- 529 We don't have an agreement with them at this time.
- 530 We're a local newscast so our focus is on local news. We'll go state wide and national news when it's relevant and international when it's a horse in the race. It would be very rare for us to just go to a Chinese news source for stories. Most of our international news would come from the sources that we already subscribe to.
- 531 I haven't heard of it. There's not a strong contingent of foreign or Asian citizens in this area.
- 533 It's just unlikely.
- 536 We have deals with other news organizations on where we receive international news and they are not one of them.
- 537 I haven't been aware of it. We are in process of rebuilding our website; it could be we would add it but I'm not sure.
- 539 International isn't that important for our audience. We're hyper-local. Just the war stuff is important.
- 540 I don't think there's that much happening in China relevant to our audience that we couldn't get off the ABC and CNN feeds.
- 542 We use only CNN as our news source.
- 543 We get our international video from services to which we already subscribe.
- 545 No interest.

547 If credibility and accuracy and independence are three hallmarks you look for, this is not CCTV. It's a state run news service in my definition.

548 We have news sources that we use already and it's not very easy for our system to download video from other sources.

549 They focus on international and we don't.

550 It's not something we actively seek out, however if news happens we should have covered we might seek out, we definitely will use CCTV.

551 It's not on our main go-to and we have other vendors for that. We rely on preferred vendors.

552 I haven't seen it and don't think there's an interest.

553 I'm not familiar with them and have several other sources.

554 I'm not familiar with the agency and organization.

557 My producers are not familiar with it.

558 We are paying attention to what we broadcast and we prefer to have our own trusted sources. We would want to make inquiries because with pictures they can lie and I am curious. We will see what CCTV is.

559 Our focus is on local news here; we want to serve our viewers in the immediate area. We rely on NBC, CNN, and our affiliates to vet the stories.

The following responses are from print newspapers:

ID # Response

601 I'm not thrilled with the independence of news content coming out of Chinese news agencies. They're basically either censored or self-censoring. Unless they had footage of something like an earthquake, or something that was hard to mess up otherwise...

602 I have never heard of China Central TV News Content. Why would I go there and download video?

603 I'm just not familiar with it, and we don't do a lot of downloading videos from outside news agencies anyway.

604 There's probably nothing in China that is of interest to our readers. Our website's primarily local. We use very, very little international news. If we do use any it's got to be a very, very big deal. It has to be of HUGE importance before we'd even think about putting it on our website.

605 We're unaware of it.

608 We get a lot of our news from Associated Press and others and we focus on local.

609 Lack of interest.

610 I wouldn't rule it out; it may be possible. We're open to downloading video news wherever it is, providing access to useful content, and don't have any real objections about it. It's not likely because of no real connection with our audience. We have the same interest in Chinese affairs as other areas.

612 Our local website is about the Cincinnati market so it's not relevant.

613 I would rate that lower than one if I could. Independence in journalism is number one and anything controlled by China's government is not what I would consider using.

614 We don't know about it and there would be no reason for us to that we know of.

- 615 It would take a story of some significance in China for us to steer to that topic, so disasters or human interest, something relevant to my audience and I don't recall that happening in the last twelve months.
- 616 We don't really focus on international news.
- 617 It's just not something we've been aware of or had an interest in.
- 618 I'm not familiar with it.
- 619 We get video from two sources: Associated Press and NDN.
- 620 I don't know enough about it and I would be suspicious about what I was getting.
- 621 We don't usually look for international video content.
- 623 Given our basic use of international news, we keep it as basic as possible so we won't explore new options.
- 624 The chances of it having a direct connection to my news report are slim.
- 625 I can't envision a massive event that would cause us to do it, unless the financial meltdown we have had here occurs in China.
- 626 International news is not integral to our philosophy online and we're not aware of a need for it.
- 628 We don't use video that we don't shoot on our website.
- 629 I would have concerns about independence but also we are not doing downloading from any news agency.
- 630 We really don't have any use for international news of any type on our website.
- 631 I'm not sure that it is fair and impartial.
- 632 I can't imagine Chinese news of interest.
- 634 I just don't see the relevance.
- 636 Our franchise is local only and we buy international news from a larger group and we wouldn't use anyone else.
- 638 Our content for national and international news is through our main newspaper, our main offices. They make those decisions. It's primarily through Reuters that we get the content so whatever ends up there is what we would use.
- 639 There's a fairly small Asian community that reads our paper. There's just not a big enough audience.
- 641 We just don't have a video system for pulling in news.
- 643 Our websites focus almost entirely on local content and so there tends not to be much international news. Of course if there was major worldwide news coming out of there that we would need this answer might change.
- 644 I don't think there's that much interest in China here and if there's a big story about China, we'd rely on Associated Press. Authenticity is provided by Associated Press.
- 647 We want our international news to be filtered through a credible agency.
- 648 Our video content tends to be around the investing markets.
- 649 I've never heard of them before.
- 650 I'm not doing a lot of syndicated video right now, and I don't have any kind of focus on China at all. I'd like to do a lot more business news about China, but there's not really a large Chinese population here at all.
- 652 Two reasons: one is we don't cover a ton of Chinese news, and two is that typically pre-packaged video just doesn't fit very well with our other content.
- 654 We mostly focus on local news and don't cover as much international news, and mainly because they aren't known to us now.
- 657 For one, to see what it looks like. Hopefully it will be good to see.
- 660 I've never heard of it and we use Associated Press or Reuters.

- 661 First, we don't have a TV station, we have web product and are picky about downloads and I don't know if we can trust their quality. We don't know it. Anything coming out of China is suspect because government controls.
- 662 Our website focuses on local news.
- 663 I just don't think there would be much interest, and I don't know anything about the organization or where the information is coming from.
- 664 International news is not important in our news.
- 666 We don't run that much Chinese stuff, and CCTV sounds like a state-supported agency. We'd be skeptical of its activity.
- 667 We have enough other sources; CCTV is unfamiliar and we're not willing to pay.
- 668 Only through the Associated Press news feed would we use it.
- 670 I'm not familiar with them.
- 671 We use NDN videos exclusively on our website for things that are not locally produced.
- 672 We don't know anything about them.
- 673 They're completely unfamiliar; would it be useful for our audience?
- 674 I know nothing about it.
- 675 Relevancy and also objectivity.
- 676 It's not relevant to our audience.
- 677 I don't know who they are and it's not an emphasis of our website.
- 678 We don't use other people's videos.
- 679 China is typically not an area we cover.
- 680 We would have to pay for it and we are not paying for anything right now.
- 682 Most video we'll use will be locally-oriented.
- 683 It's not a news organization that we're very familiar with and we also get our news from a very limited number of sources.

>Q66aa<

Why do you say so? [Likely users]

The following responses are from TV stations or cable networks:

ID # Response

- 20 For anything with international news we rely on Associated Press or our NBC affiliate; we use a lot of Associated Press content for our web content.
- 43 We don't have access to either one.
- 50 Relevance to our audience and the information that might affect us is important.
- 68 The content from the web would just be for the print aspect of it, but for the television aspect we'd have to figure out how to get those clips; whichever method works best to get them.
- 76 It's through approved sources.
- 95 We subscribe to both of those services.
- 100 We get most of our international news from Reuters.
- 126 It's something we get all the time from CNN.
- 129 If they have something that is of interest to us, we'll take it. It's just hard to know if they'll have something of interest.
- 134 There is so much. "It's the economy stupid" (James Carville). The global economy so well connected and entrenched. What percentage of banks are wholly

owned by Chinese interests, exporting US jobs to China, and fascinating piece about Chinese workers tired of (low)wages and in this case moving to Alabama. The impact of the global economy and social media that comes to light and Chinese trying to block these. That's a fascinating thing we are eyeballing. Therefore it's more likely to have an interest in foreign news agency.

145 We have access to those.

165 That's a source that we are used to using, trust, and use a lot.

170 There's no reason in particular. If Reuters picks the story, usually it's a significant story and will be on the news. I trust Reuters' judgment.

171 It's gone through a reputable organization already.

218 They're better-known agencies.

237 Those are sources that we access to.

243 Well if we are going to pick up any news story and we are a TV medium we will need video. It's great to have the wire information but for TV you need visual.

270 We have a deal with Associated Press.

315 It depends on the way the world is now and you have to be aware of what's going on all over the world.

325 We can't just go to random websites that claim to be journalists and put them on the air. We subscribe to Associated Press; we trust them.

329 Those organizations are ones we have partnerships with and are familiar using them and there is a kind of trust.

343 We have a subscription to those.

349 Given growing interest in China as a competitor.

351 That's where we get out material.

352 It seems like it's easier for us to get.

353 If there are newsworthy events happening there we were.

357 It's more relevant.

363 That's where our information comes from; we depend on Associated Press for that information; we may see a story that piques our interest. A big international story would be on our evening broadcast or a situation that affects our military base here.

376 There's probably SOMETHING that's going to happen in China of interest, at some point. Everyday? No. Maybe once or twice a year.

387 Other than the fact that we use that source, no reason.

389 The APTN and Reuters are trusted and we use them for our network and regional newscast.

407 We do use APTN material off Gateway.

427 It's probably easier, since it just all comes in that one bucket, as opposed to having to go to their news site and then having to go somewhere else.

445 We go to them for all of our foreign news.

495 In our extended market there is a significant interest in news from China.

502 Only if there was a major event; if there was something going on I would go there to get it.

505 It's likely to occur as part of international coverage.

516 We're clients of them.

558 (note) That's difficult to answer; we have agreements with other companies.

The following responses are from print newspapers:

ID # Response

602 If Associated Press sends it out and it's relevant to our readers we use it.

607 We just use Associated Press as it's more on our radar. So I don't think to look for CCTV at the source.

627 Just markets are looking for news from that area.

640 It's easier for us to take the feed in from Associated Press. It's the duration aspect.

660 Because they would be already be giving it a first edit and it's trustworthy.

668 They've made the judgment that that source is reliable.

>Q66ab<

Why do you say so? [Unlikely users]

The following responses are from TV stations or cable networks:

ID # Response

2 I don't download anybody's content, whether US or international, from websites.

4 We don't subscribe to video services from Reuters or Associated Press.

6 We are a local news outlet and primarily cover local news.

7 We don't use Reuters or Associated Press digital media.

9 It depends on relevance.

10 We don't have any dealings with either Reuters or Associated Press.

11 I'm questioning the origin of the material.

13 One, I don't know a lot about it. Two, we subscribe to NBC news channel.

14 I don't think we have rights to APTN.

15 It's not a common source for us. Most sources for us are CBS, CNN. We are localized.

17 If they have relevant info we will, but a lot of times it's repetitive.

19 We're not APTN members.

21 We don't use Reuters or APTN.

22 The lack of relevance to our audience.

23 We don't subscribe to either of those.

25 It just varies, but no real reason.

27 We don't subscribe to any of those.

28 The association with Reuters.

29 I'm not familiar with it and haven't accessed it. We get international news from CNN and don't check out other sources much unless we've arranged it ourselves.

30 We don't subscribe and we don't do much international news.

32 It depends on relevance of content.

33 We don't use Associated Press video.

34 Generally we're not getting much material from them these days.

36 Most of the things relevant to us we get through CBS and CNN. We have a lot of avenues to get the information we need.

38 They are not an independent news agency.

39 I don't see a need for it.

41 It's not one of our sources for news out of China.

42 We don't need it.

44 The staff here is new and a lot of people are not too accustomed to using services like that and it prevents us from using it.

