



巴菲特：“在社区意识强烈的城镇地区，没有比当地报纸更为重要的机构。”

美国社区报 实操指南

无以复加的当地化

Community Journalism Relentlessly Local

[美] 赵克 (Jock Lauterer) 陈凯 著

全美最权威社区新闻教材

> 遍布全美的社区报构成了美式民主的底色，让民间活力得以最大限度的释放。本书以美国原版教材为底本，但文本经过全新修订，专为中国读者定制，更加切近实用。其所展现的虽是美国的心跳，立足点却在中国。



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自序一

当一个国家的人对于“社区”一词的定义与美国人的理解截然不同，他该如何开始阅读一本关于“社区新闻”的书？更何况这个国家连“新闻”一词都有众多不同的内涵？

对美国人而言，“社区”是一个积极的、具有包容性的、易于理解的词，它被用以形容一个物理空间、族裔化地方或意识形态场域（地域或网络上）。在这里，人们为促进共同生活的改善而和睦聚居。如果冲突、问题或议题在这里出现时，社区成员都知道：妥协是交往的核心，是社区前行的推动力。

对美国人而言，开国宪法使“新闻”一词变得神圣而不可侵犯。想象一下：他们要白手起家成立一个新国家！所以美国开国元勋聚在一起，一致认同“新闻”（即报纸）对于一个新共和政体的运转和维持是如此重要，以至于需要制定一部不可撤销的法律，规定政府从今往后永不能干涉报纸！

因此，在美国，“社区新闻”这个词汇被用以形容一种重要而独特的新闻形式，其目的不仅是告知新闻，而且更是为民众服务。而“服务社区”这一点是非常重要的。

事实上，如果对美国社区报的愿景存在一种共识，那么它会是如下内容：“优秀的社区媒体有助于优秀社区的建立、培养和维护。”



FOREWORD

How does one begin a book about Community Journalism for a nation whose definition of the word “community” is so different from the American meaning? And for whom even the word “journalism”, has vastly different connotations?

To Americans, the word “Community” is a positive, inclusive, accessible term describing a physical, ethnic or ideological place (geographic or on the Web) where people agree to gather in peace and harmony for their mutual betterment. And where, when conflict, problems or issues arise within that community, that the members realize that compromise is the soul of diplomacy, the way forward.

To Americans, the word “Journalism” is a word enshrined in our founding Constitution. Just imagine: a start-up that happens to be a new nation! And that the creators of that start-up nation sit down together and decide that “the press” (newspapers) is so important to the functioning and maintenance of that new republic that they write an irrevocable law that says that government must henceforth never tamper with newspapers!

Thus, the term “community journalism” is used in the U.S. to describe an important and distinct form of journalism, whose purpose is not just to tell the news but also to serve. And this is very important: To serve the community.

In fact, if here was a commonly agreed upon Vision Statement for U.S. community newspapers, it would be this: “Great community media help build, nurture and sustain great communities.”



自序二

敬爱的中国读者：

在我的国家，初出茅庐的记者接受的教育是——写每一个故事时，必须写明五个基本问题：

谁（Who）？什么事（What）？哪里（Where）？什么时候（When）？为什么（Why）？有时候也要回答怎么样（How）。

也许这5个“W”翻译成中文后并不能达意，不过还是让我们试试看。

谁：

先说你，再说我。

这书是为你们——中国新闻学的学生和学者、试图更好地理解美国社区新闻的专业记者，以及那些有兴趣借鉴我们“最佳实践”经验的人——而准备的。

我曾在北京、上海、重庆、合肥和郑州的讨论会上见过“你们”；当我访问新成立的社区周报《郑州晚报·登封金版》时，我见过你们。所以，我知道我在为谁写。

听你们说，你们都想知道如何做好社区新闻。在这点上，我可能有用武之地。

如果你正在阅读这些文字，你肯定和我一样关注新闻事业，可能听说过社区新闻，并为“全球化思维，本土化报道”的理念而激动不已。我也如此。在我的工作岁月中，我一直在身体力行这一理念。

我是位美国学者，教了20多年的社区新闻，曾经拥有并经营自己的社区新闻报长达15年，写过关于社区新闻的教科书，现在它出到第三版，20年来在全美范围内被当成经典教材。

