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Changes in Patterns of contemporary China's Radio programs - *Helping each other in Beijing: a case study*

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Abstract:

Great changes have been taken place in the patterns of China's radio programs since 1980s. Its role has changed from the government's "propaganda tool" to meet the multiple needs of the radio listeners; its profit mode somehow has varied from full national funding to making profit independently; with the assistance of digital technology, the traditional broadcasting program patterns, which was all about manuscripts writing and reading, have been also altered into ones that involve audience interaction. This paper is a case study of *Helping Each Other in Beijing*--- a radio program for the elderly by Public Service Frequency in Beijing Radio Station. It analyzes the program from its concept, content, audience interaction, and hosting style. It displays, in the age of new media and globalization, which is full of fierce competition, how the broadcasters in China create new philosophy and concept of radio programs, how they react to the new relationship between audience and them, and how they build up their new media image.

Keywords: Chinese radio, elderly listeners, interaction, community

Like other countries, the radio program in China¹ is facing the pressure brought about by TV, internet, and other new media. However, in the first half of 2011, the profit made by the radio advertisements has reached 5.362billion RNB, 1.047billion RMB higher than last year, with a dramatic increase of 24.26%.² The development of broadcast and innovation of radio program are closely related. This paper selects a public service program *Helping Each Other in Beijing* as a case to analyze the development of China's radio program patterns. Four aspects will be mentioned: Its listenership increased by 214% in its first year of broadcast; it has new interpretation of "true" program elements; it develops interactive platform for listeners to communicate, such as letters, short messages, discussion forums, etc; it also attaches great importance to organizing interactive activities for listeners to exchange views. This way, the radio program has become an interactive platform for the elderly. In addition, the program creates its own culture helping each other. Contemporary China is facing the pressure brought about by globalization and trust crisis. Such a program helps build up a harmonious society and gives positive influence to listeners' recognition of themselves and their nation.

¹ In 2010, among 1.34billion Chinese people there are 660million radio listeners.

² The statistics from the website of State Administration of Radio Film and Television.
<http://www.sarft.gov.cn/articles/2011/07/22/20110722164507191006.html>

Compared with western developed countries, the history of the broadcast service in China is relatively short. In 1949, there were only 1,000,000 radio sets in China, functioning as the "propaganda tool" for CCP and government. By July 2010, China had had 234 radio stations and 2704 radio frequencies, with the comprehensive coverage rate of 96.31%³. The development of China's contemporary broadcasting begins in 1980s. In only 30 years, it has developed to possess its unique characters.

The myth of listening rate : Helping Each Other in Beijing

The public service program of Beijing radio station, *Helping Each Other in Beijing*, was first broadcast in 2009, frequency FM107.3, from 11.02am to 11.55am. The aim of it is: *People help me, and I help people. We help each other*. Interactive forms like SM, QQ(similar to MSN, much popular in China), and discussion forum were adopted to realize multi-media interactive communication. In only 70 days, among 568 listeners who had called for help by sending messages there were 461 replied. The target audience of this program is the 50s and the older. The oldest listener of this program is 96, while the youngest only 14⁴.

Without any advertisement, the program became popular rapidly, with a dramatic increase of 214% in listenership and market share the first year of its broadcast. The time span of it has been expanded from one hour to two hours as required strongly by the listeners. In September 2011, the listenership and market share is still rising. *Helping Each Other in Beijing* has become popular.

Statistics show that in the first year's broadcast of *Helping Each Other in Beijing*, there were more than 9000 help lines received, about 6000 SM broadcast in the program, altogether 15,650 asking-for-help messages broadcast. It helped more than 8000 listeners to solve their life problems, which occupies 80%-90% of the total. The diagram below compares the listenership of the program broadcast in the same time period in 2008 with that of *Helping Each Other in Beijing* in 2009. (See diagram 1)