46 We're in the process of cost reduction and eliminating services such as Associated Press and Reuters.

- 49 I don't subscribe to those services.
- 52 We don't subscribe to those.
- 53 You never know what's going to happen. If it's the only source of content, we may use it, but it would be verified with Associated Press. We're an Associated Press client.
- 54 It has to be relevant to our area or the US.
- 56 We don't subscribe to either.
- 57 They rarely have news from China that relevant to local audience.
- 59 If some very good, compelling video came out of there I might be up the scale to like a 2.
- 60 We don't have rights to it.
- 61 Dealing with services that may add more.
- 62 We just probably wouldn't. We don't do a lot of international news here. We are very locally driven.
- 65 We do not subscribe to either one.
- 66 We don't subscribe to those.
- 69 We get news feeds from CNN.
- 70 We don't download from Associated Press either.
- 71 I can't think of any... If an event is large enough that it's important to us it would be available through any of these other sources.
- 72 It's probably an entity of the Chinese government, and I'm skeptical of it being part of a Communist agenda. I like to get the straight dope, if you know what I mean.
- 73 Accessibility and availability and familiarity; we already use Associated Press. If it's already there we are more likely to see it.
- 77 I don't think they are a truly independent news source and they still need to be cleared through the Chinese government.
- 78 Lack of relevance.
- 79 It's not part of our current work flow and we already receive big international stories from other new sources, CNN and NBC.
- 80 I don't have permission. You can't just use what's on the internet. We have no working relationship with the CCTV. We're not going out of our way to find this content, it's probably not written in English.
- 81 We focus on local news on the website.
- 84 Lack of relevance.
- 86 We are a local website dealing strictly with local users and they have very little interest in that.
- 87 We don't subscribe.
- 88 They have NBC feeds and CNN feeds and extra download is time consuming.
- 89 We don't have Reuters and don't have APTN.
- 90 We don't subscribe to either of those.
- 92 I've never heard of it.
- 97 We are not clear if it's independent or a functioning organization.
- 98 We just aren't familiar with it at all, so it would have to be something... There would have to be a particular story... That would say this is the source that you have to go to, then we would have to go to the CCTV news site. But it isn't even on our radar so a story would have to occur that would direct us to the website.
- 99 We have no contracts through either of those agencies.
- 101 I don't know we have access to either of those sources to download video.
- 102 I don't have subscriptions to either one of those.

- 104 We are local news; we don't do national or international news only as it relates to here, we have a huge military facility here and we have plenty of opportunities.
- 105 It's not normal practice for us.
- 106 We rely on CNN or CBS for that.
- 107 We don't do news out of China.
- 109 We have no real reason to use them, without anticipating, without a major story and if only video available, to us even if were to use if a major story from China, given that they are run by the government, I wouldn't post as fact, though they say it is fact.
- 111 We aren't contracted with them and usually don't use their material.
- 112 We don't download anything from Reuters.
- 113 Our people that we pay for international news are CNN and NBC. Our main goal is local news content. Unless there's a natural disaster in China, there isn't much coverage of their news.
- 114 That's not a big interest in my area unless something major breaks there.
- 115 It depends on the story.
- 116 It wouldn't be my choice. It's up to AP.
- 117 We aren't partnered with either of those organizations.
- 118 We don't really subscribe to any of those services.
- 120 I would question that organization's independence and whether their narrative is being government controlled or not.
- 123 I am not familiar with how the material is produced.
- 125 We have our affiliate (NBC) downloading system and we'll stick with that.
- 128 Its not something that.....the news they have won't be relevant to our users and doubt familiarity (with CCTV) to it is very common.
- 130 It depends on if the current company downloads it.
- 131 We have to have a relevant story there and I can't think of a reason we would chose a story there. We do local news, so it would have to have a local connection.
- 132 I don't have a reason, don't think we will.
- 133 It depends on what happens because the website is totally different that what is on air; I can do whatever I want.
- 135 We don't subscribe to either one of those services.
- 136 We don't download content from either of those.
- 137 It's not the focus of our local TV news station.
- 138 Not interested.
- 139 We generally use NBC or CNN as are conduits of info because we have a small staff.
- 144 Very little interest locally. We probably won't go download that material from there. We wouldn't seek it out.
- 147 I trust them both. So if they're going to get it from CCTV and it's reliable, then great, we'll use it.
- 149 Relevance to viewers in the South is minimal.
- 151 No interest here.
- 152 Other than gambling stories out of McCall there's not too much that will have large local interest. Also, there is some mining interest in the state because China owns a lot of mining countries in Nevada. Beyond that most of the important things would be covered by CNN or NBC.
- 153 We download very little information from them. We get most of our foreign video and information from CNN and NBC.
- 154 We get it through APCNN or CBS.

- 155 I wouldn't trust the veracity of it; propaganda.
- 157 No knowledge of who this is so he will not be using their services.
- 158 If we felt if it was worthy of our use or important to our audience we would consider it.
- 162 We don't download video from those sources.
- 164 We get the vast majority of our international news from CNN and ABC ONE news video sources.
- 168 We aren't partners with Reuters or APTN.
- 169 We're not members of Reuters or Associated Press.
- 174 We don't subscribe to either for video.
- 176 I just don't think that is a news source we'd work with. We'll continue to work with CNN and CBS.
- 178 We don't normally download content from providers like that.
- 179 Not interested in the China news.
- 182 We just haven't had much success with downloading from similar sources. I'd also have to see the content before deciding.
- 186 We just put local news on our website.
- 188 We don't have Associated Press.
- 189 We primarily focus on very, very local news.
- 190 I am familiar with them.
- 194 We use what we use.
- 195 We don't belong to either of them.
- 197 We have that service already.
- 198 I don't know what the story is.
- 199 The educational feed we receive from CNN is pretty comprehensive.
- 201 We don't have access to download from either one of those agencies.
- 202 We get we get virtually all of it through NBC and CNN.
- 203 We just don't use it as often as we should.
- 204 We're not affiliated with them.
- 205 We have access to CNN and Fox; if there is other video on YouTube we use those sources.
- 206 I only look for things that target what's happening in this area, and it's highly unlikely that the Chinese market will affect our schools or businesses here. I only look for news that will particularly affect our business region. Essentially what this area is experiencing is like the gold rush many years ago.
- 208 We're a local affiliate of ABC and Fox so we go through their national sources. We're responsible for broadcasting local news. When we broadcast national we pull from ABC and Fox national sources.
- 210 It would still have to be with complete transparency and full disclosure of where the content came from, but those organizations would give it some credibility.
- 211 If it's not local we're not interested.
- 212 I don't know anything about it; I'd have to look at it first.
- 214 We don't subscribe to either of those services.
- 217 Our international content is supplied to us by the Canadian Broadcasting Company.
- 216 We are partners with APTN, so that's why it is a 2 and not a 1, but we would still use our main distribution points, which would be CNN or CBS.
- 219 We don't use Reuters or APTN.
- 223 We don't use national content like that in our newscast or website. Our national or international news comes from CBS.

- 225 There's no difference between broadcast and the other platforms for us.
- 226 We download it from different sources.
- 228 It depends on relevance to our viewers and timeliness of United States and international relations.
- 229 We typically don't go to other websites for information. We either rely on Associated Press or CBS.
- 230 There's no reason for us to unless the governor of Michigan was there, but even then we'd be able to get video from someone else.
- 234 We don't go through Reuters or APTN - we use the CBC.
- 239 We aren't affiliated with either Reuters or APTN.
- 240 We don't subscribe to either of those.
- 241 We are just going to get any video feed we need more easily from CNN or some other reputable source like that.
- 242 We just have no reason to do that; we get all the foreign news for our networks.
- 245 We don't subscribe to either service.
- 248 We primarily work local news and anything we work that is beyond the scope of that we will rely on ABC to gather the info.
- 250 I don't know we have means to know what the content is. We don't use Reuters and APN. I don't know now that we are getting content from the ABC and CNN which is who we use now.
- 251 We DO NOT have a contract to download video from either news service. You have to pay for it and we take that seriously.
- 252 There's not a whole lot of overlap between our local mandate and stories coming out of China.
- 254 We rely on PBS and services that are there; for radio we rely on NPR.
- 255 We just don't do that much international news and have CNN and CBS and the objectiveness would be questionable.
- 258 We don't download third party video content; we just link to it.
- 259 We just have other ones we use more frequently that would have what others mentioned would and we already have it plugged into our system.
- 262 We keep our newscasts very local.
- 264 We don't subscribe to any of those services.
- 265 It's not an independent news agency; it's run by the government.
- 266 If it's not affecting people locally, we try to target that, other than national or international, unless it affects us locally.
- 267 Our news operation is all local stuff. We don't have a license to use their video, and there's really no need for it.
- 269 We don't download from Reuters anyway. If we were going to get content from CCTV, we'd probably go right to them.
- 272 We're an Associated Press affiliate.
- 277 It would depend on the topic.
- 278 We don't air a whole lot of international news.
- 280 We don't get video from those sources. If CBS gets it from Reuters, we'd possibly use it.
- 282 We subscribe to CNN and NBC; we are affiliates.
- 184 We are so short staffed right now that 99 percent of what we do is local.
- 284 We're not direct subscribers to either.
- 285 We don't have subscriptions.
- 286 If we were to do it that's how we would do it.

287 Pretty much because of our company standards on outside vendors.
290 I don't use their services.
291 We don't cover Chinese news, really.
293 We don't subscribe to those.
298 Because of what we use for our video services.
299 I just don't know enough about it.
301 We mostly download our footage through other sources.
305 We're looking for local news for the most part but will take international news if it's relevant.
311 We don't subscribe to either of those services anymore.
312 The unpredictability of where the news will come from.
313 I can't foresee the relevance at the moment.
314 We concentrate on local news.
317 We're not affiliated with them.
318 We're not currently licensed to use Associated Press content.
319 I think if there was a big enough story one of our current content providers would be covering it, so we would just use that.
323 We don't subscribe to Associated Press TV nor use Reuters; if it happened it would be through a third party, CNN, or Fox unless there are restrictions on the footage.
326 We can get news about China from other sources. We probably wouldn't go in that direction.
328 We aren't subscribed to those.
330 If it's not on our feeds we don't normally pull outside sources.
331 We don't have a professional relationship with either service.
333 We don't have either service.
334 There is no relevance to our viewing audience.
335 It depends on the breaking news and the seriousness of the news, and that sort of thing.
336 First of all, we don't run a ton of that type of content unless there's a major story. We run international news, but it isn't very frequent; and again, sort of the familiarity with the material and the distribution of it.
337 We aren't a Reuters or APTN affiliate.
339 Budget concerns.
340 At our level we don't even subscribe to APT anymore because of budgets cuts and also see previous questions answer.
345 We already have various other sources for our material. Those decisions are made at a national level.
346 I just find it unlikely for me to actually download something. I would use the sources that I normally use.
347 We don't have access through our set up.
355 Again we don't subscribe to APTN or Reuters our video comes from CNN or ABC. I can't visualize why we would go outside those entities.
356 I like Associated Press more. We work with them.
359 We don't subscribe to Reuters or APTN.
360 There's very little interest in that part of the world for Nebraska unless it has effects of prices on wheat from Nebraska and I can't recall getting news that concentrates on China.
361 We don't have access.
362 Very little interest in China relative to other areas; mostly we want local news.

- 364 I don't know the organization, don't know what they have, or their accuracy or integrity level.
- 366 We don't download video from APTN and we don't subscribe to Reuters.
- 367 I don't think we get that through them.
- 368 We've got material made available through other services.
- 369 If there is a specific story that is relevant to us, i.e. A hurricane, natural disaster, something like that, that would be relevant, but other than that I don't see a need to use that content.
- 371 If it's coming from a trusted source.
- 375 We get all our stuff from CNN or NBC.
- 377 I'm not a client of either one of those.
- 378 Unless it's a major story unless all major media outlets would cover it we wouldn't search for a Chinese news story.
- 379 It's not one of the news sources that we would normally use.
- 381 The Olympics are next year.
- 385 It would almost be by accident if we did.
- 386 It won't be relevant for what we do here.
- 390 We don't use Reuters or APTN.
- 391 We're not APTN or Reuters clients.
- 392 We have a very, very small population, if any, of Asian descent.
- 393 We get ours from ABC and CNN.
- 394 We don't subscribe to either of those.
- 398 We're not in the habit of doing it. We don't have the service. We use CNN news source.
- 399 It doesn't matter. It's not connected to what our primary coverage is about.
- 401 We don't use APTN.
- 404 This company does not currently have an arrangement with Associated Press so we are not permitted to use Associated Press materials.
- 406 We're mainly a regional station so we don't really do international news as much.
- 410 We're an NBC affiliate; we'd just get it from them.
- 411 When it comes to the amount of international and national news that we use, most of it comes from ABC or CNN. We typically don't stray too much further when it comes to seeking out international video - and that's only because it's not really our bread and butter, our bread and butter is local news.
- 412 We're subscribers; we get it through satellite.
- 413 Being a sports network, we rarely need things from that organization.
- 415 I have other providers.
- 416 We don't use either of those services.
- 417 Unless there are major events that impact our viewers in China, we wouldn't.
- 418 Well I mean once you give it a little bit more credibility because Reuters or APTN has already looked into it. Also part of it is that in Pittsburg we have a very small Asian community. It also would depend on the type of story.
- 419 If it came through Reuters or APTN it would be more credible.
- 420 We're not members of the Associated Press.
- 421 We'd rely on our affiliation agreements with CBS and CNN.
- 422 Unless there is a major breaking story out of China, I would rely on Fox News Channel.
- 423 I just don't have any contact with them.
- 425 We don't have relationships with either.