但这并不意味着我在中国就是专家，否则就太狂妄了。正如美国学者费正清在《中国新史》一书中所写道：



“我们的图书馆里堆放着不少撰写者大发其对中国无所不知之论，却对自己无知之程度茫然的作品。殊不知，我等知晓得越多，愚昧无知的边缘也就越大。”

什么：

为了让这本书发挥作用，它应该像一位亲切的、值得信赖的、年长的朋友；像一个可以为你雪中送炭的人；像那些当你寻求灵感，当你准备从他人的经验中学习新东西的时候，能及时为你提供帮助的人；像那些走在你前方的人；像一位仁慈但不加道德评判的导师。

我希望本书能体现社区报的精髓：为读者服务，让生活更美好；当你热情报道本地新闻时，能提升你对本地报道内在价值的理解和欣赏；能让你在这漫长的事业征途中保持一份高涨的情绪。

正如老子所言：“千里之行，始于足下。”

所以，让我们无所畏惧地迈出第一步。

哪里：

美国有句习语：“将经历的点串起来。”它的意思是，把那些看似遥远实则相关的事实紧密地联系起来。两位学者因为共同的专业目的，已在北京和教堂山两地间构建起连接纽带，形成了合作伙伴关系，成立了一个工作组。我们在各自的地区开展有关社区新闻的研究越多，就会发现我们之间的联结越紧密。美国的社区新闻报道已有很长历史，其专业水准达到相当高度，对于社区新闻发展尚未成熟的中国来说，可能可以当作一个标尺。

什么时候：

中国新一届领导人的上任标志着中国对前瞻性思考做好了准备，中国媒体行业也渐渐意识到社区新闻给社会和市场带来的契机。我们认为现在是地方媒体大力发展的好时机，应当抓住这一历史机遇。如美国总统所说：“是的，我们可以！（Yes, we can!）”在美国，当许多大都市日报在2008年经济大萧条时期遭遇重创时，小报纸——特别是高度地方化周报——比那些大城市的难兄难弟们的表现好得多。社区报不仅挺过了这些艰难时期，在许多情况下，它们更在繁荣地发展。凭借其在经济危机中的抗风险能力，以及对新社交媒体环境的灵活适应，社区报重新获得了全美新闻界的尊重和重视。

最后的结论是：社区报提供给当地读者在别处无法获得的服务和内容——那



就是：经验丰富、内容真实、值得信赖的社区报无以复加地对与人们生活息息相关的事件进行报道。作为重要的社区机构，社区报与公民保持零距离，注重报道准确性并敢于承担责任。

为什么：

为什么中国需要社区报？中国确实需要啊！13亿人口，约占世界人口总数的20%，中国需要社区媒体。至少，以我们的愚见是如此。

我从美国前国务卿亨利·基辛格和玛德琳·奥尔布赖特两位深入研究中国问题的智者身上汲取到灵感。

“中国有自己的发展方式，”奥尔布赖特说道，“……大到无法被忽视，太压抑以至于很难接受（新事物），难以被影响，而且非常非常自傲。”

每个中国学者都应该读读基辛格博士于2011年推出的《论中国》一书。他总结出：“中美……需要对方……因为两者都太大而难以被控制，太过特别而难以被转变，以及太需要对方而难以采取孤立态度……尽管这样，能实现共同的目标吗……谈到哪里为止？”

在这里，我要提醒的是，其实我们有一个“共同目标”，即我们都在寻求构建一个和谐社会……实现这一目标要靠普通百姓接受教育后积极投身社会建设。为了和谐社会的到来，人民必须成为“公民”。也就是说，人民回报社区的责任感需要被唤醒，只有大家都不求任何回报地为社区付出，一个健康的社会才能到来。随着中国人接受自己的“公民”角色，至关重要的是普通民众会逐步意识到自己对社会应该具有影响力，其前提是被告知实情。我们相信，一个强大的本地媒体是通过构建共识完成“社区建设”任务的核心力量。一个知情的社会可以在不受干扰、没有烦恼的情况下，做出明智和善良的抉择。当人们醉心于自己的角色，积极参与到村庄、城镇、都市、公寓住所等所在地的公共事务中时，他们会体会到自身价值，从而收获社会资本，就像有钱一样富有。一位深入介入公共事务的本地公民在家人和同事之外往往拥有丰富的人脉关系，扩展个人“社会资本”需要信息充分流动的社会的支撑，这正是当地媒体和社区新闻的用武之地。中国社会更加和谐，世界也将更加和睦。这样一个大图景，难道不够令人激动吗？