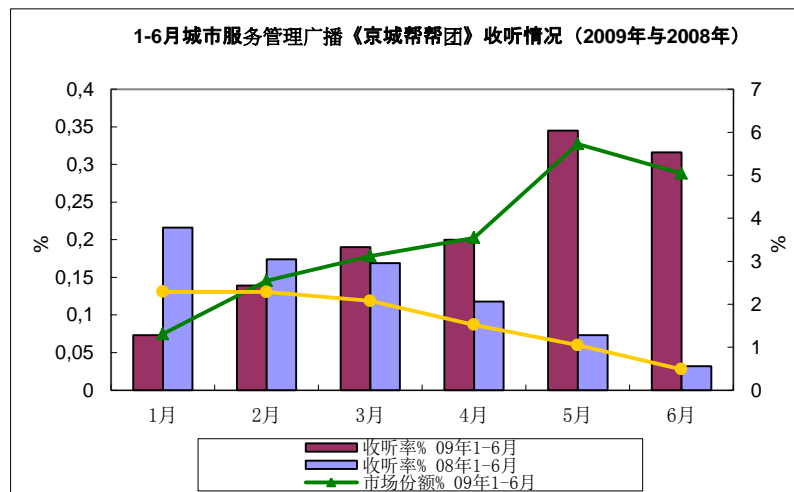


Diagram 1: January-June,2009: listenership of Helping Each Other in Beijing

Helping Each Other in Beijing is not a popular music program whose target audience is young people. Its program group is not large (only 3 people, Cheng Yin is major founder, see the picture 2). Why does it achieve such a success in the age of new media that is full of fierce competition?

³ The website of State Administration of Radio Film and Television <http://www.sarft.gov.cn/>

⁴ The interview of Cheng Yin on 5th, September, 2011



Picture 1

The reason for the success of *Helping Each Other in Beijing* is based on China's broadcasting programs' successful transformation experience in nearly 30 years. This program came from a program called *Life Consultant* (June 1982) and another one called *Barter Station* (1997)⁵.

Life Consultant was started on June 28th, 1982, Cheng Yin is hostess. It was for the first time that people's life had been put first by a radio program. It had only 5 minutes' broadcasting every day, However, it became popular overnight. At the early days of 1980s, China was still in the primary stage of the reform and open. People's material life was not that rich that most did not afford a television. None of the broadcasters had a clear concept about serving people. They kept working as the mouthpiece for publicizing the policies of the Party and government. Being the first life service radio program set by Beijing Radio Station, *Life Consultant* aimed to provide life service information with the audience, and it was also the first radio program with the presence of a talk-radio host, dedicating to introduce some tips about our daily life and how to enjoy ourselves. The natural and kind style of the host brought the audience a refreshing experience.

Traditional Chinese broadcast followed the old routine of Xinhua News Agency's oral broadcast department in 1940s. It had been a long time when the radio program was the phonic version of the draft – a talking book: the broadcaster wrote and read the manuscripts, and broadcast in the program. The first radio advertisement in China⁶ is 'Chunlei medical shampoo' in Shanghai People's Broadcasting Station broadcasted in March 5th, 1979, which marked a new era of Chinese radio industry. Since then, Chinese radio broadcasting began to attach great importance to the audience, and the media concept of propaganda and education was transformed into a new one which focuses on serving audience.

In 1986, a radio program, containing the elements of the long period program, the live broadcast by host and audience's interaction, was first broadcast at the broadcasting station of the Pearl River, which became the first reform on the content of China's broadcasting programs and lay the foundation for the forms of today's radio programs⁷. At that time, the best feature of the program was the appearance of the live broadcast: the host anchored the programs with the outlines and some relevant information through his personal words; at the same

⁵ Cheng Yin's paper: *The triple jump of the program: the strengthening of broadcast service function.* (Unpublished)

⁶ In this paper, just argue the radio industry of the People's Republic of China.

⁷ Cao Lu: *Understanding Broadcast*, Beijing: Communication University of China Press, P38.

time, the audience interacted with the host by phone call. For the first time, the program was open to all the audience. That was why the live broadcast was considered a great progress in the development of the entire Chinese broadcasting. Live broadcast provided an open interactive space in which people could communicate with the hosts and the other audience, nevertheless the most difficult point was how we broadcasters improve our professional skills to preside over the program.