- 426 We don't use Associated Press or Reuters.
- 429 We don't subscribe to APTN or Reuters.
- 431 We don't download things, not even through APTN.
- 437 What we download is mostly local content.
- 439 It would just be if there's any breaking news - earthquake, or typhoon or something like that. Or something cute, like a panda having a cub.
- 442 I've never heard of it.
- 443 We don't run a lot of national or international news, just local.
- 446 We contract with NBC our affiliation and CNN and we rely on them through those contracts for international news.
- 447 We don't have access to those services.
- 449 We only pull international news from our affiliates.
- 453 We are a local station which relies on our network.
- 454 Our station is focused on local news and the bar to include international news into our news is extremely high.
- 459 It's not a source we are used to using.
- 462 I haven't heard of them and we would probably find the same stuff on Fox or CNN.
- 463 Not associated with Reuters or Associated Press; we use CNN.
- 464 We don't subscribe to Reuters or APTN.
- 466 Unless I had the rights to it, wouldn't use it. I only use services that we pay for or are associated with.
- 467 We have no license with either service.
- 469 It depends on what it is. If it was something that impacted the US we would use it.
- 470 Access is limited for us.
- 471 We're not interested.
- 472 It depends on what the news is coming out of China. Just don't see a lot of interest for that in Mobile, AL.
- 474 We get our video from CNN or CBS.
- 475 We just get foreign news through network and I have no say over that.
- 476 It's just not a number one source for us.
- 477 We don't have a lot of international news, it's more local.
- 478 If it's a big story of international news, we are looking for more relevant content as far as that goes.
- 479 We wouldn't have a reason to use them.
- 485 We don't subscribe to either due to money.
- 487 The lack of objectivity of the provider, the reputation, all that stuff.
- 388 We just try to focus 99.9 percent on local news happenings.
- 488 There's a chance because I host a couple of TV shows and if we did something on Chinese culture we could use it but the chance is slim.
- 489 We're not going to be covering a lot of international news directly from here unless it's from Mexico.
- 490 It might raise credibility through one of those sources.
- 491 We currently don't subscribe to either of those services for that purpose.
- 494 It depends if anything big happens in China.
- 499 For our department we're really interested in Spanish language content. We're also a hyper-local channel.
- 500 We don't subscribe to either of those.
- 508 I don't subscribe to either of those.

509 We don't access Reuters or APTN.
510 There's a possibility that it might have been vetted by them.
511 It just doesn't fit our audience.
517 We don't have a relationship with them.
518 There's no interest in this area.
519 It's available through our affiliates that do a pretty outstanding job of providing international news in a timely manner.
520 We do not have either service available.
522 We don't subscribe to Reuters; we subscribe to Associated Press wires and photos and don't know that we have downloaded any video from Associated Press. I get what international news we need from NBC affiliates and we have access to CNN.
523 I don't know them and if they charge for their service or if our company will pay a fee and don't know if the content is relevant to our viewers.
524 Most of our international content comes from NBC news channel and others. If part of that, we may use it.
525 I'm hoping they're filtering it better through Associated Press.
527 We don't use those sources.
492 When you talk about 12 months, so much can happen in 24 hours, but now that you've called me with this survey and reminded me of their service, if there was something going on that was related to Houston it is something I would have our producers look into.
528 I would need to know more.
529 We don't have an agreement with them at this time.
530 We don't subscribe to Reuters or APTN.
531 I haven't heard of it. There's not a strong contingent of foreign or Asian citizens in this area.
533 We don't use those sources.
536 When we get our international video we usually get in from NBC and we also work with a production team in Vancouver.
537 We aren't a member of Associated Press.
540 I would be slightly more likely to use it because it would go through Reuters first.
543 We don't subscribe to Reuters and Associated Press.
545 No interest.
547 If credibility and accuracy and independence are the hallmarks you look for, that is not CCTV. It's a state run news service. We don't have a contract with Reuters. We don't think they (CCTV) are an independent source of information.
548 We don't download video ourselves.
549 We don't have access to those and it's not what we concentrate on.
550 It's not something we actively seek out; however, if news happens we should have covered we might seek them out. We definitely would use CCTV.
551 We use that vendor.
552 We rely on CNN and that's who we'll continue to use.
553 We don't subscribe to them.
554 We don't have a lot of international content that we use and if we do, we typically use ABC or CNN.
558 We already have an agreement with some channels.
559 We are no longer with Associated Press nor Reuters. Some of their material makes its way onto CNN content.

The following responses are from print newspapers:

ID # Response

- 601 I'm not going to rely on anything except major services like New York Times or Associated Press.
- 603 We do occasionally use material from Reuters or agencies like that, so if they pick it up from there there's at least a chance we would use it.
- 604 The only way we would take it is if it was part of an automatic feed that came through Associated Press for our mobile services or something.
- 609 Lack of interest.
- 610 I wouldn't rule it out; it may be possible. We're open to downloading video news wherever it is, providing access to useful content, and don't have any real objections about it. It's not likely because of no real connection with our audience. We have the same interest in Chinese affairs as other areas.
- 613 I would rate that lower than one if I could. Independence in journalism is number one and anything controlled by China's government is not what I would consider using.
- 614 We know Associated Press.
- 616 We don't really focus on international news.
- 617 We really don't download video content from news services.
- 621 We don't usually look for international video content.
- 623 If it went through them, we'd be more comfortable with it, but that's it.
- 625 it depends on the event. We would be more likely to download from Associated Press than if it originated with CCTV.
- 626 International news is not integral to our philosophy online and we're not aware of a need for it.
- 628 We don't use video that we don't shoot on our website.
- 630 We don't use international news on our website.
- 631 We have feeds and other sources and I'm not in a contractual obligation to them.
- 634 We don't really use any outside video content.
- 638 We focus on local news.
- 639 They're potential partners that we're looking at.
- 643 Again it would depend on what the type of news would be, but the convenience of accessing it through a service we already have (APTN) would definitely increase the odds.
- 641 Maybe a '3' from Associated Press, though.
- 644 I would say if Associated Press vouches for video, it must be good.
- 649 Associated Press changed their video service so we're in their News Distribution Network now. So, if CCTV's material is in that network, I would say likely. But I don't pay any fees for other content.
- 650 When Associated Press kind of changed its whole arrangement for video, they changed their partnership; I never signed an agreement and I never really got back into them. I don't really use them anymore. Video's okay, but I don't really have a big focus on bringing in outside sources right now.
- 652 Two reasons: one is we don't cover a ton of Chinese news, and two is that typically pre-packaged video just doesn't fit very well with our other content.
- 653 I don't know anything about it.

- 661 Just because it comes through Reuters doesn't make CCTV any more trustworthy or credible. We aren't going to substitute the judgment or let Reuters make that choice.
- 662 That is not the mission of our website
- 663 I just don't think there would be much interest, and I don't know anything about the organization or where the information is coming from.
- 665 We don't subscribe to Reuters or Associated Press.
- 666 It's unlikely to be material of interest to our viewers.
- 667 We have enough other sources; CCTV is unfamiliar and we're not willing to pay.
- 671 We use exclusively NDN services.
- 672 We don't use either.
- 673 If it is auto-fed us by NDN, Associated Press video through the Associated Press service.
- 674 We rarely use video for international news; video is normally just local.
- 676 We don't have video packages for those services.
- 677 It's possible that if Reuters picked up something from them that we would use it.
- 678 We don't pay for video downloads.
- 679 We typically don't cover China.
- 680 I don't think we subscribe to APTN and it comes down to money.

>Q7a<

Economic development

The following responses are from TV stations or cable networks:

ID # Response

- 77 (note) If it involves connections to Indiana.
- 113 (note) We'd have to go on a case-by-case basis. Big stories are interesting to everyone, but smaller ones, not.
- 236 (note) It depends on if there's a local connection.
- 269 (note) It would have to tie into our market. If there was something specifically tying to our economic market then it would be high, but if it was just the economy in general then it would pretty low. For example, our governor just went to China recently, so we had a high interest in that trip. Any other day, we don't have much interest.
- 366 (note) This depends on how I can relate it to what is going on locally.
- 489 (note) If it had a san Diego tie-in, which is likely, given our community, then yeah. But it's always got to have that tie-in.
- 496 (note) It depends.
- 519 (note) When it's relevant.

>Q7c<

China's relationship with the United States and North America

The following responses are from TV stations or cable networks:

ID # Response

- 449 (note) If there's something happening.

>Q7d<

Science and technology

The following responses are from TV stations or cable networks:

ID # Response

- 113 (note) More so the economics and relationship with United States.
366 (note) That one's really edgy; it could go either way..

>Q7f<

Natural disasters

The following responses are from TV stations or cable networks:

ID # Response

- 219 (note) It depends on the scale.
448 (note) It depends on the scope. Obviously floods, disasters, whatever, everybody's all over it. But sometimes there are large ones that just don't get to the top somehow.

>Q7i<

Quality of consumer products made in China

The following responses are from TV stations or cable networks:

ID # Response

- 164 (note) Unless there is a recall.
416 (note) There's an issue with that here.
427 (note) I guess it depends on if there's a problem with it - then I would definitely report it.

>Q7l<

Are there any other news stories about China that your news organization is interested in using that I have not mentioned?

The following responses are from TV stations or cable networks:

ID # Response

- 13 Agriculture.
19 Medical developments.
28 Anything that may connect Texas to China or the Austin market.
29 Anything with a local hook, like international exchange students.
30 Only if it's somehow localized through our area.
34 Agriculture.
38 National security issues.
43 Tourism.
46 Anything military - military conflict, that sort of thing.
47 Immigration.
58 Travel in China.

- 68 Some that specifically link to free trade, and what they're doing specifically for trade in Mexico and the United States.
- 71 Automotive.
- 74 International relationships between China and Mexico.
- 88 Direct tie to Oregon, import export.
- 99 Human interest features.
- 103 Medical.
- 113 Some of the stories we have done about China were a story on high tides, one on a deadly preschool killer in China, police in China pulling over minivan with Chinese students, a kid waking up from a 18-month coma, the lantern festival and the culture, the conjoined twins story, a story about a species of frog with a unique croak in Southwest China which sounds like a plucked guitar, a story on pandas, a story on bird flu and other health issues. Health issues are something we really want to look into. Natural disasters, novelty and animal stories, as well as the odd and unusual will always attract us.
- 115 The only thing we're seriously interested in rare earth mining, gambling, and McCall.
- 121 Anything that would have direct ties to Charlotte.
- 122 Specifically our local ties to China and the continued effort to develop economic relationships; it is a big story for us.
- 139 Economic development with a local company.
- 141 Immigration, population.
- 148 How to get the delivery guy to speed.
- 152 Gambling and mining.
- 160 Human rights.
- 170 Opposition, clearly. I don't think they'll be making those stories any time soon, though.
- 179 Environmental issues in China.
- 181 The main thing we'd be interested in would be if they're gearing up to open a plant here in Georgia.
- 186 Space exploration.
- 189 News about petrol products or agricultural products such as rice.
- 195 Agriculture trade.
- 206 Chinese trade and relationships to the energy industry and petroleum industry - things that impact production here.
- 210 The world insurance market.
- 213 Agriculture in particular - we export a lot to Asia.
- 214 Our agricultural trade with them.
- 220 Political relations between the US and China.
- 237 Human interest.
- 245 Human rights related stories.
- 247 Olympics related because we're NBC; we carry the Olympics.
- 254 Energy related issues, for example coal mining, fossil fuels and alternative forms of energy.
- 257 Civil rights.
- 265 Agriculture, exports.
- 267 Politics.
- 269 Agriculture.
- 270 Sports stories.
- 273 Social trends.