怎么样：

这本书旨在为你的旅行之路提供向导，或成为你沿途的参考，或是当一个人能为他人提供帮助的朋友。可能下面这个比喻更为形象：如同在中国圆形宴会桌前，一道又一道的菜在你面前转过，作为用餐者，尽可以挑选自己喜欢的菜肴，不动自己不感兴趣的。厨师无法做到让你尝遍所有菜肴，我们也是。我们不曾想



过书里提及的每样东西都能让你高兴，然而，我们仍热切希望，我们的智慧盛宴能给你带来食物和灵魂上的满足。

至于“甜点”，是由一位来自美国的拥有三重身份——报刊所有者、编辑兼发行人——的独立报人所准备。

当我请我亲爱的朋友肯·里普利帮忙写点特别的东西来介绍这本书时，他上了这么一道“菜”。

好好享用吧！



PREFACE

Dear Esteemed Chinese Reader,

In my country, fledgling journalists are taught that for every story they write, they must answer five basic questions.

Who? What? Where? When? Why? And sometimes How?

Those “Five W’s” may not translate very well into Chinese, but let us try!

WHO:

You first; then me.

This book has been created for you — the Chinese journalism students and scholars, the Chinese professional journalists seeking to better understand community journalism in the American context and for those who may be interested in borrowing our “best practices.”

I met “you” at workshops in Beijing, Shanghai, Chongqing, Hefei, and Zhengzhou; I met you when I visited the start-up weekly community newspaper, the *Deng Feng Golden Edition*. So I know for whom I am writing.

And the thing I heard you saying was: you all wanted to know how to make a success out of community journalism. Maybe I can be of use.

If you are reading this, then you must care about journalism as I do. Perhaps you’ve heard about community journalism and are excited about the notion/concept of “thinking globally, reporting locally”. Me too. I’ve done this all my working life.



I am an American scholar who has taught community journalism for over 20 years, owned and run by own community newspapers for 15 years, and wrote the community journalism textbook, now in its third edition, which has served as the American classic text on the subject for almost 20 years.

But all that in no way makes me an expert on China. That would be presumptuous. For as American scholar John King Fairbank writes in *China: a New History*.

“Our libraries are littered with the pronouncements of writers who knew all about China but could not see how much they did not know. The expansion of our knowledge has expanded the circumference of our ignorance.”

WHAT:

For this book to be useful, it should be like a dear trusted elder friend, someone who you can turn to in times of need, when you seek inspiration, and when you are ready to learn something new from another’s experience-someone who has gone before you, a benevolent mentor who offers help without judgment.

So I intend for this book to serve, much as community newspapers should serve, to make life better, to elevate your understanding of and appreciation for the inherent values of intensely local reporting, and to keep your spirits from failing over the course of your long march.

As Lao Tzu said, “A journey of a thousand miles begins under one’s feet.”

So let us take that first step, fearlessly.

WHERE:

In the U.S., we have an expression: “Connect the dots.” It means making a significant correlation between seemingly distant but related facts. We scholars have formed a partnership, a working group with the bond of mutual professional purpose that “connect the dots” between Beijing and Chapel Hill. The more we conduct research on community journalism in our respective physical areas, the more we find that we are connected. Community journalism, which is well established historically and professionally, might serve as an example for China, where community journalism is not so mature.



WHEN:

With a new president signaling China's readiness for forward thinking, and with the Chinese media industry awakening to the social and market possibilities of community journalism, think that now is the right time for local media to blossom, to seize this moment in history. In the words of the American president: "Yes, we can!" For in the U.S., where big city metro dailies suffered mightily at the hands of the 2008 Great Recession, smaller papers — particularly all-local weeklies — weathered the Great Recession far better than their big-city cousins. And in spite of these tough times, community papers aren't just surviving—in many cases they're thriving. Their ability to survive the economic tempest, along with their nimble adaptation to the new social media scene, has gained community newspapers new national respect and attention.

Here is the bottom line: Community newspapers provide a service and content local readers can find no where else: relentlessly local reporting on matters immediately relevant to their lives — coming from a tried and true and trusted community institution that is accessible, accurate and accountable.

WHY:

Why China? Why China indeed! With 1.3 billion people and nearly 20 percent of the world's population, China needs community media. At least in our humble opinion.

I draw inspiration from the wisdom of former U.S. Secretaries of State Henry Kissinger and Madeleine Albright, both of whom studied China extensively.