In the 1980s, it was quite painful process to change from reading to a colloquial style. Cheng Yin shared her experience here with us:

*'The conversion from 'Listeners' to 'Friends' in prologue can be considered as a revolution. Rome was not built in a day. How to speak in a soft voice, how to express in a natural way, were far from easy. I found it almost impossible to change my sonorous tone. Some of the senior colleagues advised me to fall the tone by body language, so I hid myself in the empty studio to practice my oral expression time and time again, in order to make it as natural as possible. One night I hurried to home for dinner and then came back to go on with my oral practice. From 18:00 to 22:30, I kept practicing till my face became as stiff as a poker. Finally I could hardly speak as usual.'*⁸

After the *Life Consultant*, Cheng Yin started another radio program called *Radio Barter Station*. It was an expansion of *Life Consultant*, aiming to serving the market and the people and providing a recycling platform for some spare domestic items, which made it much more convenient for people to exchange second-hand goods. One month after the program went on, it became a hit in the broadcasts and made the host the 'queen' in second-hand goods exchange. *Radio Barter Station* expanded its time span from a quarter to half an hour, and then to 40 minutes and at last it took an hour.

In the past, the audience of *Radio Barter Station* accepted information passively; now they began to actively take part in the program. The program used to be a recording program; now the program was totally on live. Hot-lines featured it, and became the most unique advantage of it due to its rapidness and convenience. Host style was established. At that time, people's living standard was improving year by year, many wanted to update of the early household electrical appliances. The presence of such a program just satisfied the people's real demand of second-hand goods exchange.

Helping Each Other in Beijing, first broadcast in 2009, was the updated version of *Life Consultant* and *Barter Station*. It went like this: the audience could ask for help through hotline, SM or Internet messages when met with trouble in daily life. The problems extend from second-hand goods exchange to all kinds of life service. For example, the radio set is not satisfying; or the water heater does not work well; or the press cooker leaks gas; or the handlebar of pan is broken; or the kitchen knife is blunt; or the hair-clippers are dull, etc. Broadcasting the information of the household goods, marriage-seeking and making friends are also included. The host appeals to everyone to help each other, but not to solve the problems only with the help of the program. This program evoked the kindness and love in the deep heart of every person to the greatest extent. *Helping Each Other in Beijing* awakened the inner love and kindness in people's heart, helping people take pleasure in helping others and purify their soul in the process. This was a program where you would be refined.

"Truth" - the Core of Successful Programs

Do broadcasts need to make some stories between twists and turns to attract audience? Does showing life as it really is still have attraction for audience today, who has been nourished by Hollywood blockbusters and the huge amount of news around the world? *Helping Each Other in Beijing* lends some support to the latter.

What is the core reason for the success of *Helping Each Other in Beijing*? The form of this program is relatively simple, with information ranging from basic necessities of life, such kind of stories have been broadcast

⁸ Cheng Yin: *Unforgettable professional training*, Cheng Yin's work summary.

in the past radio service programs. But why does it succeed? A television counterpart⁹ tells the key. It is because this program describes “the true life of ordinary people, the true feelings of the characters and the true side of life”. “This is a picture of common people’s life.”

Either modern radios or television media are keenly tracing, digging and making life wonders, or making novel effect on the technique of expression, so as to get high ratings. The considerable appeal of Reality TV show demonstrates prying about real life has huge market appeal. In this way, “truth” is consumed by audience as “comedy” or “entertainment element”. Though it does have some effect on amusing audience and satiating part of people’s psychological demands, it also provokes debates about medium ethics. However, the success factors of *Helping Each Other in Beijing* are different from the “truth” of Reality TV Show. It reveals that life is lived in a “useful, interesting, affectionate and story-telling” way, which can be seen in the following four aspects:

Firstly, meeting the small but fundamental needs of audiences. There was an old saying in China, “One penny can baffle a man”, which means that the slightest trivial things in life can make us helpless. In a big city like Beijing, with a population of 19,612,000, among which 1,709,000 are over 65¹⁰, people have been increasingly indifferent to each other. People are now keen on weekend entertainments, various shopping malls, and all kinds of costly enjoyable service and how to get a salary raise. While the internet offers answers to almost all questions we may have, nothing and nobody is irreplaceable. Do we still need others to do something for us? However, we would never fail to encounter some trifles that we can not settle in our life once or twice. The old and familiar social approaches would then be useless. At such moments, *Helping Each Other in Beijing* is where you can get help from, as a listener has said:

*As a retiree, why are my eyes always brimming with tears? Because I am moved by the stories in the program of Helping Each Other in Beijing, as a common listener, why am I always grateful? Because the disadvantaged group in the bottom of the society are recognized and helped.*¹¹

Secondly, reflecting the reality through live broadcast. The beauty of radio programs is live broadcast, while a live program makes stories and characters vivid. *Helping Each Other in Beijing* insists on live broadcast for its spot effects. Lots of TV variety shows and service programs in China tend to apply transcription because of the great economic and political pressure, which the massive production cost and the unpredictable transmission impact bring about. Radio show, however, faces little trouble of this kind, which makes it flexible.

Helping Each Other in Beijing is a program for goods exchange in simple form, which is suitable for live broadcast. The colloquial style of the hosts, the hotline phone conversations, the occasional slips of tongue of the hosts and their helping and teasing each other all show the vividness of the program. At the end of the program on August 29, 2011, while they are of two different generations in age, Cheng Yin, the, intentionally asked Xiang Lu, her young partner, to sing a nursery rhyme in Pekingese, “Oh little, little boy, who sits at the door, is tearing and weeping for a wife”. It’s like a senior teasing a little boy, filled with life sense. It makes people laugh naturally as have just heard a joke from a good friend. The success of a broadcast program depends not only on how much information and direct help it offers in a single episode, but rather on the continuous help and happiness it brings to the listeners even after the program.

Thirdly, selecting topics from audience’s real life. From Monday to Friday, *Helping Each Other in Beijing* is a platform for information dissemination, and the main contents of the program are people’s requests for help. For an anchor, the pressure of programming does not come from the process that he painstakingly tries to find the topics but from the process he has to make up some hot issues in order to get high ratings, since usually the making of the program is mainly for solving audience’s problems. To some degree, we can see that media personnel meddle in audience’s real life by abusing the power of their position. Definitely, the anchor and the

⁹ Cheng Yin’s blog 2011-06-26 2011-06-26 <http://blog.rbc.cn/index.php/uid-7986-action-viewspace-itemid-923075>

¹⁰ The statistics from the sixth state population census of Beijing in 2010.

¹¹ <http://club.rbc.cn/thread-724061-1-1.html> 3rd, September, 2011

director have the right to announce the request for help and express their own opinions about the exchange for goods. However, these factors do not help “modifying” the real life.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Content	Mutual help in daily life	Mutual help in daily life	Mutual help in daily life	Barter	Barter	Dating and Personal	Happy return visit

Diagram 2: The contents of Helping Each Other in Beijing, from Monday to Sunday¹²

The charm of *Helping Each Other in Beijing* highlights in “the return visit” program broadcast on Sunday. This program reviews all the requests in the past week and carries out the results. Meanwhile, it tries to find out the people who have stories according to those requests and shows the reality behind their lives. It is more convincing, compared with the way some anchors or directors who select topics in the office, determining the subject through the network or news events on other media. This program selects topics which are real and can raise the interest of the listeners. Only the real stories can withstand long-time-test and will win more and more fixed audience.