- 280 Local ties with local businesses or people in our area.
- 283 Democracy.
- 284 Automotive.
- 285 Environmental.
- 310 Sports.
- 315 Freedom and human rights.
- 334 Agriculture.
- 338 Labor.
- 340 Automotive and economic news that has a direct impact on lives here and how it would affect jobs here.
- 345 Human rights.
- 347 We are a university community so when things happen in China that would affect our audience that is what we report.
- 348 Trade with Portland.
- 351 Immigration.
- 368 Sports stories.
- 369 Health issues - swine flu, things like that.
- 381 Athletics.
- 385 Automotive news.
- 387 Weather.
- 388 Adoptions of Chinese children. We do have a high foreign adoption here - not so much China, but I could see that playing in.
- 389 Immigration stories and stories specifically about Hong Kong. They are very high areas of immigration to Canada.
- 390 Stories that relate directly to our local region.
- 394 If a Chinese-owned firm was going to invest in North Carolina and create jobs, we'd be interested in that.
- 399 Export of pitchers to the major leagues in America.
- 404 Anything energy related.
- 407 Human Rights.
- 412 Sports.
- 418 The steel industry; that's a Pittsburg thing.
- 426 Human rights.
- 440 Political.
- 441 Sports.
- 448 Political and social changes - there's some speculation that China's the next great population that's being kept in the dark about the world, and that it's going to explode.
- 450 Government affairs.
- 460 We have a huge number of Chinese students so anything personally for them.
- 465 We would be interested in the freedom movements.
- 473 Relationship with Korea and also the power of China on the international money market.
- 481 Anything education related because we have a large number of Chinese exchange students at our local university.
- 501 Chinese agricultural imports.
- 502 Sports.
- 514 Energy, fishing issues.
- 516 Hispanic-related.
- 525 Human rights.

- 525 (note) Labor and politics.
 537 Agriculture; we do a lot of agricultural trade with China.
 547 Social stories; we did a lot on a girl run over and left in the street; stories about China's society and its massive changes.
 558 Human rights.

The following responses are from print newspapers:

<u>ID #</u>	<u>Response</u>
601	Relations with Taiwan
602	Trade relations specifically with Southern California
614	Anything that was encompassed in the earlier list of business ties to the US.
618	China's relationship to Southeast Asian countries.
619	Chinese Navy.
627	U.S. businesses in West Coast trying to establish a foothold in China.
630	Private space travel and nuclear armaments.
639	Faith and religion.
647	Gambling.
652	Green energy development and technology, particularly in the energy field; China's contribution to climate change.
653	Environment.
657	Archaeology.
664	Transportation and logistics.
668	Athletics.
671	Emergency situations / breaking news; for example, plane crashes and school shootings.
673	Technology personalities.
677	Censorship to the internet.

>Q8<

Now I would like to know how you would prefer to pay for the news services provided by CCTV News Content. Some people have suggested payment by story, others preferred payment by minute or payment by month. Still others have suggested an annual fee. What about you? Would you prefer Payment by story Payment by minute Payment by month, or An annual fee?

The following responses are from TV stations or cable networks:

<u>ID #</u>	<u>Response</u>
7	We don't pay for news.
8	The cheapest method possible.
11	I'm in favor of no payment.
13	Barter.
15	We would not pay.
23	No fee.
29	(note) It depends on the delivery service.
33	I am not interested in paying at all, because I am unfamiliar with them.
38	We want them to be free.
41	I wouldn't pay for anything.
42	Free.

- 43 No payment at all.
- 48 We have no desire to pay.
- 49 Barter.
- 50 (note) If I found it to be very valuable I'd go with a yearly rate, but since I haven't used it yet, I'll go with pay by story.
- 52 I wouldn't pay.
- 61 (note) Not sure, but usually by story or minute.
- 62 (note) We wouldn't do it, if it costs money. We're not going to pay for anyone else.
- 74 Free is the preference.
- 77 I prefer not to pay, because I still don't think it's a reliable news source.
- 80 No fee.
- 90 We'd never pay for it.
- 91 We would not pay.
- 95 We won't pay.
- 98 We would not pay.
- 101 I wouldn't pay for that content and feel I could get it elsewhere.
- 103 (note) You mean it's not free? Oh my god.
- 104 We'd prefer to pay nothing.
- 107 We won't pay.
- 112 I wouldn't pay.
- 118 (note) I'll answer this as is if we were to pay for it, which we wouldn't.
- 135 I wouldn't pay for it at all.
- 138 We wouldn't pay for it.
- 141 We won't pay.
- 145 I wouldn't pay for the content at all. The best that they can hope for is bartering.
- 147 I'd prefer not to pay for it. Typically, if I get it through Associated Press or Reuters, it's through a news exchange. Swap it.
- 148 Free.
- 149 (note) Zero chance I'd pay.
- 151 No fee.
- 153 (note) If there were a charge there would be very little chance that we would use it but if we did have to go this way to get information from them we would prefer annual fee.
- 154 (note) I wouldn't ever pay for their services.
- 155 The chances of that are very small. I wouldn't pay anything. We already have NBC.
- 158 We would have to see the value of it before we would consider paying.
- 162 We wouldn't pay.
- 164 (note) Since I don't see us using that much of it I would say payment by story.
- 176 We would prefer not to pay. That's because we already have affiliation agreements with CNN and CBS.
- 177 Free.
- 184 Free.
- 188 No payment.
- 193 No fee.
- 206 I NEVER pay for news content. Our philosophy is that you don't pay for news. At the point that you pay for news, it becomes biased. I also don't use the Associated Press. I'm an older journalist and I go back to the days that I firmly believe that an

independent free press is the biggest guard to democracy. What we tend to do instead is I have multiple news agencies around the country, and in Canada, that we share news with.

208 (note) I guess it would depend on the cost if it was cheaper to go annually than by story.

214 (note) We probably wouldn't pay, but if we had to we would pay by story.

216 (note) We wouldn't pay, but if we were to do so we would pay by story.

219 We'd prefer not to pay.

220 We wouldn't pay.

223 We won't ever buy.

228 Story or annual fee depending how much I used it.

230 I wouldn't want to pay.

241 I don't think I'd pay for it all.

244 We wouldn't pay at all.

248 (note) Just because I'm not sure how much we would actually use.

249 It would be very unusual for us to download anything at all.

250 We don't pay for individual content; if a story was offered and we had to pay for it we wouldn't get it.

251 We would not pay.

252 None of the above. I wouldn't pay for it. I would just go get it somewhere else.

258 We'd prefer not to pay at all.

265 Nothing.

265 (note) For a local station, I'm not going to pay for that. I'd get from Associated Press or the networks.

267 Nothing.

269 If we had to pay for it we wouldn't take it.

294 We wouldn't pay for it at all.

296 I wouldn't pay for this and if there is something I want, I would want to pay per story because I don't always need news about China.

299 We would rather not pay.

303 Because of our budget, we cannot pay for additional content specific to a certain country.

314 (note) We don't pay for news content.

322 (note) Since I haven't seen it before I would have to say by story.

329 (note) Given we don't know how often we would use them.

337 I'd prefer to not pay at all.

339 I don't have the space in my budget to pay at all.

340 (note) If I knew that I would use it.

343 I wouldn't pay for it.

344 No fee.

346 I wouldn't pay for it.

361 None; it should be free.

362 Free.

363 We have no interest in paying.

364 We wouldn't pay.

365 If I get a break on an annual deal its best way to go; I'm flooded with expense from Fox, CNN and it would have to be economical.

376 I wouldn't want to pay for any of it.

379 We wouldn't pay.

388 We wouldn't want to pay.

- 393 None.
- 401 We probably wouldn't use it at all.
- 416 We would prefer not to.
- 417 (note) The likelihood of us needing to use their content is very low so a per story basis would be best for us.
- 418 (note) We probably wouldn't pay for it but for this kind of stuff an annual fee seems to be the best. It's easier to keep track of.
- 423 (note) It depends on how much it is, but I'd say annually.
- 426 (note) We are will not ever use CCTV because it is not applicable.
- 431 We wouldn't use it until we saw it.
- 432 I'd prefer not to pay anything; there are so many other sources. Unless it is something that is just unique to them, I can get content from many other places.
- 442 Free.
- 449 I have nothing to do with payment so I don't know.
- 451 Free.
- 455 Through inclusion of one of my existing services.
- 459 We won't be paying for anything because I won't use it if I have to pay for it.
- 460 We wouldn't pay for anything other than CNN or APTN.
- 464 Not to pay; we subscribe to ABC and CNN and we expect them to provide that content.
- 465 (note) I wouldn't use it at all. I've already mentioned that. I wouldn't be interested in paying for it at all.
- 466 If part of a feed service we already get.
- 475 We get all our stories free, so I'm not interested in that.
- 486 I wouldn't buy it from them, because we get CBS, if it had a local application it would be just a one-time fee.
- 495 (note) I think the preferable way to get their material to a North American market would be to enter into an agreement with a middle man such at Reuters or APTN that acts as a bit of a clearing house. I know that would cut into their costs, but I think for CCTV news content there isn't really a large enough demand to really make it pay.
- 505 Usage based.
- 507 (note) Per story, but annual fees are good, too.
- 508 I've got to be honest here; I'm in a city here that doesn't have a great level of interest in China. I'd never subscribe to a service with Chinese news.
- 510 None. We won't pay for content right now.
- 511 None.
- 515 We wouldn't pay for it. We are owned by Disney and ABC, and we have our own sources.
- 516 (note) If it was a great service, probably by month.
- 519 We probably wouldn't.
- 527 That's the main reason we're not looking to add any services right now; we can't afford any extra costs. One standard fee for everything is best, but if it's more cost-efficient to do it by story we'd do that.
- 528 (note) In the beginning, by story. If I liked it, I'd want a bulk discount with unlimited usage.
- 531 (note) If we need for it or a Chinese company came in and started hiring.
- 533 Not at all.
- 537 (note) It would depend on what that level is; we carry news stories that are aggregated for us using the MHC network news channel; we carry a fair amount of

their programming which covers a lot of international news. It would have to be a little or nothing charged.

542 I'd not pay for any news content except for CNN, where I pay monthly fee.

545 We wouldn't pay.

The following responses are from print newspapers:

ID # Response

604 We wouldn't; we'd prefer not to pay.

608 I'd prefer to put our resources to generating local news content.

613 We wouldn't pay at all.

619 We wouldn't use it as we're not too into international news and just rely on our major news services.

626 It would have to be a trade.

634 We'd prefer not to pay.

638 We wouldn't be interested in doing that at all.

645 We don't want to pay at this point.

646 I have nothing to do with that.

650 It would never happen. We would never do it.

656 Free.

667 We wouldn't pay for it at this time.

673 No fee.

677 I can foresee no circumstances under which I would pay.

678 I wouldn't pay for it.

>Q8a<

How much per story would you prefer to pay?

The following responses are from TV stations or cable networks:

ID # Response

40 (note) I'm not sure I'd be willing to pay at this time.

54 (note) I don't know the quality of the content provided so I have no way to gauge that.

66 (note) This is just if it's access to a video clip.

93 (note) I don't think we would do that, as tight as budgets are right now.

106 (note) Very minimal.

120 (note) It depends on whether it's a fully completed story ready for air.

122 (note) Depending on the quality and topic; I don't know how to answer.

134 (note) Wild speculation because I haven't seen the service; if it could be covered under my CNN membership and I could offset their costs. I pay annual with CNN and if CNN picked up CCTV, I would pay an increase of CNN budget and could hide it in my budget.

149 (note) We would not pay at all.

194 (note) Hypothetically.

208 (note) Nothing, just credit them. We don't pay for stories; I don't know the going rate.

214 (note) I'm not really sure what a fair amount is, but I'll take a guess.

217 (note) I would have to leave that to our accounting dept.

239 (note) I wouldn't be able to answer this to be honest with you.

- 248 (note) It's been a long time since I've had to pay anything for international news content so I wouldn't even be able to guess at a price for a news story..
- 281 (note) It depends on the story.
- 319 (note) That's hard to say. I'd need to see what the quality was like, and how good the reporting was... There're a lot of different variables.
- 322 (note) I can't answer this because I haven't seen their content before.
- 326 (note) They would have to check the length of video and quality of it.
- 360 (note) Depending on the story, we don't pay for news stories, we have Associated Press we pay an annual fee, I wouldn't pay anything per story, don't have a budget for it.
- 369 (note) It depends on what the story is.
- 373 (note) That is hard to say without seeing the quality and seeing what the story is and it would also depend on how many pictures and videos are available. It depends, I could be willing to pay more.
- 384 (note) Fifty to one hundred.
- 394 (note) It depends on what form. If we were getting a package from them, I'd say \$200.
- 409 (note) It depends on the story; if you asked me I'd say nothing.
- 411 (note) If there was an interesting story, that I really needed, maybe 150-200 dollars.
- 417 (note) I don't know what the going rate is. I can't answer this.
- 421 (note) Too many variables to say; but 25.
- 422 (note) It depends on what I get; I pay CNN and Fox for most of my news now.
- 427 (note) I have no idea because I've never paid for anything by story. I guess it would depend on what the story was and how long it was.
- 434 (note) Unknown; hard to say.
- 446 (note) I can't say because we would not actively pursue that content.
- 469 (note) It would depend on the story.
- 478 (note) If this includes video and script.
- 490 (note) Less than a hundred.
- 494 (note) It depends on the story.
- 500 (note) I have other sources of getting information.
- 501 (note) We don't pay for international stories at any level.
- 512 (note) I couldn't even put a dollar amount on it right now.
- 523 (note) It depends on the importance of the story, if there was an Obama assassination attempt, about 100; if any other no more than 10.
- 535 (note) I guess it depends on the story.
- 547 We wouldn't pay for anything.
- 551 We have no money. We'd barter, if anything.
- 552 We won't pay.