"China is in its own category," Albright says, "...too big to ignore, too repressive to embrace, difficult to influence, and very very proud."

Dr. Kissinger, whose 2011 book, *On China* should be required reading for every China scholar, concludes, "The U.S. and China... need each other... because both are too large to be dominated, too special to be transformed, and too necessary to each other to afford isolation...Beyond that, are common purposes attainable...? And to what end?"

Here's a "common purpose" I propose we all agree upon. That we all seek a harmonious society...and that reaching that goal is dependent upon ordinary people



becoming educated, and then embracing their role of constructive engagement. For that to occur, people must become “citizens”. That is, people must awaken to their own responsibility to give back to a healthy society, to “pay it forward”. As the Chinese people embrace their role as citizens, we propose that it is crucial that ordinary people realize their own impact and importance in society. To be informed is to be effective. We believe that a strong local media is central to this task of “community building” through consensus building. An informed society can make wise and compassionate choices without disturbance or upset. When people “buy in” to their roles as active participants in the maintenance of their places (villages, towns, cities, apartment towers) then they feel of worth, and thus gain social capital, not unlike being rich with money. An engaged local citizen is rich with relationships outside his or her family and place of work. Such “social capital” requires an informed society. That’s where the local media, and community journalism comes in. And the more harmonious China’s society is, the more harmonious the world is. How’s that for the big picture?

HOW:

So this book aims to serve as a guide along the road you will travel, a source along the way, one friend reaching out to help another. Perhaps a more useful metaphor is that of the circular Chinese banquet table, upon which multiple dishes arrive, one after another, over time, rotating past you on the round dinner table. You, the diner, pick what you like, and ignore what you do not prefer. The cook does not make you eat it all; and neither do we propose that everything between these pages will delight you. Yet it is our fervent hope that our intellectual feast will give you sustenance and satisfy your soul.

For “dessert” we have the following “dish”, prepared by an independent owner-editor-publisher from the U.S..

When I asked my dear friend Ken Ripley to write something special to help introduce this book, this is what he “served up”.

Enjoy!



致中国记者的一封信

亲爱的中国朋友们——我一般都这么看待同行记者，不管他是来自哪个国家——你们正在阅读赵克撰写的关于社区新闻的书，这让我很激动。作为他众多多年老友中的一位，也作为一名在小乡镇从事了38年周报编辑和发行的工作者，我知道你从本书阅读中获得了一种改变并充实你的记者生涯的力量。更让人激动的是，好的社区新闻有一股震撼人心的力量，它能改变并充实你所服务的对象。

新闻工作可成为谋生的好出路，我们当然希望在经济上能获得成功。但是，就我所知，世界范围内大部分记者至少因为以下两条原因从事这一行：一是对周遭人和事的极大好奇和兴趣，并为能分享他们的故事而引以为豪；二是源自我们内心不时的热情的期盼，希望自己的行动能为自己所服务的社区做出贡献。社区新闻工作同时满足这两点要求。

当然，一则好的突发新闻报道总能让人激动。每个作家看到成千上万的读者在阅读由他署名的故事作品时，都会狂喜不已。得新闻奖委实不错，但是我至今印象最深刻的是，在做完礼拜后，一位自豪的父亲羞怯地靠向我，让我在报纸上报道他儿子取得的体育成就；那位带着结婚告示和照片走进来的快乐新娘；那封写给编辑，感谢编辑帮助他的家人和一位失散多年的兄弟重新团聚的信；那众多带着一条大鱼、一个大西红柿或一头刚猎获的鹿走进办公室，让我“为了报纸”拍下他们照片的读者。我拥有一份名为《春泉希望行动报》的报纸，但实际上这份报纸的所有人是整个社区。

大都市日报和小乡镇周报本质上做的是相同的工作——报道，撰写，倡导，在其所选择的社区中扮演一个积极的角色。但是多年以来，众多大报花费如此多时间在“大局”上，以至于他们对日常生活空间的挖掘很小。然而对于读者而言，每日发生的事情常会比一些我们认为的“大新闻”更为重要。垃圾清扫日期的变化、孩子



们即将迎来的新老师、为什么城镇的水质糟糕、刚颁布的关于鸡肉规范的法律条文——生活在继续，有好有坏，这些都是不论什么规模的优秀社区报都会去报道的题材。因为我们中的大部分人生活在所报道的社区中，我们同读者一起大笑或哭泣，自豪或难堪，遭遇不幸或庆贺喜事。如赵克所说，我们倡导“无以复加的本地化”。

