

凝心

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## 七点传播

**1** 第一波“快点”传播

用号外、快讯等视频产品先声夺人。

**2** 第二波“交点”传播

用新媒体产品H5、一图读懂等交互式传播。

**3** 第三波“深点”传播

以版面报道、评论等，挖掘深度故事。

**4** 第四波“外点”传播

对外发稿，全网外宣引发万众关注。

**5** 第五波“后点”传播

用后续报道持续跟进，不断推热。

**6** 第六波“集点”传播

用网端专题、全息报纸，形成集合留存。

**7** 第七波“延点”传播

持续关注后续新闻点，延伸报道，镌刻万众印记……

加强国际传播能力建设,通过《欧洲时报》《蔚山广域每日》等媒体平台,向世界讲好盐城故事,传播盐城之美,展示盐城之好,传递中国声音。

The collage features several distinct sections:

- Newspaper Clippings:** Multiple pages from '盐阜大众报' (Yancheng Daily) are shown, with headlines such as '项目建设春潮涌动赋新能' (New energy surges with project construction), '盐城(上海)宣传文化旅展部在沪开幕' (The Yancheng (Shanghai) Propaganda, Culture, and Tourism Exhibition Department opens in Shanghai), and '盐城(上海)宣传文化旅展部在沪开幕' (The Yancheng (Shanghai) Propaganda, Culture, and Tourism Exhibition Department opens in Shanghai).
- Infographic:** A large, colorful infographic titled '到盐城 嗨嗨嗨' (Come to Yancheng, Hi Hi Hi) is prominently displayed. It features a central circular graphic with the text '打开心扉 尽享精彩' (Open your heart, enjoy the精彩) and several smaller circular images showing various attractions and activities in Yancheng, including historical sites, nature, and modern infrastructure.
- Video Frame:** A video frame on the right side shows a lecture titled '沪上名匠大讲堂' (Shanghai Master Lecture) with a speaker on stage and an audience.