The following responses are from print newspapers:

ID # Response

- 602 (note) It depends on the complexity of the story, and the expectation of use, the terms of use. If I'm expected to link back I'm not going to pay for the story, because I'm driving audience. But if you're giving me the story and I can do whatever I want with it, I'd pay 50 to 200 bucks for it. It'd have to be a pretty good story for 200 bucks.
- 625 (note) It depends what it is and how exclusive.

- 629 (note) We wouldn't pay anything.
 657 (note) I doubt we'd pay actually.
 665 (note) It depends on the story.

>Q9a<

CCTV News Content plans to charge approximately \$50,000 per year for using their news services. In your opinion, do you think the annual fee is Too much About the right amount, or Too little?

The following responses are from TV stations or cable networks:

ID # Response

- 3 (note) I base that on what my annual fee for the Associated Press is.
 29 (note) It depends on the size of the organization. Networks or those with a higher Chinese-American market would be more apt to use it. For us, it's just out of the question.
 42 (note) I can't imagine fifty thousand dollars for anything.
 44 (note) Way too much.
 54 (note) That's way over priced. No other organization comes close to charging that amount. I guess that depends on the size of your organization. Other news services base it on the size of your market.
 62 (note) Unless your community has a huge Chinese population, no one will pay that much.
 65 (note) Way too much.
 68 (note) For a big station, that's a drop in the bucket. For a smaller station, our size or smaller, that's tough. For our station that would be prohibitive.
 72 (note) Yeah, no way. We don't even have Associated Press anymore! \$50,000 is insane.
 83 (note) Way too much. I can't imagine anyone paying that.
 93 (note) It would never happen here.
 102 (note) That's way too much for a little station like this.
 103 (note) Whoa! It's a lot. I'm not conducting news in English, but I don't see that many organizations needing news about China. 50,000 is a big number for anyone.
 113 (note) We will not pay anything at all. We get it for free from CNN or NBC. If we have more of a need, we may, but we never will.
 120 (note) Ha! If they're targeting smaller markets like ours it's outrageous. We don't pay anything near that for our affiliate news service. I don't know any local affiliate who would pay that much. A larger network might.
 133 (note) Hell no! Absolutely not.
 142 (note) Way too much.
 143 (note) Extremely too much.
 147 (note) Way too much.
 148 (note) They're out of their friggin' minds.
 149 (note) Delusional.
 152 (note) Way. Too. Much.
 153 (note) It depends on the news service you are looking for. For a local station, not a chance we could pay that, but a network, maybe.
 164 (note) That's way too much for us.
 176 (note) Far, far too much. That's about ten times what anyone would probably pay. Coastal networks might be able to pay that, especially the east.

- 190 (note) Good luck!
- 202 (note) Is there an 'Are you crazy?' option.
- 206 (note) Frankly I think it's utterly ridiculous. I understand that there are news agencies who would pay for that.
- 213 (note) For us, too much.
- 214 (note) For us that would be too much. I don't know about other stations.
- 216 (note) For a local television station that is way too much.
- 219 (note) Nobody's going to buy that, no local station. I can guarantee that. Even in communities with large Chinese populations, they're not going to pay that much.
- 225 (note) I have no way of evaluating whether it's worth what they're asking, but that is too much for us to afford.
- 229 (note) That seems awfully expensive.
- 234 (note) You're talking to a local station in rural Ontario. That's way too much.
- 239 (note) For a station our size it would probably be something we wouldn't go for.
- 241 (note) For a local television station you're not going to get a single station to pay that. This isn't a local television station question really..
- 250 (note) We are simply not, our market is not tied to China. It wouldn't be remotely feasible; that is off the chart. We are a local TV station serving a local market and for us we would never have the resources to pay for that.
- 252 (note) Well for my purposes that would be far too much because we would never use it. We are mainly a local station.
- 253 (note) They are out of their minds.
- 255 (note) Yikes.
- 265 (note) For a station like mine? Totally out of the question.
- 269 (note) Way too much.
- 296 (note) It depends. It would be way too much for me, but others can do that. They would have to set their prices to accommodate different markets and different budgets.
- 299 (note) Way too much.
- 326 (note) It depends on the usage.
- 329 (note) For our needs way too much; we wouldn't pay that much for CNN.
- 335 (note) For us, it'd be way too much.
- 337 (note) For American television stations in a small market area this is way too much.
- 357 (note) Wow. It might be okay where there are large Chinese populations, but down here that'd be way too much.
- 359 (note) For one station? To pay \$50,000 per year? That's ridiculous.
- 369 (note) Way too much.
- 376 (note) Way too much. If you're asking a local affiliate, we wouldn't pay anything for it. I would think that a national like ABC would pay for something like that and then provide it to us. I just don't see any local affiliates paying a nickel for it.
- 388 (note) Whoa! Glad I'm sitting down. It's entirely too much for an organization as small as mine.
- 389 (note) For this market it is too high; for the network it is still a little too high.
- 391 (note) I don't know what their content is; I don't know what they're offering.
- 394 (note) Ha-ha! Could you put down "laughs"? Who's going to pay that much money in the states? Maybe CNN or someone like that who has a need for international news every day, but if you're talking to individual television stations? That's not going to happen.

- 404 (note) On a corporate level that would be a reasonable price, but for a single station that would be outrageous.
- 407 (note) For a station like us it would be too much.
- 410 (note) That won't happen.
- 416 (note) We wouldn't pay a dime for it.
- 426 (note) It would depend on the desire for the news; our is none.
- 427 (note) That's way too much! That's ludicrous! Ha ha ha.
- 430 (note) Absolutely outrageous.
- 440 (note) Competitively, it's probably about right. But I think what they'd have to do for an organization like ours is show us that they're providing materials that are worth \$50,000 to us. Most news organizations are running kind of lean and mean today.
- 441 (note) For ESPN, personally talking, I'd say that's too much for what we're going to get.
- 446 (note) I sure hope they're going to networks with that amount; way too much for us.
- 448 (note) I'd have to evaluate the service.
- 462 (note) I don't see anyone doing that.
- 464 (note) Our station would never afford that.
- 465 (note) For us, for a station like ours that is absolutely a no-no. Even if I was open to use the service. Remember this is a local TV station in San Antonio Texas.
- 466 (note) We would never pay that much as a small station.
- 486 (note) We wouldn't pay that much.
- 487 (note) We're part of a larger network up here, so a station would never buy a direct contract with CCTV - our network would. So I don't know.
- 492 (note) There is no way that Fox corporate would approve a video service from China for that much money. There's not a chance of that happening.
- 497 (note) Way too much.
- 500 (note) Way too much.
- 508 (note) Good luck! That's way too much; they'd never get anybody to bite.
- 512 (note) For a market this size, that's off the chart.
- 514 (note) I don't know how much I'd be willing to pay, but it wouldn't be THAT much! That'd be way too much for us, considering how little we'd use it.
- 516 (note) For me it would be too much because of our interest in what they have. We wouldn't use it as often.
- 523 (note) It depends on the size of the news organization; for us it's out of question.
- 528 (note) It should be based on market sized.
- 527 (note) For our market size and our use, way too much.
- 530 (note) Much too much. That would make it out of reach for almost every local news station. It might be something some kind of conglomerate could afford.
- 531 (note) Way too much for small markets.
- 533 (note) Clearly too much. Maybe some major network would be interested in paying that kind of money, but they would probably negotiate them down. We pay \$1000 a year for our sources, why should we pay \$50,000 a year for Chinese news? And people will also wonder if they're independent, which I don't think they are. I wouldn't run one of their stories unfiltered.
- 535 (note) COUGH! I think that's way too much.
- 543 (note) I think that perhaps for a network would it be fine; to say that any affiliate station would pay 50k is ridiculous. My viewers count on me to provide local

news and it's this price is so woefully high as to be laughable; by comparison I pay 15,000 a year for CNN, which gives me international news
547 (note) It's irrelevant.

The following responses are from print newspapers:

ID # Response

- 602 (note) I'm sorry, did you say 50,000 a YEAR? That's ridiculous!
601 (note) Put down my answer as 'smoking crack.' Yes, that is way too much.
633 (note) No chance.
638 (note) It's far too much for a local news organization to pay. I have no idea what the scale for the networks is, but I think that's... I don't even know how to answer that. If they were asking us to pay for that, we could hire another body.
640 (note) That would be too much for a paper of our size.
650 (note) I guess you could say too much, because we would never do it. It would be a total impossibility. If they charged 1000 a year we'd probably say no, so 50,000 it'd be a BIG no. What publications or organizations in America want this content, and how many of them have 50,000 a year to spend on it? I think it's a pretty small group.
652 (note) It'd be too much for us.
661 (note) We aren't a TV station and a TV station may have a different opinion of their value and work.
663 (note) That's WAY too much.
666 (note) For us, it's way too much.
671 (note) I don't think I am competent to answer this since I don't do our billing.

>Q9b<

CCTV News Content is also considering charging approximately \$5,000 per month for using their news services. In your opinion, do you think the monthly fee is Too much About the right amount, or Too little?

The following responses are from TV stations or cable networks:

ID # Response

- 44 (note) Even more than the previous amount, so again, we could never afford that. That's pretty grandiose.
62 (note) It depends on the market being served.
93 (note) We would never be able to get that through our budget.
103 (note) If you're paying \$5000 and you're using five stories per week, then it's worth it. But most stations here aren't. I think it's a little expensive.
116 (note) That's more than we pay for CNN.
118 (note) There's no way we would be paying that kind of money for content out of China.
133 (note) They're crazy. I mean, we are laying people off and they want to charge... I mean, no.
206 (note) It's utterly against my philosophy that agencies charge those kinds of things.
234 (note) These must be rates for a network.
237 (note) He said if the "national desk" were to look at it this would be a fair price.

- 239 (note) I'm going to put this on an idea based on the number of stories that we would likely use.
- 252 (note) I wouldn't know what is fair or given an accurate evaluation on the services they provide because I haven't used them really.
- 296 (note) It could be right for some markets with melting pot demographics but not for us. It is too much for my market.
- 335 (note) I don't even know what we pay for Associated Press, so I don't know where that price sits in the realm of things.
- 347 (note) That's more than what CNN charges.
- 366 (note) At the rate of pay I have 5,000 a month would get me 2 full time reporters and at least 4 good stories a day out of them. I just can't see spending the money on that, not with the economic status of our market anyway.
- 369 (note) We'd hardly ever pay for it - we'd get it from our network.
- 394 (note) You're not going to get a local TV station to pay that. That may be right for CNN or someone.
- 409 (note) Outrageous; that's more than we pay for NBC.
- 411 (note) That's more than I would ever pay.
- 440 (note) They could do that, because then you don't have to commit to \$50,000. But in and of itself it's a little steep.
- 462 (note) The other news services are charging 500-1000 a month.
- 533 (note) I hope they have some juggling acts, too; that's a hell of a lot of money!
- 535 (note) That's crazy.
- 547 (note) It's irrelevant.
- 559 (note) It's impossible to answer that; I have no sense of what the market is. It's not an investment we are planning to make here.

>Q9c<

Another alternative that CCTV News Content has is to charge approximately \$1,000 per minute or per story for using their news services. In your opinion, do you think the fee is Too much About the right amount, or Too little?