在我的国家，一份报纸也是一个社区机构，它让人们有向心力并提供重要的领导力。通过新闻和社论，我们塑造舆论，影响行动。我的报纸已成为建设镇图书馆和公园的力量、推广政府的良好做法并揭露其不良行径的平台、学校和孩子们的坚强后盾、鼓励企业发展和产业化的推手，以及保护本地环境的中流砥柱。我相信我的报纸在春泉镇起到了积极的影响。好的社区新闻有助于促进美好社区的建设。

如你所知，近些年来众多事物在发生变化，技术在发展，商业模式在改变，互联网让更多方式的交流成为可能。甚至连我这小镇上的小报都有网络版和Facebook主页。

但是有件大事从未改变，我也希望它永不变化——不论社区规模大小，我们的使命都是帮助它正视自己的现状以及可能的未来，成为代表全体社区居民利益的一股积极力量，以及成为一个真实信息的流通渠道和开放的讨论平台。不管拥有什么样的政府，在这里，关心的人可以决定自己的事务，在社区中行使公民义务。

不论是在大都市、小城镇还是网络上，当你开始或继续从事你所选择的新闻行业，我都希望你热爱所做的工作。如果你喜欢所服务的人，美好的事情就会在未来等着你。你可能不会挣很多钱，但你会在其他方面变得非常富有。

送上来自美国北卡罗来纳州春泉镇的最美好的祝愿！

里普利

《春泉希望行动报》编辑兼发行人



A LETTER TO THE CHINESE JOURNALIST

Dear Chinese friends — for that is how I view all fellow journalists, no matter what country — I am excited that you are reading this book by Jock Lauterer on community journalism. As one of his many friends for years, and as a weekly newspaper editor and publisher for 38 years in a small rural town, I know that what you will read in these pages has the power to transform and enrich your journalism career. Even more exciting, good community journalism has the awesome power to transform and enrich the people you serve.

Journalism can be a good way to make a living, and of course we want our businesses to be financially successful. But most journalists I have known, worldwide, have become journalists for at least two other reasons. One is a tremendous curiosity and interest in the people and events around them, and pride in sharing their stories. The second is an inner and sometimes passionate desire to make a difference in the communities we serve through what we do. Community journalism satisfies both.

A good breaking news story is always exciting, sure. Every writer is thrilled to see his or her byline on a major story that thousands of people read. Press awards are nice. But what I remember most now is the proud father who shyly approached me after church to ask that I put a report about his son's sports accomplishment in the paper. The happy bride who came in with her wedding announcements and picture. The letter to the



editor that reunited a long-lost brother with his family. Many readers who came into the office with a huge fish, a giant tomato, or a freshly killed deer so I could take their pictures “for the paper”. I own the *Spring Hope Enterprise*, but my newspaper really belongs to my community.

The big city daily newspaper and the little rural weekly newspaper are essentially doing the same thing — reporting on, writing about, advocating for, taking active roles in their chosen communities. But over the years many large newspapers spent so much time looking at “the big picture” that they found little room for everyday life. And yet the everyday things that happen are often more important to readers than some stories we consider big news. A change in days their garbage is collected; the new teacher their child is going to have; why their town water tastes bad; a new town law regulating chickens — life happens, good times and bad, and this is what good community newspapers of all sizes try to cover. And because most of us live within the communities we cover, we laugh or cry, feel pride or embarrassment, suffer or celebrate along with our readers. We are, as Jock says, relentlessly local.

In my country, a newspaper is also a community institution that helps bring people together as well as offering important leadership. Through news and editorials, we shape opinions and influence actions. My newspaper has been a vital force behind building our town library and park, promoting good government practices and exposing bad ones, supporting the schools and the children, encouraging business growth and industry, and protecting the local environment. My community newspaper, I believe, has made a positive difference in Spring Hope. Good community journalism helps foster good communities.

As you know, so much has changed in recent years. The technology. The business model. The expanded means of communication made possible through the Internet. Even my small newspaper in a small town has a website and Facebook page.

But one big thing has not changed and I hope never changes — our mission is to help our community, whatever size it may be, to see itself as it is and as it can be; to be a positive force for good on behalf of all its people; and to be a channel of honest information and open discussion through which caring people can determine their own affairs and the civic life of their community no matter what kind of government they have.