Fanghua, the editor of *Helping Each Other in Beijing* mentioned such an example: A young listener named Xiaowei called hot line and wanted to seek a prescription for urological problems for his father who had been sick in bed for a long time. It seemed similar to other calls for prescription, but Fanghua thought there should be some stories hidden behind, since she could feel his anxious tone. After broadcasting, Fanghua called Xiaowei again to see whether there was any reply. And later they talked several times and she began to know that when Xiaowei’s father was young, he was once a key technician in the factory. However, about 20 years ago, in one repair, he got paralysis of the lower limb because of work injury, and after that he could just stay in bed. More often, he would sing for Xiaowei’s mother and the whole family, asking them not to worry about him. Xiaowei’s mother was also a very strong person. Though she had the weight of life on her, Xiaowei’s mother never complained to others. Xiaowei and his sister were also quite considerate; they helped to take care of their father, sharing their mother’s sorrow. When they grew up, they were dutiful to their parents. Fanghua realized it was a respectable family, which was full of positive, harmony and unity. For this reason, Xiaowei’s story was broadcast on the Sunday episode “Warm and Happy Stories” of *Helping Each Other in Beijing*.

There are lots of such stories in the Sunday episode of *Helping Each Other in Beijing*. This program not only plays as a platform for information transmission, more importantly, it conveys love and true feelings of people:

*We talk about life and social hot spots with the listeners freely, expressing our thoughts. In this way, you may hear the old people recollecting their life, the consumers commenting on the present health products and the youth talking about their values of marriage and life. Besides, you may also hear the life pursuit of the retired people, the happiness of a united family and the unhappy side of social families, etc.*¹³

To sum up, by interviewing, the program reflects the life of common people through the listeners, which naturally makes the program more pleasant, more interesting and more significant. By the words of listeners, “we see through the interviews”.

Lastly, the power of a simple life. *Helping Each Other in Beijing* mostly selected the warm stories. In the process of rapid development, China has to pay price for the modernization, such as the gap between rich and poor, the loss of morality and values, the clash of traditional Chinese culture in the globalization, etc. Unlike the

¹² <http://fm1073.bjradio.com.cn/servlet/Category?Node=41082&Language=1>

¹³ Fang Hua’s work summary.

intellectuals who have voice with their ability to reflect and the class of vested interests who can escape from all kinds of shocks, most ordinary people are reluctant to receive or suffer these changes. Therefore, the simple stories of people's lives show the inner desire of them.

Although TV is a powerful medium in Chinese society, the radio as a second medium could play a more flexible role in terms of commitment to social welfare. With this rule, the market, the policy and the audience provide the opportunity and time for the *Helping Each Other in Beijing* to explore.

With a positive intention, *Helping Each Other in Beijing* displays the twists and turns positively, and ultimately achieves a happy ending, audience not necessarily experiencing the "waves" brought by the media in the "tough battle" media spectacle. *Helping Each Other in Beijing* will not last long if it only praises for good deeds. However, the host looks into the reason for there being some helpful people from a unique perspective. Besides, the program makes more efforts on things out of the program, which enables the program to have important influence on people's real life, and in turn affect the next subject selection.

For example, Mr. Cui, about 70 years old, has always helped to mend the household Appliances like semiconductors in *Helping Each Other in Beijing* since the end of 2010. He has won the favor of many audiences. In the Spring Festival of 2010, the host visited Mr. Cui, finding that Mr. Cui was not rich with a 40-years-old daughter who was suffering mental retardation and unable to take care of herself. Mr. Cui's largest dream was to have a walk with his daughter in the park and enjoy the sun. After that program, many audiences connected the radio station to help Mr. Cui. Ms. Wang is one of them.

When asked about why to help the stranger Mr. Cui, Ms. Wang said, "I don't know why, but I was moved by Mr. Cui. He was not rich but he was always helping others. I thought it was my duty to help him." The host added, "why is it your duty to help a man who has no relationship with you?" Ms. Wang replied: "Mr. Cui told me he was moved by the program, and I was moved by him." By now, the program told us that in the big cities in China, there is still some sensation simple but powerful—mutual sensation, mutual gratitude, mutual reward, and mutual influence. It is the true affection between people that warms the world. Finding warm-hearted man, discovering warm-hearted man and influencing more people reflect the spirit and soul of *Helping Each Other in Beijing*.¹⁴

Helping Each Other in Beijing started from exchanging articles, to exchanging skills, and then to providing spiritual comfort. The program helped the civilians solved many daily problems and provide convenience for their life. Meanwhile, by the way of substantial help, the program initiates pursuit and establishment of harmonious relationship between people, serving the elderly pragmatically and displaying their real life.