The following responses are from TV stations or cable networks:

- | <u>ID #</u> | <u>Response</u> |
|-------------|--|
| 44 | (note) Still way too much. |
| 61 | (note) Based on other services. |
| 91 | (note) A little too much, but better. |
| 136 | (note) Way high. |
| 138 | (note) Way too much. |
| 145 | (note) That'll never ever happen. |
| 172 | (note) If it's live. |
| 199 | (note) We get a free feed from CNN. We would have to ask the general manager about how they'd prefer to pay for news content. I am not permitted to answer those questions. We would not use a feed directly about China. |
| 206 | (note) It's all too much! I truly have a monopoly on this area, and as we've developed news we've stepped back a bit from today's position to pay for news. Anyone that offers money to us for stories, we will not do it. |
| 208 | (note) For this little podunk station, it's too much. |
| 226 | (note) For a network these fees might be ok, but for my small, local station there's no way we could ever pay anything near what CCTV is proposing to charge. |

- 229 (note) Way too much.
- 239 (note) It's probably a fair amount. I'm not sure that we would or could do that, but it might be a fair amount. I'm not familiar with their content.
- 241 (note) Incredibly too much. If they are charging this to a network that's a different story.
- 242 (note) Are those people out of their minds? That's more than we pay for all our affiliate news from associated news content combined.
- 247 (note) Too much for a local station, a network maybe but never a local.
- 281 (note) It depends on the story.
- 341 (note) We wouldn't use their services very often. Very rarely so we'd pay the lowest amount possible.
- 392 (note) That sounds crazy.
- 394 (note) Someone like CBS news has to keep in mind 'how much is it going to cost to keep a correspondent in China?' is it going to cost more than \$1000 per story, or less? You got to keep that in mind. It could be cheaper to just have a joint bureau with BBC or something like that.
- 409 (note) For a small market TV, it's outrageous, maybe for CNN that is a different ball game.
- 410 (note) There's no way - not in our market.
- 418 (note) No local station is going to be able to afford any of these pricing options.
- 441 (note) That's a little too much.
- 465 (note) It would depend on the story.
- 471 (note) Way too much.
- 489 (note) Even for PBS news hour, that's probably too much.
- 501 (note) You're talking to a local broadcaster, so for us it would all be too much. Networks might have a different opinion.
- 514 (note) I guess it would depend on the story at that point. If it was a major story that affected Alaska specifically, I might consider \$1000. It would depend on how market-specific that story would be.
- 535 (note) That's crazy, too!
- 547 (note) It's irrelevant; the whole discussion of fees for service to the CBC is irrelevant.
We wouldn't buy it
- 533 (note) I wouldn't pay \$1000 a story for ANY content.

The following responses are from print newspapers:

ID # Response

- 601 (note) Good Lord. What planet are they on?
- 609 (note) That's more than Associated Press charges; that's outrageous.
- 610 (note) Way too much.
- 625 (note) If they have an exclusive, it depends; if they were starting World War III, I would pay a million, but a hydro plant? I wouldn't pay a penny.
- 665 (note) We couldn't afford that.
- 671 (note) I don't think I am competent to answer this since I don't do our billing.

>Comment<

Do you have comments or suggestions for CCTV News Content to continue to provide useful content to your news organizations?

The following responses are from TV stations or cable networks:

ID # **Response**

- 1 If I were to know more about them, we're very budget sensitive as a local TV station; the chances we would use the stories on the price you quoted, we would not use them although there is growing interest in China due to economic relationship with USA.
- 2 Start out small before charging those prices.
- 3 Anything that we, in this day and age, use has to have direct and immediate impact with local viewers. My market is very heavy in terms of agriculture so the trade agreements between China and the United States are very relevant to my viewers.
- 4 Would encourage them to look at pay scales of CNN and other affiliates. The rate they are charging is way off comparatively.
- 9 Make it free because local television will not pay for it.
- 10 Lower your prices.
- 13 Team up with a network news service that's already providing TV stations with news.
- 14 They are better off to do a partnership with CNN or one of the networks to reach local networks because that's the funnel we use to get news, especially video. We are a CBS affiliate, so we get it from CBS or CNN.
- 19 Offer on an as-needed or per-story basis.
- 20 I think they have to lower their prices. News today is inexpensive just because of social media and the many sources, for a high end and expensive source (such as CCTV) is going to be hard to find anything above the top twenty five news organizations (out of their price range) in the country.
- 21 My recommendation is that people are given something for free for about six months to a year to let us sample it and see if we're interested in. It's no longer the news organizations that purchase that stuff; it's more the corporate level. If you want to get into that, you should be speaking with corporate level managers. Those people would make a group decision on this, not as a singular TV station.
- 25 If you're going to charge for that service, you really need to be aware of cost and value. The suggested prices are WAY too expensive for the service.
- 27 I'm a local news organization. They are trying to reach the wrong market. We are only involved in local news. They should try to speak with people at CNN or more national networks.
- 28 Lowering the price; provide relevant and compelling news available.
- 29 Like I said, as a small market low-population source, it had better be pretty unique content for us to use it. Hyper-local approach is the only thing that would really attract us, but again, I'd have to check it out before understanding how important it would be for us. If we had a group of business people, cultural swap, or something like that, if we had someone with a hook for that was among us, it would be a bit different. The international picture is dependent on a hook that makes it that someone from our area is walking Chinese soil and they have a marketable commodity, then it would be useful.
- 30 Only useful if it can relate to local areas of the United States.
- 38 Be objective and free of government oversight.
- 40 I'd say they'd have to communicate relevant content as soon as possible and find a better way to get payment for service that isn't as expensive.

41 Make the content as unbiased as possible.

42 This is a pipe dream. CCTV is not being realistic.

43 Find a way to make it cheaper.

44 I think maybe if they tried to promote services at starter stations and smaller markets, possibly colleges and universities, then people might know what exactly is being offered and determine the value of using the service.

46 I am going to start with saying that if they're truly independent they need to make that more obvious; my impression is that they're just an arm of the Chinese government. There's a credibility issue in my mind about whether they're a truly independent news organization. For example, Aljazeera when they started I wasn't sure, but now they've pretty much documented that they ARE an independent news organization. CCTV hasn't shown that yet.

47 The price of proposed fees for CCTV online are exorbitant and unless they lower prices no one will be interested in using their service especially at a local level.

48 Information from the Associated Press or CNN. Cost of service is over the top.

49 I would suggest a sliding pay scale. New York may be able to afford those prices, but smaller communities are never going to be anywhere close to being able to afford those prices.

50 For medium and smaller markets, they need to make it more affordable. What they are proposing is way too much. We only pay \$12,000 a year for CNN, for example. What they are proposing is way out of our budget.

53 Follow the Western's philosophy on free press. It should not be run by the government. And the fact that they want to charge that much for content, makes it clear they are going to make it hard for international news institutions to get it.

55 Asking \$1,000 dollars a minute is extremely overpriced.

57 As far as charges go, if the fees have to be that high, work out a cooperative with each group.

58 Nobody knows about your service. You've done a poor job of advertising and reaching news makers. There is a lack of credibility that you'd have to overcome. You need to have a way of reviewing your credibility so people are more comfortable with working with you. Your prices are outrageously over priced; possibly eight times the amount any knowledgeable journalist would pay. I don't know much about CCTV. I have only heard about it while visiting China for work. I didn't know you had a website or anything. Everything is government owned in China so you would have to work hard to make news makers feel safe and comfortable before you would ever have a chance of working with them.

61 I don't think so. The difficult thing in analyzing the questions is, dealing with individual markets or stations in United States, commanding that amount for the services is going to be their biggest issue. It tends to be negotiated with networks and they know they can afford it with returns provided by affiliate. By minute or story is probably going to be the preferred payment method for smaller individual stations.

64 Make yourself more known and more familiar with journalists around the country. Let people know what you offer. I was unaware of the value of CCTV due to a lack of knowledge. Also, if you're going to charge that much for use of news services then make a cooperative with leading news makers.

66 We're not really familiar with that organization and would only use it for national disasters. They should be partnered with something like NBC or CNN; then we would use it more. We have sources to get the materials we need already.

68 The one thing... I've visited the website a couple times, but I was wondering if they had any live venues, for instance, that you could link up live. Let's say there's a

tsunami in China. Is there a place you can get live video? I know they have a video feed, but is there a resource to do that? For viewers it's very different, 'this is what happened in China,' or 'this is what happening right now.' Maybe they even have a live feed, I don't know.

70 The only information we get from CCTV is through Associated Press. That is good relationship to maintain.

72 Don't overcharge. The economy's really bad right now and news organizations are cutting wire services. There's no way they'd pick up something, especially in the small market.

73 Just a more realistic pay structure or understanding where their clients are, because it seems we are not their client.

74 Join the real world and economics; pricing is out of bounds with basic economic principles.

77 This presupposes that they already have been. They must prove that they are completely independent of Chinese government.

79 They should build a brand as a known service within the US media community. They should offer freebies first to get people to accept, use and be interested in their content and then they should try to charge. That amount for a story is crazy; they perhaps should go to a larger market than ours.

80 They are way over priced. I pay \$100 a month for 20 Consumer Reports stories. \$1,000 per story is crazy. I don't think they will ever have a story worth that much. China is very important, their military, their potential for growth. There's a lot of interest in the market, but we don't pay that much for NBC or CNN, so that's not going to fly. This is Alabama; we're not a world content provider. We are a local provider. Our station is one of the top 10 NBC stations in the country; we cover many states.

83 I think that just understanding what newsrooms today face in their budgets is important. We don't have the amount to do anything unless we can do it ourselves. We know that some networks and papers are even thinking about dropping Associated Press. We pay CNN about \$800.00 a month for their service and get a lot of videos, but we also provide them with videos. I just think they need to understand exactly how little news organizations have to spend on outside sources these days.

85 Make it relevant, baby.

89 Scale back their pricing structure; the amounts you quoted is excessively high. It's not possible for a market our size to pay anything close to that; we don't pay Associated Press anymore so I'm certainly not going to pay CCTV.

90 Price is over the top especially for a localized station; unless it directly relates to Central Nebraska it's pretty immaterial. NBC provides us with what we need; we don't do enough international news for it to matter.

93 I would just say that if they're planning on charging, most local newsrooms - the budgets just aren't built that way anymore. A lot of major news corporations have contacts, and people are actually cancelling Associated Press. It's a scary time. It's a lot different now.

94 Re-evaluate their revenue model.

98 If they're trying to sell it as a service, it is going to be a very difficult sale to many markets. The reality is that news rooms are so strained that most people would look at this as a luxury and not a necessary.

99 We are a very small station, so it's difficult for us to use an outside source for news. We get our news funneled through Associated Press or APTN.

109 (note) Respondent wanted to know if CCTV was requesting the survey and why the interest in China.

111 There is limited appeal to as a local news coverage station, especially with those prices. We generally don't do much international news coverage anyway.

113 I would suggest that they don't charge people for it. If you start charging for it, you'll have less people wanting to use it.

114 With the economy the way it is, paying for an outside source, they'll have to make the pitch pretty significant.

115 It's going to have to be a lot cheaper and really market specific relevance.

117 The key is finding distributors, like ABC, CNN or NBC, to act for them. I can't imagine a single local TV station paying that much unless it's like San Francisco, LA, or an area that has a large Asian population. Otherwise, spending that kind of money would not be justified at all.

120 I think they certainly need to market their services in a more meaningful way. This is the first sort of outreach initiative that I've been targeted for. And for affiliates like our stations, what do they provide that's locally relevant to our audience? They may provide relevant content to national networks, but how is the content they provide relevant to our local viewers and how would be better than what we could get through ABC or CNN?

121 The more they can provide that is relevant to the Charlotte area the more chance they have that they will use their services. The prices are way too high for news services. We'd never pay that amount when we can pay much less for the same services elsewhere.

123 Offer it for free to broadcasters or journalists.

124 I think if they are charging that fee for network or TV stations sharing fees it would be reasonable, but small markets will not be able to afford that.

125 I don't see it really catching on in local, small markets.

126 I think they would need to be a better awareness of what they (CCTV) are and what they offer before people would be willing to pay for services. Maybe they should consider running a trial before news organizations purchase the product or services.

128 They probably aren't going to be providing me anything I can't find anywhere else and I don't pay that much for CNN. From a local affiliate standpoint, I can't imagine spending anywhere close to that amount of money. The content wouldn't be valuable enough.

130 This is a conversation the network (CCTV) should be having with national networks not local networks.

133 If they charge for it nobody's going to buy it. We are laying people off as it is and the last thing we want to is to have to pay for something more.

134 If they are really trying to do this, those rates are out of control; they must partner with a US news organization. Even if I'm in San Francisco with a large Chinese audience, I cannot make that pencil out. Associated Press has raised their rates so that stations are dropping them. It's hard to sell news services because people are poaching all over the net; you have to consider that. Every news director is being told to shrink and get as many free things as you can and it's really credible. They (CCTV) must partner with another news agency like getting under CNN and each network to get them to pay for content. If it showed up under CNN (budget) and paid under their rate it's not going to be looked at by a general manager.

137 Focus on the big companies. The small local stations, unless they have a high Asian population, will not use the services, especially at that price.

