



ALLEGRAVITA

北京乐微塔营销咨询有限公司

PR & STRATEGIC COMMUNICATIONS

FOR CHINA AND THE WORLD

公关传媒·专注中国·服务世界



北京电视台

Beijing Television Station (BTV) is one of the most important provincial television stations in China, covering Beijing and 24 surrounding provinces. In 2006, both BTV-1 (News Channel) and BTV-6 (Sports Channel) began 24-hour per day broadcasting. Catherine Davis was hired by BTV to prepare the journalists and broadcasters to compete for Beijing Olympic Broadcasting (BOB) contracts and in Western media reportage techniques for BTV's wider commercial audience.

Media training, curriculum development, training.

In 2006, Allegravita co-founder and director Catherine Davis was engaged by BTV to create a media training program in support of their increased viewership and in preparation of Beijing's host city responsibilities.

The training curriculum was delivered to BTV's most well-known reporters and broadcasters and covered skills and techniques necessary to compete with and work with international mass media.

OUR PLAN:

Catherine and her Allegravita media relations team designed the curriculum and arranged for guest speakers from the wider media, sport, and Beijing Games community as guest speakers, including reporters from ESPN, NPR, Alec Sirken from CBS, George Smith Chief Rep of the 2007 Special Olympics the World Games in Shanghai, the NBA, and Nicki Vance, from the World Anti-Doping Agency (WODA).

IMPLEMENTATION:

The training curriculum consisted of 10 Modules with emphasis on interviewing and announcing techniques, sports programming and broadcasting, and interaction with foreign members of the media.

Through Catherine's leadership, more than five BTV cohorts graduated and an impressive number of BTV reporters went on to win reporting contracts with BOB.



CASE STUDY: BTV STATION MEDIA TRAINING PROGRAM 2006



RESULTS:

Through years of our founding partners' ties to Chinese government, Allegravita has developed and fostered powerful and strategic partnerships. Simon Cousins, Allegravita's CEO, began his tenure in China working for the Beijing Municipal Government Information Office, and Catherine Davis, Allegravita's co-founder and director, worked with the Chinese Ministry of Education. In the same way we advise our clients on doing business in China, we too understand that in China, a partnership is forever.