The senior audience has experienced many setbacks and tortuous stories in their lives. They are not as eager for the plot and setbacks themselves as young people. This program grasps the core of programs for the senior. It is practical, positive, relaxing and modern, full of affection.

The extension of interaction

As a program for the elderly, "Helping Each Other in Beijing" represents a significant breakthrough in terms of interactivity. Four main aspects are included:

Firstly, multi-media interactive communication. Initially, the interaction between the radio audience is only through letters and hotlines, however, now many interactive ways have been made full use of, such as SMS, QQ and the discussion forum, providing listeners with diverse means of interaction and actualizing the multi-media interactive communication. After 2 months' establishment of "Aged Forum" (which was set up by Cheng Yin), it gradually becomes popular with more and more topics and clicks. At the meantime, the host builds the information connection with audience through blog and micro-blog, which displays the new frontier of broadcasting program pattern with the help of new technology. By the end of June 2011, Chinese netizens

¹⁴ <http://blog.rbc.cn/index.php/uid-7986-action-viewspace-itemid-923075>

reached 485million; the number of netizens above 50 years old had a prominent growth, whose proportion climbed to 7.2% from 5.8% by the end of 2010.¹⁵ More and more senior citizen use new online media, which shows that the orientation of “Helping Each Other in Beijing” is quite forward-looking and full of fashion.(See Diagram3)



Diagram 3

In addition, this program is transmitted mainly through live audio as well as live network video, which is based on audio content, expands the advantage in vision moderately and adds another choice for audience.

Secondly, audience’s participation in the topics selection. Currently, Chinese TV audience is not the real subject. Though there is a large audience on the scene, the directors arrange everything. However, “Helping Each Other in Beijing” is different from others. The audience is absolutely the subject. It is involved directly as one important element in the program. In each episode, both the host and the listeners will get surprise and something unexpected. The host develops the idea “health senior study” into “positive senior study” in support of the deep participation of the listeners. Behind the responses to small household affairs, the society and media show great respect for the wisdom and potential of audiences, especially the elderly and other vulnerable groups.

In 2009, at the early stage of this program, there was only one host Cheng Yin. Since being short of hands, the volunteers were recruited to be involved directly in the work of directing. At the beginning of the planning stage, the senior volunteers began to participate in the program, which guaranteed that the topics were close to daily life. They were so enthusiastic and earnest that sometimes it was hard for them to control the discussion time and the scope of the topics.

Thirdly, the extension of interaction. The time of radio program broadcast is limited, and within the duration, the mode of interaction is limited as well. The director of “Helping Each Other in Beijing” spends a great deal of time and energy organizing listeners to take part in various social activities in hopes of enlarging the limited program space and extending the limited program information in the daily life in order to integrate the program with the lives of audience.

It is worth mentioning that the program team has set up *Computer Class for the Elderly* for the audiences of *Helping Each Other in Beijing* and *Friend of the Elderly* free of charge. At first the elderly do not know how to turn on the computer, but later on they become the computer experts. They can read the forum, send pictures

¹⁵ The 28th survey of the development of China internet network from China Internet Network Information Center

and videos and set up blogs. Some even record their readings and publish them in the *Aged Forum* being as a podcaster, busy with great joy.

Helping Each Other in Beijing and another program, *Friends of the Elderly*, hold social interactive activities for the audience throughout the year, including lectures, performances, visits to enterprises, technology experiments, audience gathering and so forth, all of which not only enrich the lives of the old and broaden their horizons, but also promote the development of the program, making its influence and popularity continue to expand and upgrade. In 2009 there were 11 activities held altogether. Among the activities, *Gathering of Netizens and Audience* (26, October each year) which is continuously held for 3 years and annual "Netizen Gathering" held on the Eve of the Spring Festival are the brands of the social activities.