- 138 I think if they would like to provide video or news information they need to align themselves with networks like CNN, NBC and ABC.
- 142 Like I said, things driven through Associated Press are easier for us to use. If the editors and managers have to go through too much to get it, they won't use it.
- 143 Other than the fact that their prices are ridiculous, I have no further comments.
- 145 They need to be relevant and provide news in a cost-free manner.
- 146 Make it more affordable.
- 147 I'd say this is a bad idea.
- 148 Take me off your call list because this has been a complete waste of my time and I'm very annoyed. Bye.
- 152 If any agency and I don't care if it is local, foreign or national is looking at that kind of price point it's not even worth looking at.
- 156 A better plan of marketing their product. I would be more willing to use CCTV news services if I got those services through a more reliable source. They are unknown to the journalism world in this country and need to make themselves and their services more advertised. We will not use a service we know nothing about.
- 157 Lower your prices. You'll never get that. Nobody will ever pay that much.
- 158 I think if news organizations are aware of the service and are familiar with it, then they can make a decision if it has value to their organization.
- 160 They should probably market themselves better. I've never heard of them. So they should get their word out there better.
- 163 I realize everyone needs to make a living but with prices like those won't get many hits in this current market, not when I can get same video for free such as YouTube and Associated Press is much cheaper.
- 168 To me it needs to go through one of the providers that TV stations are partners with, such as Fox News Edge and CNN. The only way I'm going to get information like that is if it goes through those providers of international news.
- 170 The stories about opposition and the political system, regional news - not just from China but from the region, like stories about Tibet... Featured stories about the phenomenon about Chinese millionaires and billionaires would be interesting, too.
- 172 Best video is the best stuff for TV.
- 177 They need to market their usefulness. I was unaware that they were a free service.
- 181 If they don't make it relevant to my TV market they're going to have a hard time cracking into the local news market. And it's too expensive.
- 184 Don't really care much about international news unless it involves Kansas directly, especially Boeing or Airbus. The proposed fees of CCTV approached as \$50,000 annual is obscene, \$5,000 per month is grossly obscene and \$1,000 per minute or story is ridiculous, laughable and shameful. My suggestion for CCTV is that if they expect people to pay for their service they MUST lower that prices and market themselves because smaller local markets will never be able to access or make use of their services.
- 189 This is a bad time to start charging for products that used to be free.
- 192 This isn't specifically to that, but for clarification of our business, we do MUCH more local news than national or international and so we would not really use those kinds of services.
- 195 If talking to local news they need to change the prices; they are too much.
- 198 Rethink the pricing; it is way too much.
- 199 Not having seen the service, it wouldn't be fair for me to say anything or make judgments.

201 For local news organization what we look for is unique. Your rates are astronomically high and we would never even consider using your services if it's that high.

206 Their best bet is to consider the markets, find common interests, and make alignments with those markets, preferably through organizations such as the State Broadcaster's Association. And ensure that your news isn't biased. The question as a news director is, where is the origin of your funding coming from? Especially when it's a foreign country, it's more difficult to tell. News should be fact-based. Journalists are the first ones journalists look to on news issues.

207 Get a partnership with CNN.

208 Well, I know they need to get paid, so I can't say 'we'd like to have it for free.'

210 Only that the most locally produced news has to have that local relevance. That explains most of my 1s and 2s in my answers. Probably my interest peaks in the military applications and the financial end of China news, and that relates to the fort near us being one of the biggest employers, and that China is one of the biggest financial lenders to the United States. Things of international importance - it's only important to us not because it's international but because it has local importance. We rely on our CBS or CNN network to cover international stories.

212 Work out the overhead issues. Quality of product would have to be the best. Guide the newsroom in every story include why it is relevant to the American public.

219 The surest way to not get your material used in the United States is to try to charge for it. It needs to be free and objective and come with no fees, no strings attached. If they really want to do it right they should try to go through the news feeds services, News 1, CNN, etc. Most news stations don't use Reuters or APTN.

220 They should study like Associated Press and be more in line with what they charge if they want people to actually pay for their content.

221 There's no way small markets would spend that amount on news services.

222 Selling themselves so that the market (users of the product) know what they are capable of, what kind of information that they would provide.

226 Make yourself more known; make your services more known.

227 The organization I work for highly researches the local news that our viewers want.

232 If the goal is to market on a local level it has to be relevant and that price range is outrageous. I currently have a decently high level of spending and I would never even consider spending that amount.

235 If you expect people to pay that amount then it better be extremely relevant to their area. I don't know of any local news stations that pay that much for CNN or NBC so I doubt they could get anybody to pay that amount even if it's relevant.

237 Balance. As long as the stories are balanced they'll find a market for them.

239 I think there is a definite interest in China and I guess the idea is how it would relate to certain parts of the country. For instance in Canada I know they've started trade and it's an important facet of our economy here. So it's all about relevance, but I think in British Columbia it would be because of where we are located. Especially in Vancouver where there are a lot of Chinese residents there would be a great interest in what is going on in China.

241 Don't market to small TV stations.

243 I just find it hard for them to sell something that is going to cost 50,000 dollars a year. There's no way I could approach my boss and ask for those kinds of funds for that kind of information.

244 Complete transparency as to where it's coming from and make it a free service.

- 245 I think that their financial model will need to piggy back off of a more well established larger news and video provider like CNN or AP. I can't see any financial model in the United States where they will be successful at getting independent subscribers without going through someone else's pipe.
- 247 Pay close attention to those national disasters, that's what people are interested in.
- 250 They need to share content within the news gathering resources that small stations are already using.
- 251 Don't charge us.
- 253 My biggest question is how are they independent? Also, where are they based? I'll go check it out.
- 254 Material that are available at no charge, would use deroll footage, maintain editorial control over the script that we air.
- 257 If American news media trusts the content and the object material coming out of China. Our philosophy and theirs concerning the free speech and the press is completely different.
- 258 To not focus on small markets, because they won't be able to afford the service and would probably be more successful developing their own website and make it easy for other news organizations to contact their website through links as opposed to providing the content directly.
- 264 CCTV's best bet is to work through a national news service, not to go to the local stations directly. That's the only way it will work. Plus, national news networks will have a higher interest in this material than small local stations.
- 265 I would say foreign partnerships to share information, and to go commercial - out of their government. News should be free. I know I work out stuff between partners, but we don't charge each other for stories, we just give credit. Use a more American model for journalism. It's a service for the public.
- 266 Maybe lower the price more people might use it.
- 267 I just think if they want to run a subscriber service that's fine, but it's going to be hard to do because most of these organizations have bureaus in other countries. If people can get something for free, they're going to get it for free. I don't see in this day and age, with Google and Bing and all that, their approach working.
- 269 If they want to provide to local television stations, they're going to need to understand 'what is the local link?' We can get more generic content through already established organizations like CNN and our networks. If there is something that can be tied more specifically, if for example a company in San Francisco is also based out of China that would be a local interest. It has to have a tie to back home, and not just be something we'd get through our normal channels.
- 271 Well, I think if they're trying to market themselves to local stations they need to lower their numbers. It just isn't practical. I've worked in large networks in the past and we'd never pay that amount even at a large station. I think that whoever is attempting to market this, they don't have a very good handle on things because that is just not realistic.
- 273 Do a better job of exposing the product to this market and to the North American market. Increase familiarity and lower your rates. Start out free.
- 277 Lower your costs. No news organization is going to be able or will be willing to pay that amount.
- 280 I would have to have some assurance that it's accurate, not biased or government controlled. I'd have to make sure it meets the standards of American journalism.

- 281 The value to a news organization is dependent on type of story, example a consumer story, no, but a natural disaster (God forbid) that would be more desirable.
- 282 Specific stories should be marketed to specific regions.
- 284 They'd be better off working with network news organizations as opposed to local stations; and working with stations in cities with high Asian populations.
- 291 Target better.
- 293 With the affiliations set up already with most networks, it may be hard for CCTV to get people to subscribe to their services.
- 299 The cost aspect of it would be a barrier for small market television stations, like us.
- 301 Better video quality.
- 305 Its unlikely we would use the content they are better off going to a network with a high Chinese population.
- 306 We're mostly interested in local news. There's a lot of trade going on here with China, so that's what we are interested in.
- 310 Market yourself.
- 312 They might want to keep in mind that it needs to be relevant to the American audience.
- 315 Would be good if they used something similar to what they are using now and every time there is something important they send a news alert. They could use high quality video 1080P or 480 and the video could be edited. They could email tape or DVD. Email the breaking news and quicker way to download the video.
- 317 For a small local station we're generally not interested in using international services.
- 318 Continue to provide relevant stories to audiences of a diverse nature.
- 324 If you are speaking of local TV, it's got to be relevant to the local audience. Trade between China and the US is sometimes relevant to the local audience. But other than that, there's not much that is relevant to the audience here.
- 325 I just really think that the challenge that news from China is going to have, finding relevance in the local newsrooms. There might be international news channels, or network channels, that will use them, but small, local stations like mine won't, especially if they are charging that much. That kind of money is not in our budget. We don't even pay Associated Press that much.
- 326 They need to make sure whatever they are providing is objective, reliable, timely. Since I don't know enough about them, I don't know if they are or not. Based on what I know, they might have a hard time, because China government controls the media.
- 331 A local TV news station is probably not going to be interested in subscribing to a niche service when there are other options available that provide more general content as well.
- 333 Rethink the payment; we're dropping the Associated Press because they charge \$3,000 a month (which is considered high now); unless they are large networks, not a lot of US news organizations are going to be willing to pay that much for a service they wouldn't use nearly as much as Associated Press.
- 341 Americans are most interested in consumer issues where a lot of products are manufactured in India and China so consumer product is more relevant and trade stories; also very specific stories about making jobs in the US or the decline of jobs in the US. Stories about Americans in China. If the services are not relevant to this area then we won't need to use them; relevance is very important.

343 They should link and have some sort of partnership with major news networks, like CNN, Fox News, MSNBC. They need to have a reciprocal trade agreement and lower prices.

344 They need to know the US market a little better. The US market goes beyond the major networks.

349 Get real concerning the payment amount. We don't pay nearly that much for American news services and the demand is not there for news from China.

355 Try to expand the partnership to the broadcast networks Fox, CNN, ABC, CBS, NBC so that material can be paid for by those so they could connect with local affiliates.

359 The financial model's going to have to be really thought through. There's just not a market for video that costs that much money.

360 I know it's available; I wouldn't pay the rates they are quoting. Suggestions: provide it for nothing at first and create a need, then perhaps pay. They might need a free month free trial sort of thing.

361 Work with CNN.

363 Payment questions kind of piqued my interest. We already pay through Associated Press; we wouldn't have an interest because we get it from someplace else.

365 Reduce prices in terms of market size. They would have to come up with a scale. You can't charge the same in the 50th market what they charge in the 5th market (Dallas). If they would go by market size and have breaks depending on which market you are in that would be different. CNN in Dallas was 300k.

367 Compared to domestic services, those prices would be far in excess of their rates.

368 Get your foot out there; establish yourself as a reliable news source. Then organizations may look at it as a viable news source.

369 To be timely and to be fast on breaking news stories.

373 The only thing I can say is that they need to keep in mind who they are targeting because if they are targeting large news networks like CNN, they can get that amount of money, however if they are targeting local or "average" news organizations, they are never going to get that amount of money. So, I think they need to reconsider their cost, or alter their cost for the average news organizations if they want their business.

376 Keep it relevant to an American audience if you're going to try to sell it to an American audience.

377 That pricing... No one's going to come anywhere near that in the United States at the local level. MAYBE the national networks, but even that would be tough.

379 At this point, in the industry, we're cutting back on paid sources. We've eliminated most of the contracts with paid sources, so it's unlikely that we would add any.

381 They're never going to make headway in the market place if they come in as a paid source because even NY Times was free when they launched their website and they're the NY Times.

382 I wouldn't charge much money.

385 The price is extremely high and out of the question.

387 I think most journalists would be skeptical about paying for content from a government-backed news organization, especially since it is the only source for much of the material.

389 Be cost competitive. Most TV stations now are somewhat challenged. So it's better to be willing to negotiate. Annual fees, even if it comes through a monthly

charge are still the best way for us to look at it. And we would need material and I would need to know whether it would be reporter material or just voice over material. It would be good to have original reporter video in there.

393 Maybe they need a new business model.

396 A local TV station isn't going to pay that kind of money.

397 Might want to consider taking the word "China" out of it because that alone makes me nervous about even considering using it.

398 They need to revisit their pricing structure.

399 Lower the cost, increase your visibility. For me to learn about this from a survey can't be all good for CCTV. They need to do more marketing and get their name out there.

401 Only thing I'm thinking of is that it would have to be vetted by CNN or others; can it be checked? They may just be a distributor so we'd have to have someone verify it before using it in some form. They would need to provide credentials.

402 Smaller market television stations would have a tough time paying for something like this.

404 Stories that show the growing relationship between the United States and China. I think it would be good to show stories about life in China, because there is a tendency to demonize people overseas. I think it would be informative to the United States perspective.

408 They have to at least share the news for six months with the people and rate the quality and make decisions before asking to charge.

411 A local news station in my size market is just probably not going to be in that much need of news from China. Again, we cover local issues.

416 Outside of working with United States networks, I don't think they're going to have any success.

422 I think for a local station it would be very difficult to use because we have agreements with CNN and Fox. I would never pay \$1000 for story and China is not a focal point for local news broadcasts.

423 Make it on a sliding-scale and charge less for smaller and non-profit news organization.

425 They should affiliate with CNN, NBC, ABC, or someone like that to get some credibility in the United States.

426 We interface with domestic partners; we will never use a foreign news service unless they are through those outlets.

427 That price structure... That's not going to happen. I don't even know if a network would pay that. That's just way too high.

431 Don't be a mouth piece for the Chinese government.

436 Those prices are way off base and they have no idea the economics of the modern day newsroom. There is no way a local news organization would pay that much for stories about a specific country and the larger news organizations that could afford to pay those prices already have their international news sources and won't pay CCTV to get news. They just need to reconsider their prices, especially if they want to do business with local news organizations.

440 They have to get out there and get known or no one's going to trust them. They have to build a reputation somehow.

447 It's not that I personally don't have an interest in China, but my viewers would have to have stories that directly affect them. So there has to be a handle on which, as a news manager, I would grab and say 'oh, I know that the people of Central Louisiana, very few of whom are Chinese, would really give a damn.' Quite frankly,

that's a large ocean to cross. Let's say that we have a military exercise, joint military exercise, on the mainland in China, and soldiers from our area are there, then we'd be very interested. That's the kind of direct contact I mean. This is not exactly a state where a lot of Chinese people have settled - but that's not true of neighboring states like Mississippi, especially in the Mississippi Delta.

450 Expand your news to other news media.

460 Western markets need to be convinced of objectivity of source. Propaganda is still pretty heavy from them.

465 The first thing they would need to do is to figure out a way to believe that they are independent. That is a difficult task in China.

466 I'd suggest they look to a news service provider in United States to supplement their services like CNN or CBS or someone.

467 It is important to know that while there may be demand, the ability to pay for the content for most stations is going to be difficult given the economy and given their budgets.

474 If they are going to charge that much for that type of content they are not going to be successful. We already have a lot of resources for that kind of news.

485 We aren't familiar with them at all since I haven't seen them.

492 Considering the economic environment that we are in, if they are considering charging they are going to have to be more reasonable in what they are going to charge, especially for local stations the prices they are offering are not going to be workable.

495 I would suggest that they find a way not to price themselves out of the market. They need to realize that there is an appetite for Chinese news along the Pacific coast of the United States, but not enough for them to charge the fee structure that they have outlined in this survey.

497 They're charging WAY too much for that. I will go check it out today though to see what it's all about.

498 If they're serious about those prices, it's not going to work out really.

500 Considering they have no brand whatsoever in this country, they have no history whatsoever, the amounts you just mentioned would put them well above every single other news source I use here. If they're trying to make their entrance here, they have to have reasonable prices. With those price points I would have less than zero interest in using them, and I have the 9th highest Asian market population in the United States.

505 I'd say they need to build confidence in editorial independence.

506 If they're trying to sell their product to local stations they're living in a dream world. It will never happen. Their prices are outrageous.

509 We would want to access them through current international news provided such as CNN or CBC, instead of having our own deal with CCTV.

510 I'm looking at their site now and I must say it's actually quite informative and is very clean. I'd say the biggest challenge for them, as I've worked with others like them before although not for China, is to get people to pay for anything these days. I'd say partner with Reuters or CNN and then possibly stations would be interested, especially San Francisco and Vancouver as they have a large Asian-American population.

511 Find a way to fund it better.

516 Better marketing, because I've never heard of them.

517 For a news organization, their pricing structure is completely out of place and there is very little interest in Chinese news for small local organizations. They would never pay to use their services.

518 Make the stories relevant to an American audience and make it interesting to the U.S. or no matter how big the organization is or how much they're willing to pay it won't matter if it's not relevant to the U.S. citizens.

523 There is a huge Hispanic market in US, at least 53 million. With different degrees they are highly interested in Latin America and if CCTV (would) have 3 bureaus in Mexico: Mexico City and at the border and one in Central America, ex. San Salvador, another bureau in Colombia

524 It's best they work through our national feed services like CNN and ABC. That way they might actually have a chance of charging something around what they were suggesting there.

529 They need a better outreach program.

530 I don't think they're going about it the right way if they think American news sources can afford 50,000 dollars a year for Chinese news. They're overestimating the demand.

531 Just from my perspective, I'd try to target the import and exports of states and focus on state capital news outlets. Let's say a Chinese company wants to come in and build a truck plant, it's good to cover the state process. I've done previous coverage of exports/imports. They need to do more coverage of state capitals.

533 They have a credibility problem, and until people are more persuaded that there's civilian control, their product is going to be questioned for its independence.

537 My suggestion: if they want it to be used and it hasn't been used before that they offer it for free to get exposure. Once people see it, if they perceive its value then it could be sold.

539 I think a Twitter feed that told us what to expect would be helpful.

542 There's not a thing you mentioned I cannot get from my other sources and if I can find a way to get it I'm going to get video from other sources.

552 Not much awareness about it, I guess, so I'll say put more out there.

554 I would be shocked if they got those (proposed amounts) in this economy.

555 Rethink the pricing!

558 Maybe they should tell more about themselves and a bit more publicity about what they are doing.

The following responses are from print newspapers:

ID # **Response**

601 Yeah, I think the hurdle they've got to get over is whether they meet Western standards for objectivity. I think that's the biggest hurdle. I just think that the problems with the media system in China are that they have real problems with both government censorship and self censorship, and that diminishes the value of their product.

602 I'm very unlikely to pay such a high rate for what is essentially a syndicated service on local news. I don't have a market for it. I'd be more likely to entertain a partnership proposal. In some portions of my market I have high density Chinese populations that I don't think I reach with my current product - but I might partner with CCTV to create a new product to reach that audience. I wouldn't necessarily want it in English.

610 I would think that providing an easy way to see a story budget online and simple ways to obtain and download material is essential. We need to be able to plug their source into our workflow as easily as possible. Customer-interfacing so we know all the details and they know how to get it to us.

613 Anything that is state funded typically isn't considered objective journalism and no one would pay for it.

614 Price it better.

618 If they can start out by being part of a service that we are already subscribing to then we would be more likely to even consider using them. We get our video from NDN (News Distribution Network). Associated Press even sends their video to NDN then we get it from them. Unless they could become partners with someone we are already associated with we would most likely never use them.

619 This is not really an environment in which any networks are going to be looking to expand their use of news services so I don't see that this is going to happen any time soon.

620 Keep it free.

624 I know almost nothing about them; I think they should do some marketing.

625 Obviously they should increase their profile so that people in media would be familiar with them; I would think that people in the Southeast are unfamiliar with CCTV.

626 Lower their costs. That's pretty outrageous for these kinds of services and these types of stations. Don't go overboard.

628 That price is unrealistic for mid-size and smaller news organizations in this country.

630 We don't have a need online for international news because there is no market for our readers here.

631 They're going to have a long way to go to help American editors to understand the value proposition of their product. We all read stories all the time about authors, journalists and Google getting beat up over there. You can't speak the truth in China so why would I pay for a product that does not have the freedom to report like we do? It's handcuffed from the very beginning. They need to convince us otherwise

632 The value depends on the relevance of US audience, so the material will have to be tailored to the US.

633 They might consider spreading the word to make sure people are aware of this service before they try to ask for such high amounts of money for it.

643 I think they might want to consider a tiered pricing level. Especially for smaller news organizations the prices you mentioned in this survey are going to be way too high. Also, teaming up with Reuters or APTN would really help the likelihood of us subscribing to their services.

644 Be as independent as possible.

646 We'll use anything that is relevant to our audience who are mostly Mexicans and Salvadorians.

648 Look at the competitive source for story prices these days because there has been a huge drop in prices of stories lately and what they are asking is ridiculous.

654 Honestly I'm not familiar with them. It may be more of a marketing issue. I'm not familiar with them; that says something.

655 Good luck.

656 I think most news organizations that are non-profit or running on tight budget; I'd really need to understand the quality of work and relevance to our audience.

662 Local newspaper websites like us focus on locals.

- 668 Partner with Associated Press or Reuters.
- 670 Make yourselves more known to our industry. If we don't know who you are we're not going to use your services.
- 671 Honestly we think Associated Press is a trusted source for information and we almost exclusively use their services and we are very pleased with what we get from them for international news content.
- 674 All I can say is it's really tough these days to make a decent amount of money in journalism so those prices are out of a lot people's price range.
- 675 They need to redo their pricing. It's ridiculous.

>Interviewers' notes<

The following notes are in reference to TV stations or cable networks:

ID # Response

- 141 Please send survey results to Lena.sadiwskyj@wvlt-tv.com
- 257 Please send survey results to Sgoodspeed@wdio.com.
- 305 Please send survey results to thompson.1127@osu.edu
- 36 Respondent stated CCTV future plans for fees are too high. He stated \$50,000 a year is too outrageous. Stated they pay less than that for their affiliates. Also, stated he would prefer to pay \$50.00 per story instead, of \$1000.00.
- 42 This gentleman found the proposed pricing of the CCTV fees absurd. Most content should be free or with a minimal fee. He views the CCTV attitude toward their content as a pipe dream and the proposed fees and popularity to be unrealistic.
- 43 Respondent said they find the payment fees for access to be absurd. Content should be free or very low cost. CCTV will not make it if they intend to charge people so much.
- 52 Respondent said that CCTV is government run and should be free. He said they won't pay anything for it, especially not \$50,000 a year.
- 53 Respondent stated that just because they might go visit the website and look at what they have to offer, that doesn't mean that they will air it.
- 54 The respondent thought that those prices were outrageous. He said no one in their right mind would ever pay that much. Especially not organizations like his, which are small, have a very low Asian population, and there's not a demand for news about China.
- 59 Respondent laughed very hard at all the cost questions. He said that that is good for them, that they are going to charge so much, but they won't get many subscribers.
- 62 Man said that they are already paying CNN, NBC and Associated Press to use their news services. They aren't going to pay another agency, especially when they don't have the need or demand for it.
- 74 When the topic came to pricing he said that it would be a miracle if anyone in a local news station heard the suggested annual fee of 50,000 dollars without laughing hysterically and hanging up.
- 85 When discussing fees for use of CCTV he said that it was ridiculously expensive especially at the local level. The only agencies who could afford such fees are networks such as CNN or NBC or cable networks. Also Aerospace information is at the top of their list, thanks to GE, he said.
- 95 Respondent said they won't use the services CCTV has to offer at all, so they won't pay anything for it.

107 Respondent said that no one in this country will pay those outrageous prices, and was laughing very hard.

141 Lena stated that if she has to start paying for CCTV, she won't use it. She has other resources to use that are free or that they are already paying for.

165 Respondent stated that without more info, he couldn't answer the questions about CCTV charging for content.

174 Gentleman laughed at the suggested prices for CCTV fees. He was not willing to put a price on the proposed annual fee because in his opinion the content wouldn't be worth paying for.

282 When it came to the questions regarding the approximate charges CCTV was proposing she decline to answer because she felt she wasn't well versed enough in that respect to answer competently.

296 She said that her news station was on the border of Mexico and the United States so their demographic is very interested in news about Mexico, so unless the news about China directly affects their audience, they will probably not air it. However, there are a lot of problems centering around local jobs being outsourced to China, which heavily impacts the audience of this news organization. When it comes to economic and relations to the United States, this news organization is interested because their audience is directly affected because many lost their jobs to China. She also stated that the CCTV fee was way too much for their organization because they don't put Chinese stories in their newscast or website a lot however for cities such as Washington DC or Houston, it would be ok.

332 Respondent stated that without more information on CCTV, he can't really put an accurate number on what he'd pay or if he'd use their services or not.

344 Respondent laughed very hard when I told him the prices CCTV is proposing.

347 (note) The last time China was in our news cast was the earthquake. We really can't afford to pay for a news service like CCTV all the time because we get news from our affiliates, and we don't cover China very much in our broadcast. I think the prices they were suggesting were outrageous.

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