The culture of Helping Each Other

Nowadays, China is facing the severe social problem of the aging of population which is developing rapidly along with the industrialization, urbanization and modernization. It also comes with urban and rural differences, regional differences and income differences and economic transformation and cultural transformation. Meanwhile, for over 50% of Chinese families, there is only an old member. The percentage is up to 70% in some cities. It's impossible for many old people in low income families to live in nursing home or get social nursing service¹⁶. Therefore, it is an urgent and crucial subject for the society to build a social pension system which is led by the government and operated by market with support and attendance of people. *Helping Each Other in Beijing* creates the culture of helping each other and builds the system of helping each other among the old as well as other social individuals. The culture of *Helping Each Other* mainly reflects in the following aspects:

Firstly, helping each other. When the audience wanted to repay the person who have repaired his radio, the person said, "If you want to repay me, go to help others." This is the culture of *Helping Each Other*, "finding those willing to help, gathering them and influencing more people!"

Secondly, the circulation of kindness. An audience said, "*Helping Each Other in Beijing* is a circulation of kindness which passes the kindness to more people". Some of the questions asked by the audience in the program can be solved immediately but more of them need to be summarized by the host, passing to enthusiastic audience. For example, a taxi driver wanted to order a birthday peach for his grandfather's ninety's birthday but had no idea where to order. Lots of audience offered information. An audience helped to make the order hearing that the driver had no spare time to do it. On the birthday of the grandfather, the program group called and wished him happy birthday. This event moved the driver so much that he said he would help others in the future. Not long after that, an old man called the program for help. Someone gave him the radio tape he needed but it was not convenient for him to fetch it. Because the tape was in Sha He where was far from his home. He hoped that someone could take it to him if convenient. The driver called the program immediately after knowing it. He said, "I'll help him because the program once benefited me." He used his taxi and fetched the tape for the old man voluntarily.

Thirdly, from radio effects to social phenomenon. *Helping Each Other in Beijing* summarizes the audience's words to create the culture of *helping each other*. These short sentences which reflect high moral standard and quality of common people are used to attract more people to join the action of helping others. These "famous words" includes: "If you want to thank me, go and help others." "Do a favor so that you make a friend. ""Little things make the ones."

As a social phenomenon, *Helping Each Other* is highly evaluated by the press, the charity and experts. They think it is a great attempt which is people-oriented and represents the scientific outlook on Development. It is another contribution made by TV and radio to the charity and commonweal. This program is the only

¹⁶ Wang Yiyong: *How to enjoy life in retirement*, 14th edition, Guang Ming Daily, 1st, September, 2011.

"commonweal star program" of "Charities star selection" held by Propaganda Department, Department of Civil Affairs and Beijing Charity Association.

Positive psychology indicates that "Being positive is a value-oriented concept and shows the quality of thinking," "Being positive is a life state that one can make the full use of his power without regrets". *Helping Each Other in Beijing* combine the irreplaceable advantage of broadcast media with audience's social psychological demand to shape the program form which seems to be simple and ordinary but with the creativity and wisdom behind it. *Helping Each Other in Beijing* expands self-cognition of the audience through "helping each other". The program also extends its service from individual service to effective social public service.

From the above analysis we can see the great vitality of radio programs that is represented by *Helping Each Other in Beijing*. Nowadays China has not entered the age of digital broadcast. Digital radio and Internet radio are still under-developed. Nevertheless, the program *Helping Each Other in Beijing* marks the new image of Chinese radio programs in this digital age.

To our gladness, there was a piece of good news of *Helping Each Other in Beijing* while this paper was done. Considering the program's contribution of many ideas and resources to the newly born TV programs, Beijing Television contacted the program group to produce a television program introducing *Helping Each Other in Beijing*.¹⁷ *Helping Each Other in Beijing* is a sample case of China's radio programs. It is not perfect and still developing. However, it displays the innovation of broadcast media concept and the broadcasters' reaction to new relationship between media and audience in the new media age full of fierce competition. It also reflects the future of China's broadcasting programs and the responsibility of Chinese broadcasters in this digital age.

¹⁷ Cheng Yin's blog <http://blog.rbc.cn/index.php/uid-7986-action-viewspace-itemid-924389>